

ROADMAP TO REUSABLES DESIGN SPRINT

August 11, 2020

Hosted by  and 

Work Product: MURAL Board

Introduction

UPSTREAM, in partnership with **Remark.eco**, hosted a one day virtual design sprint in August 2020 using the GV Sprint Methodology. Our time was structured to collaboratively understand current challenges from new perspectives, ideate new approaches, build a tangible work product and test assumptions with real stakeholders before investing time and money to build solutions at scale.

After interviewing restaurant owners during the sprint and in the field to learn about introducing reusability into their takeout and delivery systems – which are exploding as a result of COVID – we learned that we can add value to restaurants in three key ways:

- 1. Anything that saves time.** One owner reported working ten times as hard for ten times less.
- 2. Anything that saves money.** Owners report significant decline in sales and layoffs of staff.
- 3. Anything that helps sell more drinks and food** – and retains existing diners while attracting new diners.

Our Goal

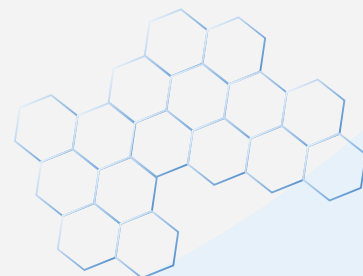
Develop a scalable, viable model for reusable systems for prepared food & beverage in the COVID era, helping keep businesses open and thriving while also protecting our health and the planet. **So we organized a small group of experts to come up with solutions to encourage the use of reusables during the COVID crisis.**

Findings

Even though we did not make it to the prototyping phase of a “product,” which typically is the goal of any design sprint, the learnings from this virtual day (mapped out in this MURAL Board) helped structure a vision for the future reusable economy that is viable during the unprecedented times we find ourselves in. And this has informed UPSTREAM’s strategy as we build out our first ever reusable take-out cup and container pilots targeting restaurants and their customers in an “open network” setting.

Sprint participants recognized the need for further research, input and insights from food industry operators. Food operations were so dramatically changed as a result of COVID, more understanding is needed about their day-to-day operations to create reuse services and programs that add value.

We identified, discussed, and put virtual pen to paper in this MURAL Board, drawing our best out-of-the-box ideas for community-wide reuse systems. Participants strongly aligned with and recognized the need for reusable programs and infrastructure to operate like any other city service one might find available for trash, water, and sewage.



Recommendations

We need public private partnerships and capital to support community-wide collection, dishwashing, and logistics services (like a linen service but for foodware). Dishwashing capacity and funding/capital are probably the biggest challenges facing us on our road to a reusable economy. Additional challenges identified include convenience, cost, and single-use culture.

We discussed partnership building opportunities with trash hauling and third party food delivery companies. We imagined a future where the fourth bin in every home and business – where you already have landfill, recycling, and organics streams – will be for reusable and refillable consumer, retail, and food and beverage containers. One “sprinter” drew a reverse vending machine, and others sketched out reuse collection

stations conveniently placed at grocery stores and other retail outlets.

Most importantly, we defined the need to make reuse options as easy, convenient and cheap for businesses and their customers as single-use is currently. And all participants agree that we need to make reuse cool – and we are going to need influencers in the food and media industry to make that happen. ♦



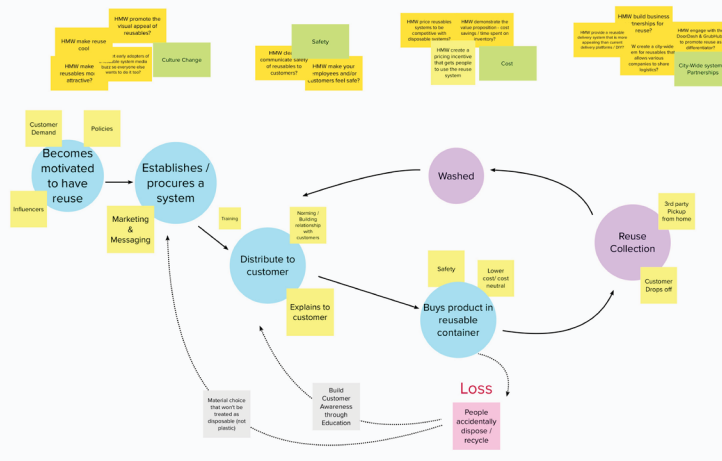
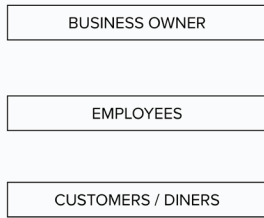
Make a Map

60 minutes

– Sketch a map showing stakeholders moving through the managing for outcomes process.

Future Dine In / Takeout

Stakeholders



Snapshot of the Design Sprint's [MURAL Board](#)