



## Finalist's case study

### Loughborough University Food and Drink

### Ditching the disposable for... The Loughborough Cup... Another Inspiring Winner!



**Profile**

- Higher Education
- 17, 975 FT students
- 3,400 staff
- £300M Turnover
- Rural & Urban Location

### About the project

A project to show how one significant waste stream can be managed into a circular resource efficiency campaign that looks at supply, demand, recycling, disposal and reuse whilst creating a niche product for the University community. This is an ongoing project to promote the University's own branded sustainable reuse cup. It's available in a choice of three colour ways made from bamboo fibre, one of the fastest growing and most sustainable naturally organic products, and non-GMO corn starch. It gets a discount off your coffee every time you use it.....and you can personalise it.

### Project partners

- Campus Living – our internal catering department
- Bunzl - our disposables supplier and a strong supporter of the cup recycling scheme
- Simply Cups and Simply Waste – the companies behind the cup recycling scheme and collections
- Wastecycle

### The results

#### The problem

- To find a way to significantly reduce the 1million disposable cups used each year on our campus (paper and plastic).
- To source a sustainable re-use cup
- To recycle the disposables
- To change behaviour promoting positive change in use and at point of purchase
- To target 2500 catered students in halls as part of LU Green League

#### The approach

- To encourage drinking in
- To sell and promote the use of a reuse Cup – The Loughborough Cup
- To introduce cup recycling for disposable cups where they are used



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### Our goals

- To provide 2500 reusable cups to catered students
- To sell 2500 reusable cups to staff and students
- To reduce disposable cup use in retail areas by 25,000
- To recycle 500 bags of disposable cups

### Obstacles and solutions

Criticism for promoting both The Loughborough Cup and a cup recycling solution	We were able to justify that the reality of dealing with 1 million disposable cups could not be solved by a single solution.
Additional bins / cleaning	Try to reduce other bins to balance the addition of cup bins
The design of the cup bins	Still trying to solve this one!

### Performance and results

This campaign has had direct results in the amount of disposable cups used. The cups have raised awareness of the work the sustainability team do and provided a very visible campaign and action to reduce waste and environmental impact. It has also enabled us to raise the issue of the use of other disposables and the negative environmental impact these have.

The following goals were met:

- To provide 2500 reusable cups to catered students
- To sell 2500 reusable cups to staff and students
- To reduce disposable cup use in retail areas by 25,000
- To recycle 500 bags of disposable cups

### CO2 savings

Please record the <b>annual</b> carbon savings* you have/will achieve with your initiative**.	
CO2t savings 2016/2017:	__1.44T Est__ (State if Actual or Estimated)
CO2t savings 2017/2018:	____1.73_____ (Estimated)
CO2t savings over the life cycle of the project:	_unknown_ (Actual/Estimated and over how much time?)



# Green Gown Awards 2017



Dissemination supported by:



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### The future

#### Lessons learned

This isn't a project you can deliver and move on from, it requires continual promotion.

#### Top 3 learnings from implementing your project

- It's hard to promote three different schemes
- Social media is key to promoting your messages
- It's really hard to get people to use cup bins correctly!

#### Sharing your project

To disseminate the project and its challenges and successes, we delivered a workshop on our cup campaign at this year's EAUC Conference and have since provided further information to a number of institutions reaching from the South West to the North East

#### What has it meant to your institution to be a Green Gown Award finalist?

It's great to see all the hard work which has gone into the project recognised.

#### Further information

<http://www.lboro.ac.uk/services/sustainability/waste/cups/>

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