

reuse
MAINE

reuse MAINE

We exist to **advance reuse** throughout the Maine.



Our Vision: A future without **single-use containers in Maine** — where the Pine Tree state is well-known for a robust, integrated, and convenient reuse ecosystem that localizes value and benefits the environment.

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Since 2022 our community of volunteers, constituents, and followers has grown, representing more than 70 organizations and a thriving slice of the private and public sectors in Maine.



What we do...



Policy Advocacy

We've advocated for strong reuse provisions in our state's EPR and Bottle Bill policies, and successfully supported an update to Maine's food code allowing for reusables.



Public Education & Promotion

We promote reuse to the general public, including through our [Bring-Your-Own campaign](#), celebrating local coffee shops and cafes that encourage reuse amongst their consumers.



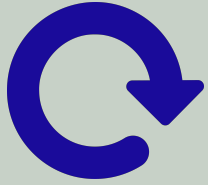
Community Connections

We connect people to resources, information, and volunteers, enabling them to pursue reuse within their own orgs and communities. Our reusable bottles subgroup is currently supporting local breweries and distilleries as they explore reuse options, and we've partnered with UMaine to support their reusable takeout pilot in three coastal communities.



Up Next: Reuse-as-a-Service

To fully enable reuse in the Pine Tree State, we need reuse services that can deliver, wash, and manage reusables for organizations across the state.



What is reuse?

Reuse is a system that circulates **refillable and returnable packaging** and food serviceware repeatedly for the same purpose, cleaning each item between uses.



**Returnable Beverage
Bottles**



Returnable Event Cups



**Returnable Food
Containers**



**Returnable Grocery
Packaging**

Reuse > Recycling

Climate Impact:

Recycling = **up to 30%** of needed GHG emissions from packaging (if conducted *flawlessly*, nationwide...)

Reuse = most carbon reduction potential of all packaging systems —**up to 70%** when operating at a city-wide scale.

Job Creation:

Recycling = **avg. 9x more jobs** than landfills.

Reuse = up to **30 times more jobs** than landfills — and they're **84% safer & less toxic** than recycling jobs.



Reuse vs recycling

In Maine, reusing beverage containers over recycling them could save emissions equivalent to **removing 363,349 vehicles from the road in a year**. Recycling achieves only 14,388 vehicles worth of savings in comparison.

Reuse

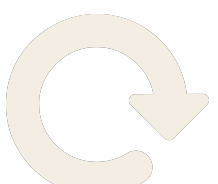
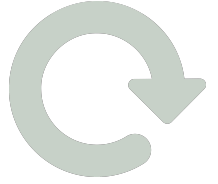
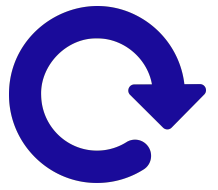


363,349 vehicles

Recycling



14,388 vehicles



What we're up to

reuse ME

Bath • Bar Harbor • South Portland



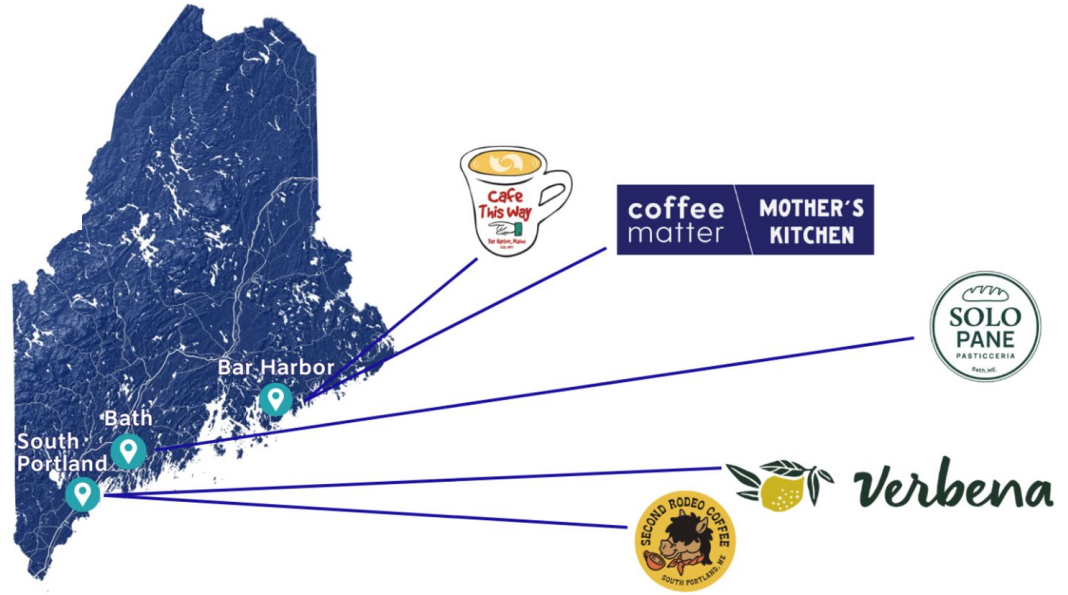
UMaine Pilot: reuse ME

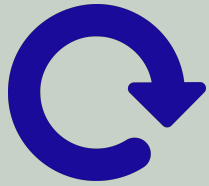
How we're helping:

1. Volunteer
2. Amplify
3. Eat food in reusable containers!

umaine.edu/reuseme/

contact.reuseme@gmail.com





State Policy Advocacy

- ✓ Reuse in Packaging EPR program - strong targets & incentives in rules (& rules adopted!)
- ✓ Reuse funding & targets feasibility study in modernized DRS
- ✓ Updated food code to allow returnable reusable packaging
- ✓ Reuse in updated climate plan



This Session...

Tracking & engaging in DRS amendments:

- LD 2036 - delays implementation timeline, including reuse targets feasibility study — ENR CMTE: ONTP
- LD 2141 - directs some unclaimed deposits to conservation funds for lakes & farmlands — ENR CMTE: OTP





Reuse in the Beverage Sector

Education in 2024-2025





BYO Campaign



reusemaine.com/directory

Reuse Directory

Take a look through some businesses throughout Maine that support reuse. [Reach out](#) to suggest any additions!

Biddeford • Brunswick • Bath • Camden • Cape Elizabeth • Portland • South Portland • Wiscasset & expanding!





Exploring RaaS

Participating in Top Gun, we're exploring:

- Reuse-as-a-Service for businesses w/ multi-phase launch plan



Stay in Touch!



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Next Quarterly Community
Check-In (virtual): **June 2 @ 2pm**

