



# Promote Use of Reusable Containers

HELP YOUR COMMUNITY MINIMISE SINGLE-USE CUPS BY SWITCHING TO REUSABLE ONES





# Welcome to the Reusable CupsToolkit

Three hundred million single-use coffee cups are thrown away every year in Greece. By supporting businesses in the right way, you can work together to help customers change their habits and bring their own reusable containers for takeaway food and drink.



# Contents

## This toolkit contains:

### An introduction to reusable cups.

Use this to get to grips with the principles and practicalities of supporting businesses to offer reusable cups to their customers

**Learnings from Paros.** Insights from our work on Paros about supporting hospitality businesses to reduce their single-use plastic cup waste.

## What you'll need:

1. Design files for comms material
2. Budget for printing comms material
3. List of participating businesses



## Introduction

# An introduction to reusable cups.

Greece has introduced legislation to reduce the use of single-use plastic items and increase the use of reusable alternatives.



**As of January 1st, 2022, single-use plastic cups, food containers and lids are subject to a 5-cent environmental charge, which the customer must pay.**

This charge goes into a governmental Green Fund, which is used to fund environmental initiatives in Greece. Businesses that fail to comply will be fined.

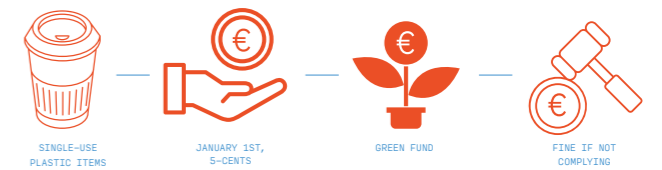
Alongside this, businesses selling food and drinks that are served in to-go containers must have at least 30 reusable items available for sale to their customers at any given time.

## Problem

**Single-use coffee cups are one of the most commonly littered items.**

While single-use plastic cups are often made from Polypropylene (PP), which is challenging to recycle, paper coffee cups are even worse because they have a plastic lining which makes them unrecyclable without specialised equipment.

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## Solution

A reusable cup can be safer, and more hygienic and enjoyable than using a single-use plastic one. Which explains why more and more people are making the switch.

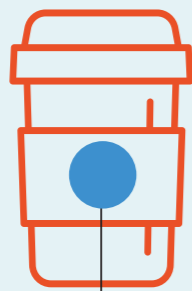
Business can further encourage the use of reusable cups by:

### Incentivising customers to bring their own reusable cups.

A business can bolster the existing tax on single-use cups by either offering a discount to customers who bring their own cup, or by charging more for a drink in a single-use cup.

### Selling branded reusables to customers.

By investing in branded reusables, a business can advertise through their customers. Businesses are already legally required to have at least 30 reusable items (such as cups) available for sale at any given time; offering branded items turns this requirement to an advantage.



YOUR BRAND HERE

## Outcome

Supporting people to switch from using single-use plastic cups to reusable ones has a huge potential impact. What's more, this kind of behaviour change reaches far beyond a daily coffee – it could help someone say no to single-use plastic in all aspects of their lives.

Therefore, the more businesses and customers you can persuade to transition to reusables, the greater your positive impact.



**This simple project will save around 15,000 plastic bags from being used every single year.**

## Case Study

## Learnings from Paros



On Paros, we encouraged businesses to provide reusable cups through our Business Engagement work. Here is a summary of our key learnings and some of the messaging we used to start building a culture of reusables on Paros.

## 1. Overcoming the upfront cost

The idea of buying reusable cups was a hurdle for many business owners. What if customers didn't buy them? To overcome this barrier, we showed businesses that reusable cups (and other reusable items) are both very affordable and extremely popular with customers.

We also demonstrated how switching to reusable cups would save a business the ongoing cost of buying single-use cups, which they give to customers for free.

Sample messaging: ***"Investing in a stock of reusable cups for sale will save you money and might deliver extra profit. You'll also increase the sustainability profile of your business."***

Once a business had trialled reusable cups most quickly realised that investing in branded reusables was worth it.

Sample messaging: ***"A branded reusable cup travels with your customer all day long – it's a free advertisement for your business."***



**Once a business had trialled reusable cups most quickly realised that investing in branded reusables was worth it.**



## 2. Incentivising customers to make the switch

**We learned that offering a small discount to anyone with a reusable cup makes customers really happy. On Paros, we saw discounts ranging from 10c – 50c per coffee.**

Sample messaging: ***"As a customer, you can save 75€ per year by switching to a reusable cup for your two daily coffees."***

With the new legislation, customers have to pay an additional 10c environmental tax for a single-use cup and lid. So, their total discount when comparing the single-use cup to a reusable cup would be a minimum of 20c – with the business losing absolutely no money!

Sample messaging: ***"Offering a discount to customers who bring their own reusables doesn't have to cost you a thing! Just subtract the cost of a single-use cup and lid (minimum 10c) and you have a win-win situation!"***

But incentives don't just have to be financial! Can you support a business to improve their customers' awareness of the environmental implications of single-use plastic items?

## 3. Help businesses build a customer habit

For a successful behaviour change campaign, a business must think about what might stop a customer from switching to reusables. Is the new system convenient enough? Is it easy to return the reusables? Are the dirty cups going to leak in a customers' bag?

One big part of building a new habit is simply remembering to do it. For that reason, businesses must remind customers to bring their reusables with them. On Paros, we supported businesses to communicate in and around service areas as well as through their digital channels.



## 4. Measuring success

There are several ways you can measure the impact of this work, but here's the simplest approach. Ask businesses to keep track of the number of single-use cups they're getting through per month.

Single-use coffee cups



**Hopefully, that number will reduce over time!**

CLEAN BLUE PROMISE

x *1 Promise*

EST. 2022



# Thank you

