

Reusable cups system



Most paper cups and their plastic lids are designed for single use and then disposal. Considering the amount of coffee cups used every day in the world, especially in Europe and the US, this represents an incredible amount of waste which could be avoided.

This factsheet will give you some guidance in how to offer reusable cups to go in your coffee shop. As an individual, you can also use this factsheet to promote reusable cups and convince your local coffee shop. Moreover, this system can be used for many different types of goods, such as chocolate boxes thus making the scheme fit also for any reusable containers!

Offering reusable cups, or simply giving the option to bring one's own, has proven beneficial as it raises awareness on the issue of packaging waste and encourages people to take action. When combined with interesting information on the topic, it can make a real difference in people's life and for the environment!

Objectives

- ▶ Raise awareness about the amount of packaging waste produced every day
- ▶ Raise awareness about the fact that actions to reduce packaging waste can be taken on a daily basis
- ▶ Avoid unnecessary packaging waste by setting up a reusable cups (or else) system in your shop

What you need

- ▶ A **location**, preferably your shop, but you could also try to convince other local shops
- ▶ **Information and communication material**: Don't forget to advertise your action among your customers as well as your friends, family and neighbours. They might be interested in setting up the same idea. Prepare information material on how to avoid waste that you could make available in your shop.
- ▶ A **board** where you can write the explanation, such as a blackboard
- ▶ **Reusable cups** (or reusable containers if you adapt it to other items)

Preparing the action

Before the EWWR (at least one month beforehand)

- ▶ Decide on how to organise your reusable cups system
 - Do you want to sell your own reusable cups or simply offer your customers the possibility to bring their own?
 - You could offer a discount to the customers bringing their own cups, or if you have a customer loyalty card, offer them a free coffee or goodie after a certain number of stamps
 - Make calculations regarding the impact of this system (costs or eventual savings)
- ▶ Start informing your usual customers
- ▶ Set a date for the start of your action during the EWWR



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Pre-EWWR (two weeks beforehand)

- ▶ Enhance advertisement of your event: social media, posters in your shop, inform other shopkeeper around you
- ▶ Prepare the information material: key facts on packaging waste, explanation on this new system
- ▶ Disseminate the information material through social media, websites, in your shops. Take this opportunity to inform people about waste prevention measures and [Tips to reduce packaging waste](#).

Implementing the action = days of the action!

- ▶ Make the information material visible in your shop, for instance next to the counter, on boards
- ▶ Explain your approach to your customers
- ▶ Encourage your customers to use your reusable cups or bring their own
- ▶ Take pictures and videos

Evaluation and feedback

After the EWWR

- ▶ **Give feedback to your Coordinator:** number of participants, amount of waste avoided, etc.
- ▶ **Send back pictures and videos** of your action to your Coordinator
- ▶ Decide if you would like to continue this system after the EWWR

More information

- ▶ **Share your commitment to waste reduction with our online tool:** www.ewwrcommitment.eu
- ▶ **More content on the EWWR website**
 - [More tips to reduce waste](#)
 - [Reuse waste](#)
 - [Reduce waste](#)
 - [12 good habits for reducing waste](#)
- ▶ [EWWR Guide of Good Practices](#)
- ▶ [Tips to reduce packaging waste](#)
- ▶ **Interesting links**
 - [Challenges to boosting reuse rates in Europe](#)
 - [Benefits of reusing and recycling bulky waste](#)
 - [Environmental and economic benefits of reuse](#)
 - [Generation and recycling of packaging waste](#)
 - [Packaging waste statistics](#)
 - [Carry your cup](#)
- ▶ **EWWR Coordinator's website/contacts:** www.ewwr.eu/en/coordinators/ewwr
- ▶ **European Week for Waste Reduction:** www.ewwr.eu contact@ewwr.eu [Facebook](#) [Twitter](#)



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