



HUSKEE HERO CASE STUDY

Corporate Partnerships



Who

Canva is a global online visual communications platform with a mission to empower everyone in the world to design. Founded on the belief that people shouldn't need to understand complex software to unlock their creativity, Canva is empowering 100% of the world to communicate in ways that were once limited to the 1%. Canva has a team of more than 3,200 Canvanauts (as Canva's employees are affectionately known) working around the world, with offices in 9 different countries.

Canva is committed to a sustainable future and strives to be a force for good through empowerment, investment, and decision-making that benefits people and the planet. In 2021, Canva placed their first **Huskee** order with the idea to implement **HuskeeCup** as their internal cup solution in their offices as well as offering the **HuskeeSwap** service at their in-house cafe 'Canva Space' at 110 Kippax Street in Surry Hills, Sydney, NSW.

Canva is a great example of the power of a corporate partnership with a plan to make a significant change - and what can be achieved with scale, communication and commitment.

Why

Canva has many goals to design a more sustainable future with a number of **initiatives**, such as Beyond Net Zero, One Print, One Tree, and sustainable office commitments. A **Huskee Corporate Partnership** is supporting Canva's waste reduction strategies by eliminating waste at the source! This case study illustrates how **Huskee** is helping Canva achieve its sustainability goals, all while they positively supporting their global team.

Interestingly, the decision to work with **Huskee** was not initially based on any sustainability plan or goals alignment. It started with a simple **cost/benefit analysis** by their operations team to address the cost issue of breakages used in the office and cafe settings as well as the high costs of disposables. Due to the robust nature of the **HuskeeCup**, its design, and the appeal of the sustainability story inherent in the cup, this was simple economics to get approval to implement in Canva's offices. Additionally, consideration was given to how this would support Canva's 'coffee dates' – one of their favourite rituals

Dan Bloom (Beverage & FOH Operations) states,

*"It was a no-brainer to make the switch. I have had access to **HuskeeCups** in my previous cafes and thought they were a good fit for Canva. We really want our staff to continue being good humans, outside the office as much as in the office, so having the ability to grab a **HuskeeCup** when going to visit any of our local cafes so that we are minimising any unwanted foreign waste that may contaminate our waste streams. From an operational point of view, with so many buildings to service, they stack well and don't break which when we did a quick cost comparison we saw the longevity of the product and its sustainability as big ticks towards bringing them in."*

Canva's Coffee Date Culture

The premise of this initiative was that you put your name down and then have a random person picked for you to go on a "coffee date". You'll be suggested Canvanauts who are likely to be in a different part of the business to you and who haven't been selected for a newbie Coffee Date recently. You then meet, most likely at our cafe area, and then choose to get a "coffee" internally or we encourage you to go and select from one of the numerous cafes that surround us, all the while taking a **HuskeeCup** from our shelves. Forming connections and being connected with people outside your team encourages ideas, culture & potential ideas for the future.

How

After conducting a cost-benefit analysis, CANVA rolled out the **Huskee** system into its main office in Sydney. Cups are provided at key office locations for staff to pick up, use and make their own coffees or bring down and use at the **Canva Space** or surrounding cafes. When done, they can put their used cups on a trolley for cleaning staff or to the cafe for washing. Offices without cleaning staff can handwash or put in centralised washing machines provided for staff.

After a successful implementation and use in their Sydney office, CANVA have rolled out the solution to their global offices in the UK and Manila.

Canva Results in 2022

Economic Key Takeaways:



CANVA Offices saved over **\$397,000** (AU) in single-use packaging costs through implementation in 2022 (0.32 per cup/lid)



Waste management and disposal costs associated with cups were also significantly reduced (but not tracked)



'Compostable' bins, collection, management & service are **not required** with Reuse options



Environmental Key Takeaways for 2022:



3.175 MILLION single-use plastic items eliminated at the source



5.24 tonnes of plastic not used



82.5 tonnes of CO2 emissions eq. reduced



13,200 wheelie bins of cups eliminated from landfill



19.53 tonnes disposable waste eliminated



662 trees eq saved



3.48 million gallons of water saved (used to produce SU cups)



HuskeeLoop

When your cup reaches the end of the road, drop it off at a **HuskeeSwap** site and we'll turn it into new **Huskee** products!



HuskeeLoop Participation

Canva also participates in the [HuskeeLoop](#) program, where end-of-life cups can be returned to **Huskee** and repurposed into new products. Canva head office have ordered over 2,100 cups to service their employees and cafe to date, and returned around 200 cups over 3 years to the **HuskeeLoop** program. These cups have been reprocessed in Australia and turned into our first **HuskeeLoop** product - [Huskee Dog Bowls](#).

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“Huskee cups are popular amongst Canvanauts that visit Canva Space Cafe. We have introduced them as the only takeaway coffee cup for Canvanauts and it has been successful as most of us are environmentally conscious and this has dramatically reduced the amount of single use coffee cups in the cafe.”

- **Lou Hunt** | Canva Space & Event Logistics Lead

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We hope this has inspired you with what **implementation at scale** can achieve. For more information on how **Huskee Corporate partnerships** work and what you can achieve, enquire at partnership@huskee.co

Want to know more about the **HuskeeSwap** reuse system? Check it out here. www.huskee.co/swap

