

West College Scotland

Reusable Cups Campaign



Summary

West College Scotland have been one of the first colleges to tackle the issue of single-use cups head on, rolling out reusable cups on campus. Uptake has been a struggle and the college outlines some of the barriers they have faced so far and solution for the future.

Our goals

- To reduce the use of single cups
- Encourage people to think and actively take part in re-cycling
- To reduce our waste

The approach

- Distributed 300 reusable cups per campus (3 campuses) for free - all cups were snapped up in first day
- Introduced a 10p discount for hot drinks bought with any reusable cup
- Launched an intranet campaign advertising the cups and giving a small blog about the how many single use cups are used
- Specifically used 'Ecoffee' cups to show commitment to sustainability by using cups that were made from bamboo fibers



Obstacles & solutions

Obstacles	Solutions
People kept forgetting to bring them	Reminder on the intranet to use them
Some had issues about cleaning them for re-use	Possibly install sinks for use in the refectories (but further down the line, if we were to relaunch)
Some didn't like the taste of the lids or the feel of the cup	The idea of using a different brand of reusable cup if we were to re-launch in the future

Performance and results

Although the uptake initially was good, the re-use was poor in numbers. A reminder on our intranet was sent in January and the re-use rose very slightly but not enough to warrant a re-stock. The consensus is that globally the issue is not addressed enough and our demographic are not engaged enough to actively participate without a wider acknowledgment of the problem being reviewed. If this is achieved then possibly a relaunch would be effective. The current international/national press and movement to challenging the use of single-use cups will hopefully help raise awareness and use of the reusable cups on campus.

Further information

Figures will continue to be recorded as we will still offer the discount of re-usable cups, this information can be gained from myself – laura.mclean@wcs.ac.uk

