

# Glasgow Caledonian University

## Reuseable Cups Project



University for the Common Good

### Summary

GCU have been progressing the use of reusable cups on campus which has been 1 of 3 measures to reduce impact that disposable cups had on waste (voluminous) and recycling arrangements (difficult to recycle and a source of fluids)

- Measures implemented:
  1. Installation of liquid bins
  2. improved signage advising that disposable cups could not be recycled
  3. re-useable cups discount
- Following a pilot and user surveys, re-useable cups now account for 5-8% of hot beverage sales and disposable cups are no longer a significant source of contamination for materials separated for recycling

Hot drinks are 10p cheaper  
with any reusable mug.



### The Approach

- Identify suitable travel mugs
- Pilot to understand constraints and opportunities from operational and user perspectives
- Implement pilot findings - doubling discount from 5p to 10p
- Extend discount to any re-useable mug including caterers own mugs
- [Student project](#) surveying student and staff awareness of initiative
- Implemented survey findings
- 5-8% of hot beverages sold in re-useable mugs (2017-18)

### Our Goals

- Reduce a difficult to recycle waste stream (paper cups) and its potential to contaminate materials separated for recycling with liquids.
- Reduce a voluminous waste stream (paper cups) by encouraging use of re-useable mugs.

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## Obstacles & solutions

Obstacles	Solutions
Find an attractive re-useable travel mug.	Sourced various models and sought feedback through focus groups and social media.
Initial discount was not deemed attractive enough (5p, the same as offered for placing cups in reverse vending machines)	Doubled discount to 10p (to roughly the cost of the disposable cup and lid)
Low uptake	Promoted re-useable cup discount with signs and posters throughout catering outlets and through caterer's loyalty card.

## Performance and Results

- Contamination of materials separated for recycling no longer an issue.
- Re-useable cups now account for 5-8% of hot beverage sales.
- Promotion is key – particularly at point of sale/tills.

## Further Information

Charging for new cups is important to get user buy-in: users are unlikely to throw away a cup they've purchased (£5-£6.50per unit).

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