Tapauware

Malaysia's first reusable container system; A convenient solution to waste from takeaways

Introduction

to Tapauware

Since 2021, Tapauware has been refining the concept of a reusable container service in Malaysia, saving single-use packaging from going into landfills.

Forming partnerships with retail eateries, Tapauware's core concept is aimed to reduce single-use food packaging

- Customer intends to takeaway food
- Customer borrows a Tapauware container
- Customer pays a deposit + rental fee
- Customer uses Tapauware container
- Customer returns Tapauware within a specific time period
- Deposit is refunded to customer
- The container is cleaned, ready for reuse!
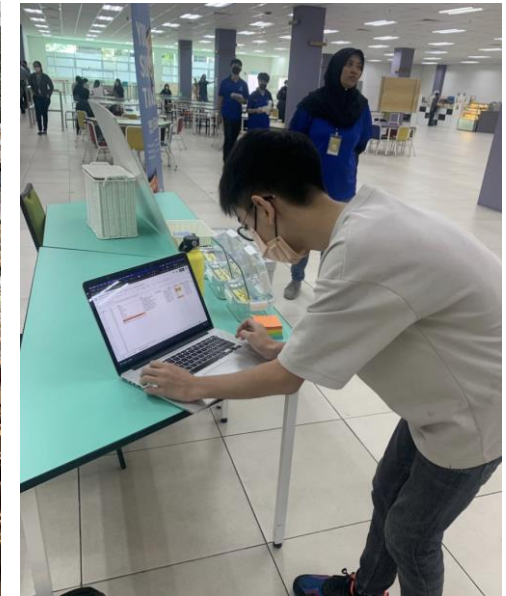
CAP SEA's Pilot Project Activities

Tapauware has pivoted operations for various capacities, amassing learnings from each activity

Retail restaurants

Events

Closed environments

Project Implementation

What are your main challenges in the pilot project implementation?

Appealing to the masses
- Survey results show a significant number of those in Vista Alam, Shah Alam;
  - Retailers who don't care about waste
  - Customers who don't care about waste (don't recycle at home)

Reducing the hassle "leceh"
- Survey results show that many believe the returning option is hassle/leceh
- Concerned about the environment (give talks) but would walk past the booth(s)

Project Implementation

What works?

- **Approach leads that bear similar environmental concerns**
  - Zero Waste market
  - Vegan groups
  - Sunway theme park

- **'Closed' environments encourage returns**
  - Return within the same environment (school)

- **Selling containers may be effective**

What are the lessons learnt?

- **Don't focus on those without similar values; the right market will pay for the service**

- **Educating and messaging will continuously be a huge undertaking**
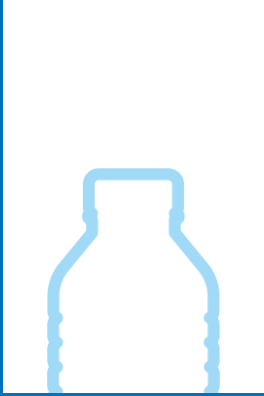
Next Step

Where is future action needed?

- Improve messaging to educate mass market, create messaging invoking stronger emotions (eg guilt, fear) which may encourages action

- Consistently improve operations to reduce any possible 'leceh' (hassle) within the customer journey

Contact

Jehan Omar
Venture Builder

jehan@enviu.org

Daniel Teoh
Venture Builder

daniel.teoh@enviu.org