

Save the cups!

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INTRODUCTION

❖ Statistics:

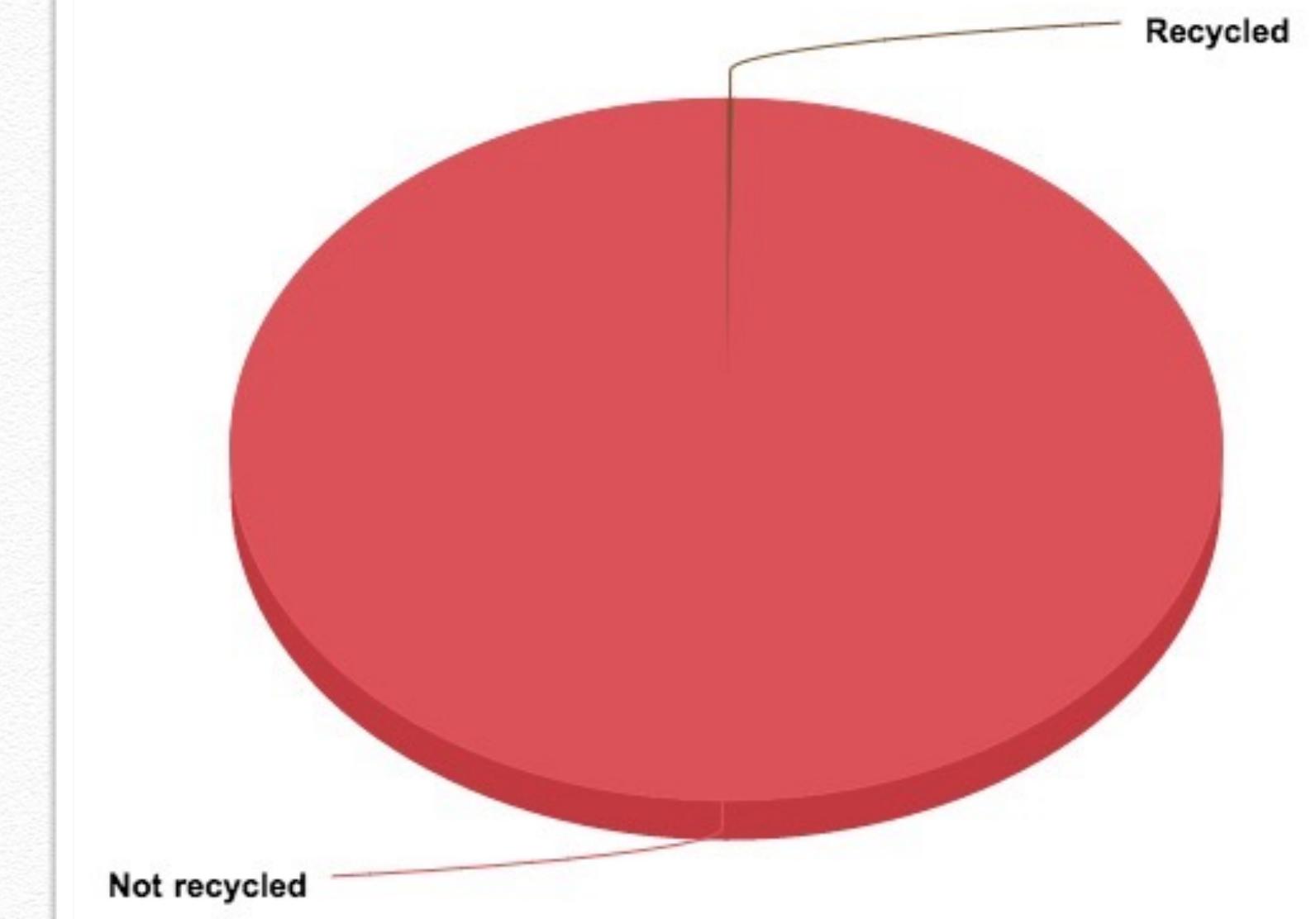
In Britain

- More than 3 billion coffee cups a year
- fewer than 1/400 are recycled

❖ RECYCLE & REDUCE

❖ UoE Policy - Use of Keep Cups

Coffee cups consumption in Britain



- ❖ Over 2,000,000 coffee cups are consumed every year
- ❖ Only 2,000 Keep Cups were sold every year

Coffee cups consumption in uni cafés

CAFÉ NAME	NUMBER
DHT CAFÉ	400-500
GROUND CAFÉ	200-250
APPLETON	100-150
EXCHANGE CAFÉ	250-300

❖ Fast Hack

- Coffee cups are NOT RECYCLABLE
- Promotion for Keep Cups not Publicized
- Only UoE Keep Cups eligible for discount



www.ed.ac.uk/estates/waste-recycling/how/non-recyclable

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WASTE AND RECYCLING

Waste and Recycling home

How do I dispose of...

- Aerosols and gas canisters
- Anatomical waste
- Aluminium and steel cans
- Aluminium foil
- Animal bedding

Non-recyclable

Items that are not generally recyclable, including polystyrene, coffee cups, paper towels, composite materials (wrappers), mixed materials (sculptures, moulds), cigarettes

At a glance

Recyclable?	No
Reusable?	May

Can you produce it. Can you change to a reusable option? Here are a few ideas of a disposable coffee cup.

Is it reusable in some way? Either for its original intended purpose or for another purpose. Dispose of it responsibly in the "Other" or "General Waste" bins.

Building materials

Cardboard

This article was published on Oct 22, 2015

Final Poster

Do you like coffee?



Get a keepcup and have
20p off on every drink!
If you drink coffee every day
you save over **£50 a year!**

Available at every uni café.



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Information collection

- ❖ Focus Group - How people view the situation - care≠action
 - “My flatmates wouldn’t take the extra effort to recycle”
 - 5p charge
 - decrease the cost of Keep Cups
- ❖ Initial ideas:
 - give discount to every Keep Cups
 - give freshmen Keep Cups
 - get the cups recyclable
- ❖ Alan Peddie - ~~Policy changes~~ - Consumer behavior changes

❖ Optimal idea - Poster

- Get people informed of the 20p discount
- doesn't hurt mutual benefits

Proof-of-concept design

Design critique





❖ Positive

- Interesting fact

❖ Negative

- Too bland

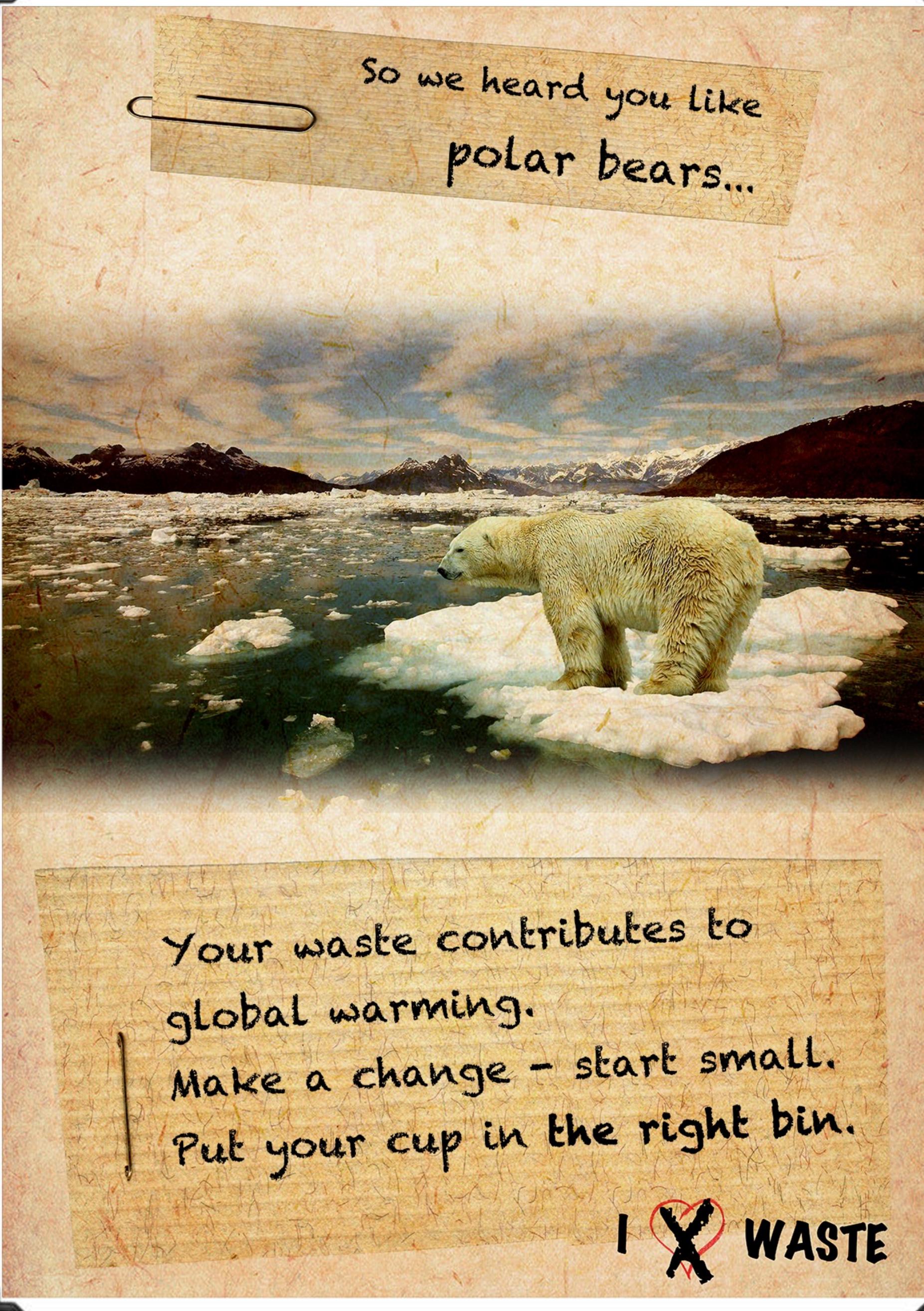


❖ Positive

- Interesting fact

❖ Negative

- Too abstract



❖ Positive

- First impression

❖ Negative

- Hard to connect to cups



❖ Positive

- People felt motivated by saving money

❖ Negative

- Saving is too small

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THE WORLD'S FIRST
BARISTA STANDARD
REUSABLE CUP

£7.00



THERE IS ENOUGH PLASTIC IN 20
DISPOSABLE CUPS AND LIDS
TO MAKE ONE KEEPCUP

REUSABLE
NOT DISPOSABLE
COFFEE CUP

Cafés



KEEPCUP.COM

Conclusion

“THANK YOU.”

any questions?