

Growing reuse infrastructure with forward service contracts using public & private sector funds

As the national voice for reuse, in both public + private sectors, Upstream has a timely and immediate opportunity to unlock private and public funds with forward-facing, high-volume contracts that will promote the build-out of public infrastructure:

- Large-scale corporate partners (**Anchor Venues**) signing forward-service contracts with reuse service providers (**Wash/Sort/Reuse Infrastructure**)
- Green Bond initiatives
- EPR legislation



Our phase I includes:

- identify 10 private sector large-scale anchor clients
- Identify 10 reuse service providers with high chance of large-scale success
- Create a matrix overlaying impactful variables influencing success (partner motivation and timeline, location and type of venue, community's interest, reuse policy status, presence of a reuse service provider, etc...)
- Draft phased plan templates for implementation and change management strategies for targeting venue types