

DREAMZERO

TORONTO'S ZERO WASTE ZONE

Reusables to Replace Single-Use Food Packaging in Toronto This Summer

June 20, 2022 - Toronto, Canada - **The City of Toronto** is getting an innovative **Zero Waste Zone**, a multi-stakeholder project that aims to **replace single-use** food and beverage packaging with reusables along a section of Queen Street East accessible through a free app.

DreamZero, a Toronto-based social enterprise in partnership with the City of Toronto and Muuse.io are providing reusable patio cups, plates, **coffee cups, takeout containers and even pizza boxes** to vendors along this corridor in an attempt to reduce waste generated from in-store sales. Consumers will be able to **use the free Muuse app to scan out packaging, much like a library book**, and return it to over 30 locations within this intensified zone that stretches across three neighborhoods, including the Beach, Leslieville and Riverside. An additional 70+ locations that are not part of the Zero Waste Zone will be scattered throughout the GTA to help introduce the concept to other users.

"It's very easy to participate, just scan the item's QR code and you can borrow unlimited items free of charge for up to 30 days", says DreamZero's co-founder Scott Morrison. "Then simply scan it back in at any participating location, or order the home or office pick-up service. All washing is completed to Ontario Food Premise regulation standards before becoming available for the next borrow".

Morrison stresses the superiority of this approach over hard to recycle items covered by the Federal Government's pending single-use bans, *"These reusable takeout cups and containers are made with durable materials that are optimized for hundreds to thousands of uses, greatly reducing the packaging footprint for our favorite food and beverages. The product designs just provide a better user experience than single-use too, helping to keep the desired temperature of your food or beverage for longer".*

The Zero Waste Zone will run from mid-July 2022 into early 2023 and will report on its progress through the DreamZero.ca website, download the Muuse app and start borrowing today from over 25 locations already in Toronto.

About DreamZero

DreamZero is a Toronto-based social enterprise developing solutions to single-use packaging for the transition to a circular economy. The organization provides consulting and sourcing services for companies introducing reusables to their customers.

www.dreamzero.ca

About Muuse

Muuse.io is an app-based software that allows for users to borrow high-quality cups and containers without having to pay a deposit. Simply download the app and enjoy free access to reusable packaging in addition to discounts on your favorite food and beverages.

www.muuse.io

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