

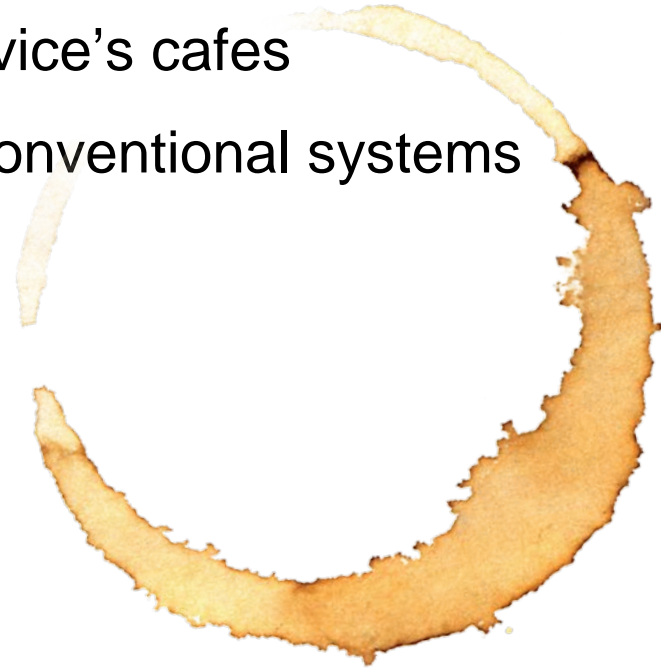
Reducing Coffee Cup Consumption at the U of S



Taylor Kaye

The Problem

- Disposable cups are convenient but environmentally taxing
- No reusable mugs for sale at Culinary Service's cafes
- Plastic lining unable to be composted by conventional systems



What's In the Cup?

- Many paper cups have a plastic lining to provide structure
- Plastic lining is unable to be composted or separated efficiently from cups
- Most cups end up in landfills





Waste Audit

2008-2009

At the U of S:

- 310 pounds of disposable cups throw away in one day
- That's an estimated 52,000 pounds of cups thrown away in one school year!

Counting Cups



Results

22 Pounds of garbage total

25 Disposable Coffee Cups + Lids

Coffee cups accounted for 9% of the
garbage weight from the Agriculture
Cafe



My Goal

- Reduce the use of disposable cups at campus culinary locations
- Offer sustainable alternatives to customers
- Encourage and incentivize the use of reusable mugs

Incentives

How to encourage consumers to opt for more sustainable options

- Loyalty Card
- Mugs for Sale
- Discounted Price



Loyalty Card

A work in progress...



Reusable Mug Sales



- Offering mugs for sale to provide customers alternatives to disposable cups
- Offer a free coffee with a mug purchase, as well as including a loyalty card in the mug

School of Environment and Sustainability (SENS)

- Planning mug giveaway next September
- Interest in selling branded mugs at Culinary Services locations
- Provides exposure to the SENS program while promoting sustainability on campus

Questions or Thoughts?