

COLLABORATIONS FOR CHANGE

Global Goals for Tomorrow's Education, Today

19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY



CHEW FANCY A BREW?

Winchester's coffee cup story: from 3 to 33 in 100 cups

Headline Sponsor



CarbonCredentials



It all started in...

- An estimated 2.5bn disposable coffee cups are used in the UK each year, creating approximately 25,000 tonnes of waste.
- Only 1 in 400 cups are recycled

UoW academic year 2015/16

- 191,000 disposable cups used
- 25p **discount** offered on drinks purchased in a reusable cup
- Sales of drinks in reusable cups accounted for only **3%** overall





First intervention: 25p surcharge

November 2016

- Prices of all hot and cold drinks dropped by 25p
- 25p 'reintroduced' as a surcharge
- Clear messaging across campus
- Results showed that people quickly adapted and switched to bringing a reusable cup to avoid paying the surcharge.



	Reusable cup sales (disposables saved)	Percentage of sales in reusable cups
Pre-intervention: 03/10/16 - 06/11/16	689	3.78%
1) 25p surcharge: 07/11/16 - 26/02/17	9,410	21.13%
Total	10,099	

Meanwhile...





Second intervention: reusable mugs

27th Feb – 3rd March 2017

- 3000 reusable branded Gum-tec Americano mugs given away

Enrolment week 2017

- 2500 mugs given away

October-December 2017

- 1000 mugs given away

2018/19

- 4000 mugs ordered

10,500 x 2.70 per mug = **£28,350**



The results



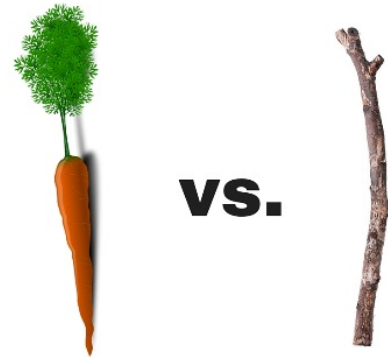
UoW hot drink sales 1 November 2016 - 31 December 2017: disposable and reusable cups

	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17
Total sales of coffee and other hot drinks	12247	8718	11381	13888	15699	6877	8802
Total sales in single-use disposable coffee cups	10444	6808	8670	10357	10129	4621	6097
Total sales in reusable cups*	1803	1910	2711	3531	5570	2256	2705
Percentage of sales in reusable cups	15.02%	22.15%	23.82%	25.42%	35.48%	32.81%	30.73%

	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
Total sales of coffee and other hot drinks	5181	4721	4565	10134	15399	16090	9155
Total sales in single-use disposable coffee cups	3502	3259	2986	7051	10339	10937	6390
Total sales in reusable cups*	1679	1462	1579	3083	5060	5153	2765
Percentage of sales in reusable cups	32.41%	30.97%	34.59%	30.42%	32.86%	32.03%	29.43%

Total
142857
101590
41,267
28.88%

The results



- **61,363** cups saved by start of June 2018. Reusable cup use remains at around **30%**
- “Results are in line with *prospect theory*, which suggests that people are more sensitive to losses than to gains when making decisions. A charge on disposable cups (a loss) in addition to the price of a coffee is therefore more likely to produce behaviour change than a discount (a gain) on a reusable cup.”
- A word about impact on sales...
- We’re working on reusable cup uptake for cold drinks
- And watching the recyclable cup market closely



It's gone coffee cup crazy

COLLABORATIONS FOR CHANGE

Global Goals for Tomorrow's Education, Today
19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY



theguardian
Pret a Manger doubles discount for bringing reusable coffee cups
UK environment department
1,400 disposable coffee cups



Mary Creagh
@MaryCreaghMP

Following

Every year the UK uses 2.5bn coffee cups. Almost none are recycled. We've published our [@CommonsEAC](#) report today.



12:43 am - 5 Jan 2018

35 Retweets 31 Likes



Daily Mail
Tory war over coffee cup tax: Minister
clash over plastic-bag-style levy to
boost recycling

Thoughts, comments, questions

COLLABORATIONS FOR CHANGE

Global Goals for Tomorrow's Education, Today

19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY



liz.harris@winchester.ac.uk

[@Environment UoW](#)





The SDG Accord

The University and College Sector's Collective Response to the Global Goals



End extreme poverty, inequality and climate change

Headline Sponsor



CarbonCredentials

www.sdgaccord.org

