**Mama & Hapa's**
ZERO WASTE SHOP

The business of doing good:
Making sustainability accessible

# What Change Do We Want to Make?

- Think more critically about an object's "lifecycle" and impact vs. its primary use

- Use less plastic — but not all plastics are created equally

  - Some plastics have a useful purpose

  - Others are "single-use plastic"

# Why Recycling Won't Save Us

It's time to move on from recycling (plastics)...

...and put more stress on reusing.
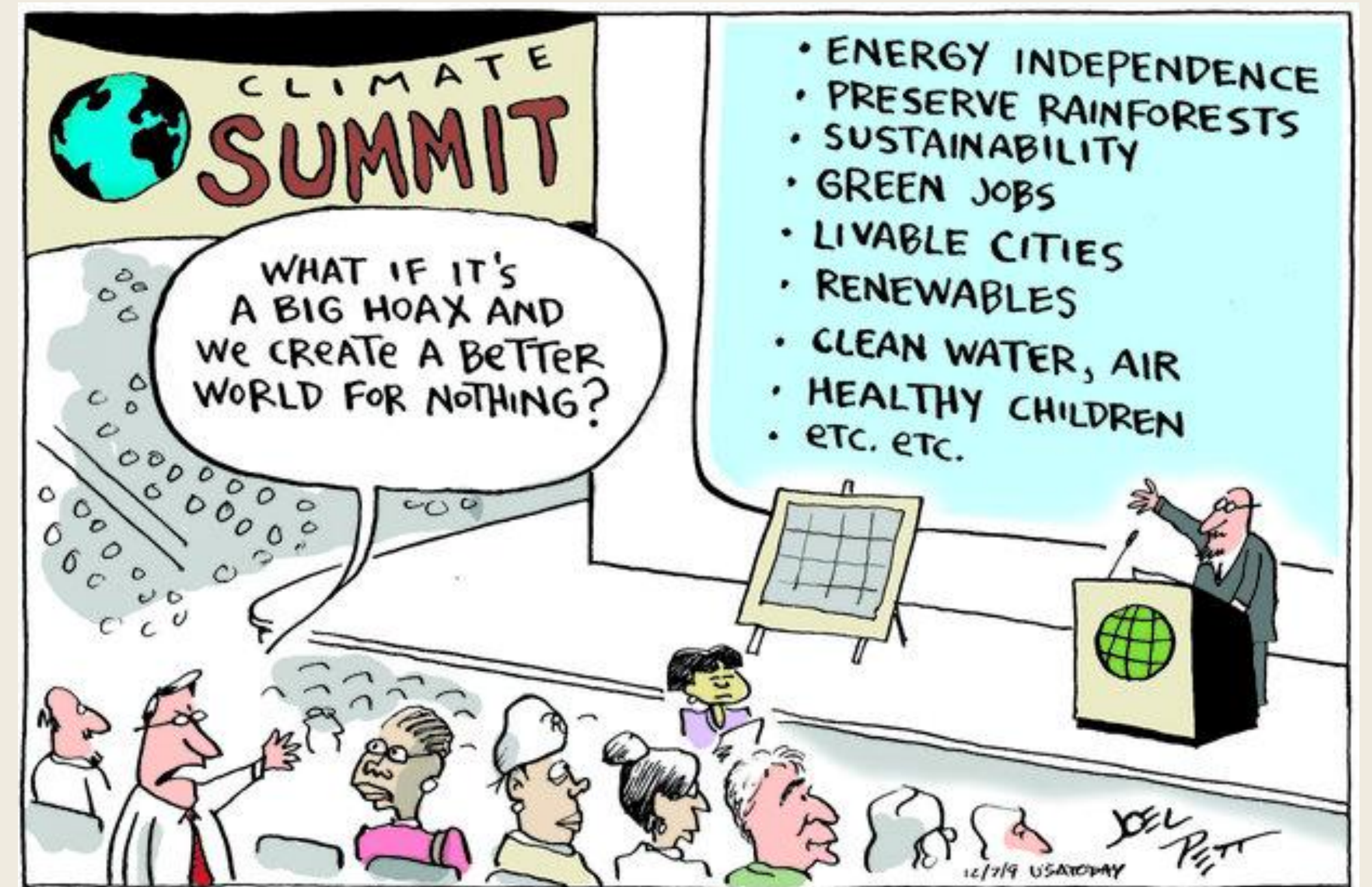
# 9%

Of plastic is actually recycled.

# Why Recycling Isn't Ideal.

- It's difficult to sort different kinds of plastic and contamination is a problem

- Wish-cycling can be worse than throwing in the trash

# What's the point of using less plastic?
## We have plenty of landfill space!

- Plastic is made from petroleum

- Plastics break down into tiny "microplastics"

- A lot of plastic is burned, contributing to greenhouse gasses

- Making and disposing of plastic disproportionately affects poor countries/populations

- Harm wildlife

- It has ancillary effects

  - Makes one think consciously and intentionally about the way resources are used and reveals the entire life cycle of an object.
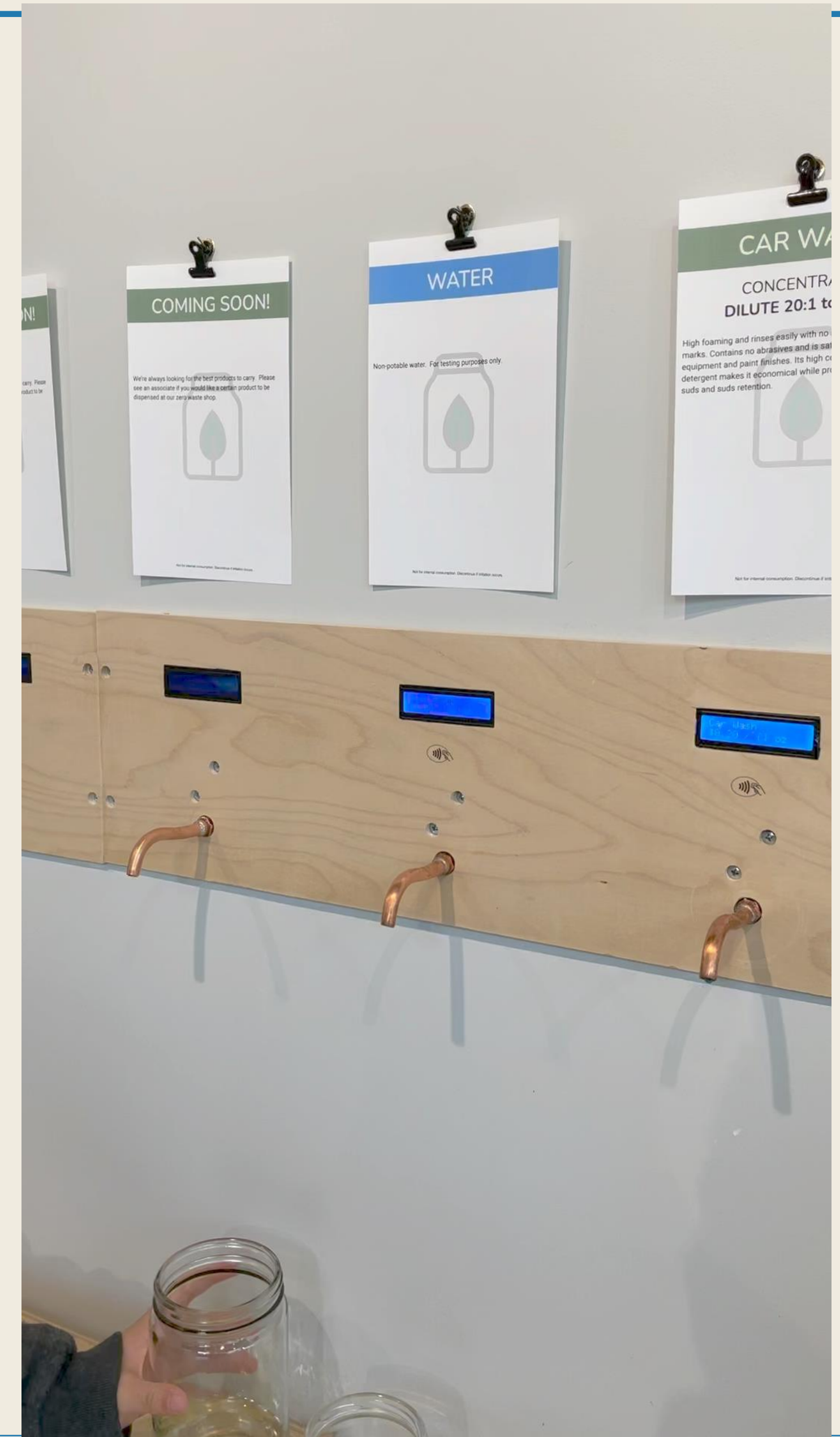
# The Rise of the Zero Waste Shop

- Stop the need for recycling at the root

- Buy products that can be reused

  - (reusable metal cutlery or coffee cup)

- A place where only the most eco-conscious people shop

  - Pricey

  - Cumbersome

  - Few and far between

# Zero Waste for The Masses

- We created a simple, consumer friendly way to get many of your household items without the need for packaging.

  - If you want a brush, we sell just the brush

- Make "eco-friendly" more accessible

- Wanted to make it simpler so we set 4 goals
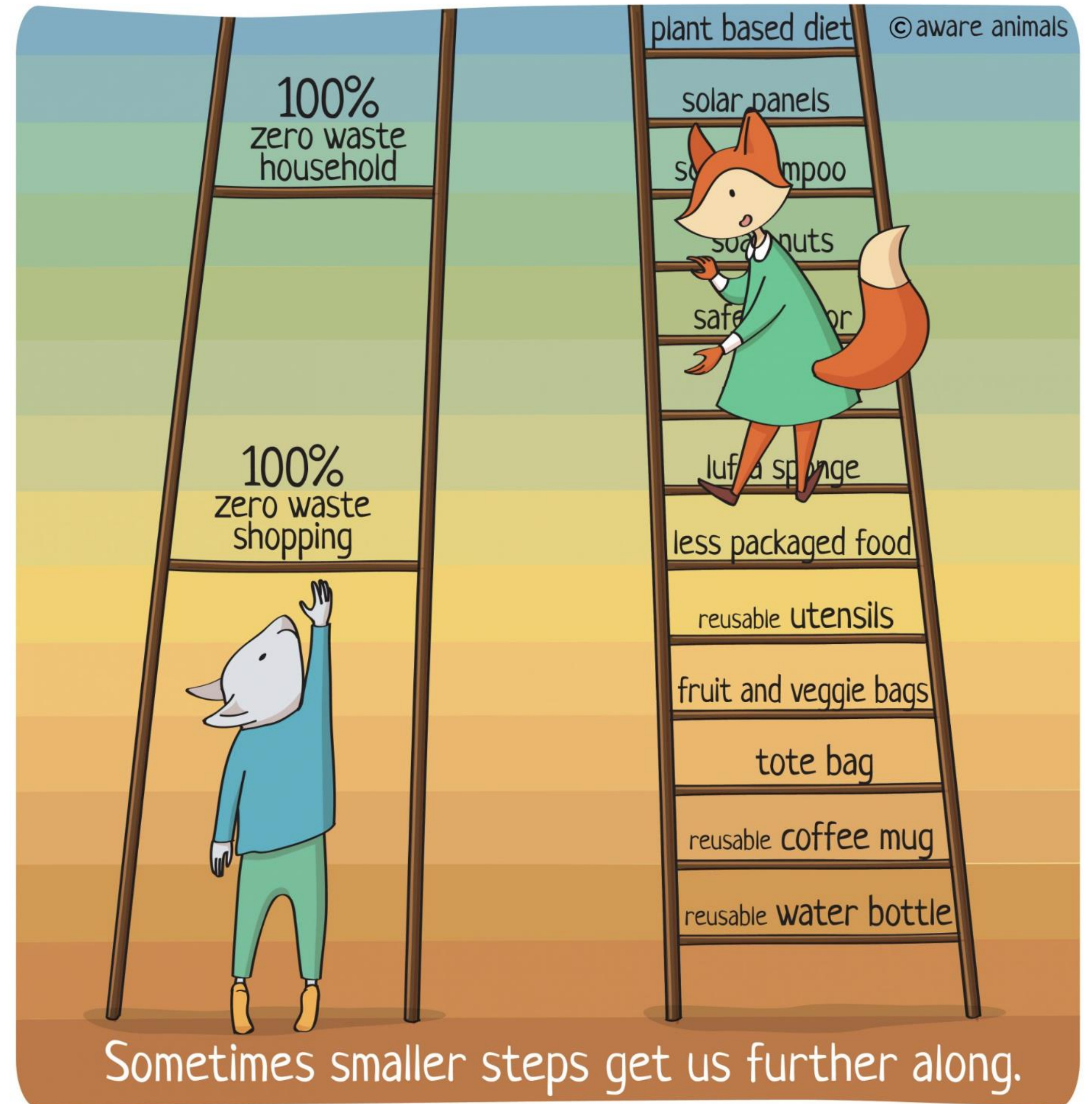
# Zero Waste for The Masses

## Our 4 Goals

1. Beg people to donate jars, clean them, and offer them free to customers

2. No weighing

3. Be about the same price as a grocery store

4. Be near you



FILL 'EM UP!

bring a container
(or borrow one)

grab a card

fill up
Just hold the card over
the sensor to dispense.

checkout
The system already knows how
much you dispensed. Just hand
over your card and we'll do the rest!

GRAB A CARD

With all the problems in the world, is this one worth tackling?

Zero waste hypocrites are ok!

Thank You!

Questions?