

2017/18 REUSABLE CUP RACE

Encouraging the shift to reusable cups through this short term initiative has had a great impact at the University catering outlets. Here's the overview of the scheme and the results.

THE CHALLENGE



Only **6%** of hot drink purchases by staff and students in our cafe's are in Resuable Cups.

1 Truck of Plastic Waste enters our oceans every **60** Secs



THE IDEA

Two Greenwich Graduates wanted to show how one individual action really can make a difference!

Offering **Bigger** discounts the more reusable cups were used across the campuses.



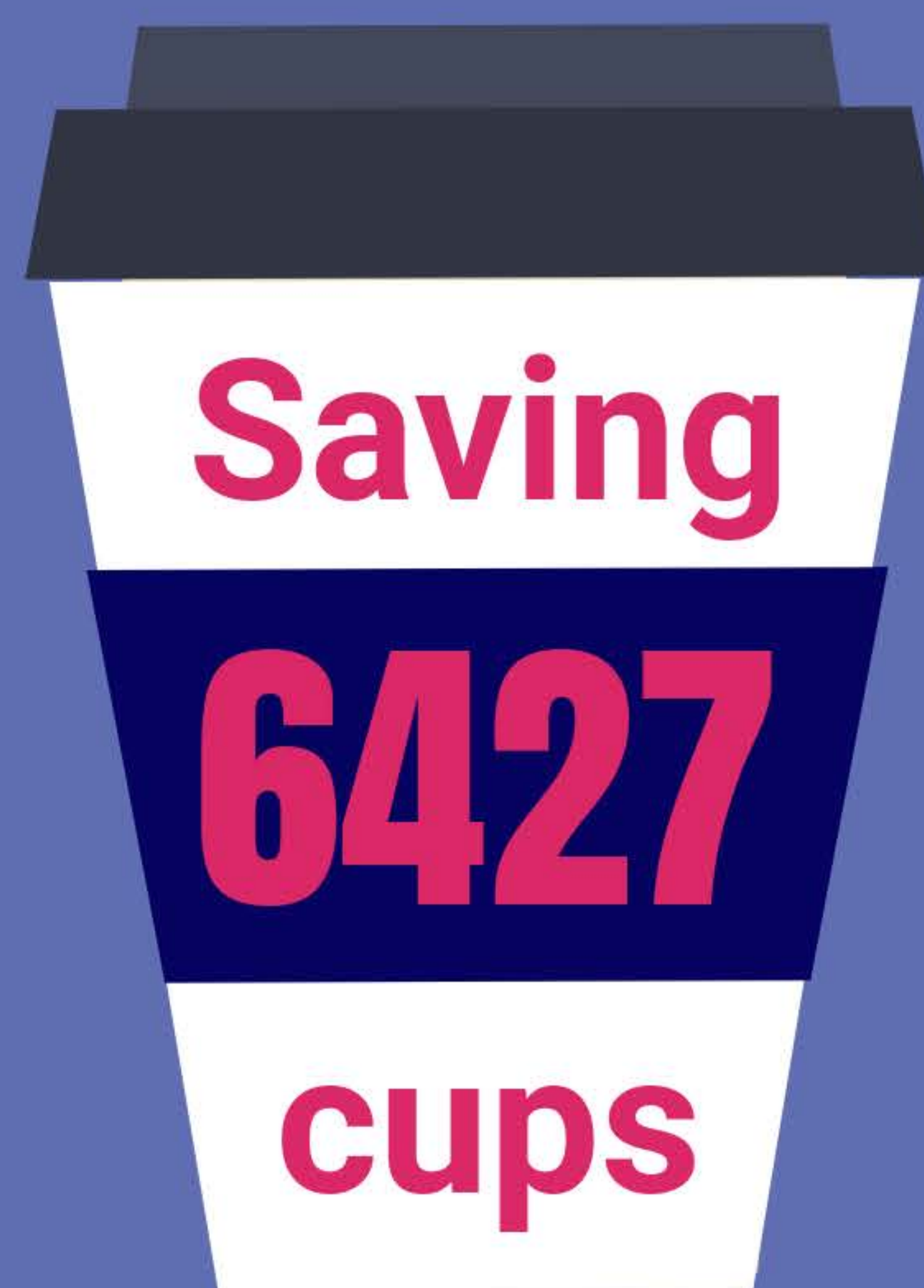
THE RESULT

We **Doubled** our Reuse Rate

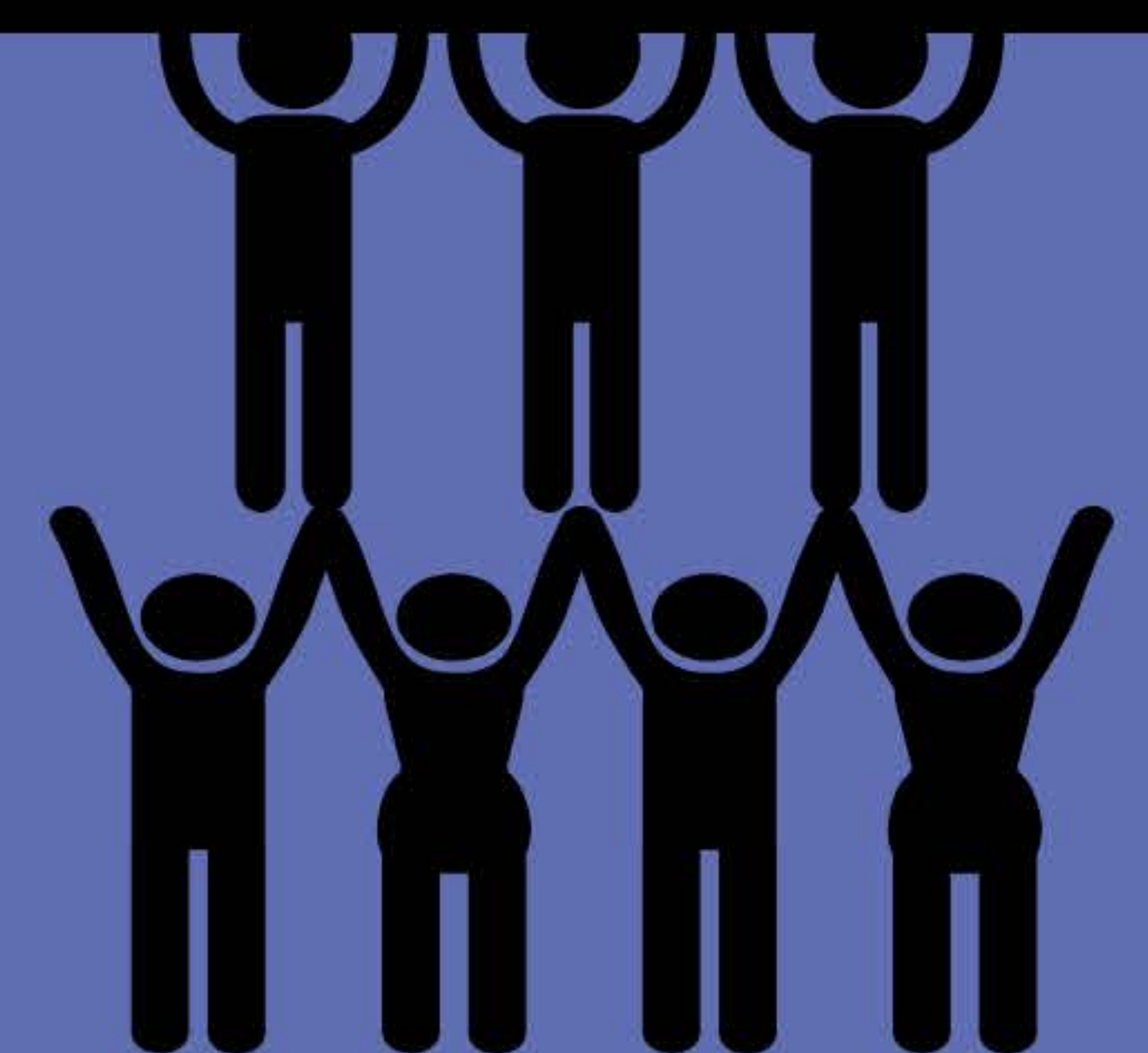
Plus we've sustained a

12%

average ever since!



12.45% reuse rate achieved by week 4 earning **40p Off** hot drinks!



**Got an idea?
We'd love to hear it**