

ONTARIO
GREEN SCREEN
CASE STUDY

HOW A TORONTO PRODUCTION SAVED MORE THAN 2,000 SINGLE-USE TAKEOUT CONTAINERS FROM LANDFILL IN FOUR MONTHS

Every year Canadians throw away over 3 million tonnes of plastic waste from homes and businesses. Almost half of that is packaging. Many packaging materials like take-out waste are lost to landfill or end up in our environment due to lack of recycling options for plastics that are hard to recycle due to their plastic type(s) and size.

Reusable container programs offer a simple solution for consumers, businesses, and film and television productions to support a circular economy by reducing single-use take-out containers. [Suppli](#) is a Toronto-based reusable container business that has partnered with the corporate catering application [Hungerhub](#) and several restaurants to offer waste-free catering to film and television productions in the east and west ends of Toronto. *Beacon 23* of Pharus Productions was one of the first productions to pilot the program, saving money and thousands of single-use plastic containers from landfill in just four months.



HOW IT WORKED

Beacon 23 used HungerHub, a meal delivery app that allows workplaces that rely on food delivery – like film and television productions – to order customizable meals from a variety of restaurants. Each day cast and crew select meal options through the app, which included 3-4 local restaurant options offering Suppli’s stainless steel reusable containers. Over the four months, 75 percent of the production’s meals ordered through the HungerHub app came from Suppli enabled restaurants. Each team member places their own order through the app and does not have to do anything different. Orders made from a Suppli restaurant were automatically packaged in reusable containers.

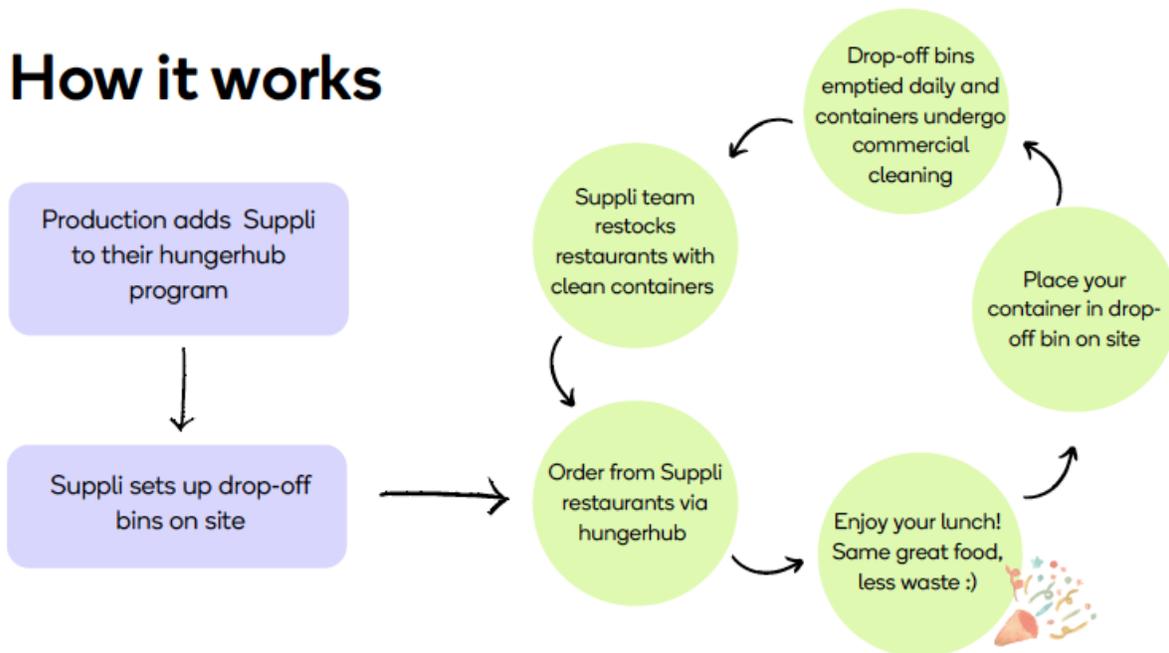
During the four-month pilot, Suppli provided four drop-off bins throughout the studio which were serviced as frequently as needed. Cast and crew were requested to return containers after one week. To help make the pilot run successfully, production coordinators took initiative to promote the reusable container program, reminded cast and crew to return containers within one week, and assisted the Suppli team with accessing the building to service the bins.

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Using the reusable container program, each order costs the production \$1.49, charged through HungerHub and invoiced at the end of the month. A \$15 replacement fee is charged for lost containers.

Offering personalized meals for each team member while reducing waste proved to be a win-win for the production. Currently, 30 productions in Toronto are using HungerHub for meal delivery. By expanding the Suppli x HungerHub pilots, Toronto productions could potentially avoid more than 200,000 single-use containers per year!

How it works



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TOTAL IMPACT



2,756 Containers saved
from landfills



\$20,364.88
in total savings including
the cost of Suppli

| | March 2022 | April 2022 | May 2022 | June 2022 | Total |
|---|------------|------------|------------|------------|-------------|
| Meals in Suppli reusable containers | 19% | 22% | 24% | 26% | |
| Restaurants adopting Suppli reusable containers | 7 | 11 | 12 | 13 | |
| \$ Saving vs. Catering | \$6,253.20 | \$5,810.89 | \$4,754.92 | \$3,545.87 | \$20,364.88 |
| Containers saved from landfills | 638 | 680 | 724 | 714 | 2,756 |

The cost of savings identified above are the savings a production gets from using Hungerhub vs traditional caterers. Cast and crew receive a certain amount to spend on the app each day, but since they're able to choose their meal, sometimes they don't spend all of it or any of it, resulting in no wasted money and less food wasted as well. With traditional catering operations, the standard amount is ordered each day. This leaves productions with hundreds of extra dollars (that would have been spent), and those savings are what is used to pay for Suppli.



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"I absolutely love getting my lunch in these metal containers, there's no waste, and my food comes and stays piping hot!"
- Production Coordinator, Faye

"It's painful to look at the waste created by 100+ people eating takeout lunch every day! We couldn't be happier to partner with Suppli & hungerhub to enhance our existing lunch program and reduce our contribution to Landfills."
- Production Coordinator, Colleen

WHY PARTICIPATE IN REUSABLE CONTAINER PROGRAMS?

1. Save production money

By implementing this reusable container program, your production can save costs associated with extra food from standard catering operations and waste disposal/transportation. These cost savings can be contributed towards sustainability initiatives for production!

2. Reduce waste and support the circular economy

Reduce single-use plastic produced by your production. Using reusables conserves resources and offers a circular solution to keep materials in use for as long as possible. Learn more about re-using production materials through [Ontario Green Screen's Circular Sets Facebook Group](#). Not only does this reduce packaging waste, providing individual meals to cast and crew has the potential to reduce food waste.

3. Support the local economy

By participating in reusable container programs like the Suppli/Hungerhub partnership, your production can contribute to the local economy by supporting local restaurants near the studio or filming location.

4. Getting ahead of Canada's single-use plastics ban

In June 2022, The Government of Canada announced it is moving forward with banning six categories of single-use plastics: checkout bags, cutlery, foodservice ware (such as takeout containers) made from or containing problematic plastics, ring carriers, stir sticks and straws as of December 2023. These new regulations will impact craft and catering operations for productions across the country, requiring vendors to switch to reusable and biodegradable alternatives. This ban presents a unique opportunity for productions to work closely with vendors to implement innovative, sustainable solutions like reusable container programs. Making the switch to more sustainable solutions doesn't happen overnight!



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All images and data in this case study have been provided by Suppli, HungerHub, and Beacon 23.