

☕ Coffee Talk with Julianna & Megan



Please tell us about yourself, who are you and what do you do? We're innovators that see a better way to design business models around food packaging that makes both good business sense, and good environmental sense. We founded and operate Suppli, a tech-powered platform to facilitate the use of reusable packaging through all channels that touch food.

How did your journey towards sustainability begin and how did you come up with the initial idea? The concept for Suppli was inspired by a documentary Megan saw more than 10 years ago on the Tiffin lunch system (better known in India as "dabbawalas"). It's an intricate lunchbox delivery and return system that delivers hot, homemade lunches to office workers in India. At the time, Megan had pitched the idea to a number of friends and family members, but it seemed the market wasn't quite ready for a reusable takeout container service. Market signals improved as we re-approached the concept in early 2020, and Suppli was born!

What are the biggest challenges you face? We're creating a whole new market, so there's a lot of education involved, and the need to be very thoughtful about the behaviour change we're expecting from consumers and restaurants.

What is a possible future for your initiative? Where do you want to be within five years? In five years, we want to have proven our business model across geographies and channels, demonstrating that the right system and incentives can lead to a massive reduction in single-use packaging waste.

If you have three free wishes, what would you wish for?

1. More kindness
2. Less violence
3. A capital system that was driven equally by return and impact

What do you think we all can do to solve the plastic pollution problem in general? Align our purchasing decisions with our values. Request alternatives and talk more about the issue of plastic pollution. Any movement away from the linear, single-use model we've all become accustomed to will have to start with us as consumers.

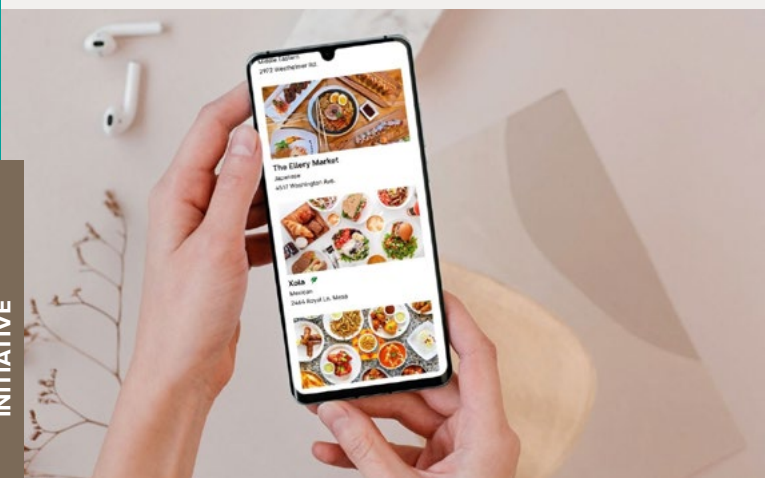
Insights about the project

"Suppli: The Future of Sustainable Takeout!"

by Julia Julianna Greco & Megan Takeda-Tully, Canada



AWARD WINNER



In 10 months, Suppli has signed up almost 2,000 consumers and 25 partner restaurants and saved 8,500 single-use takeout containers from landfills – for context, that's 8 minivans worth!