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cleaning up convenience

Problem

Cup waste is government priority in tackling our throwaway culture

Latte Levy to be introduced

Ban on cups in closed loop settings

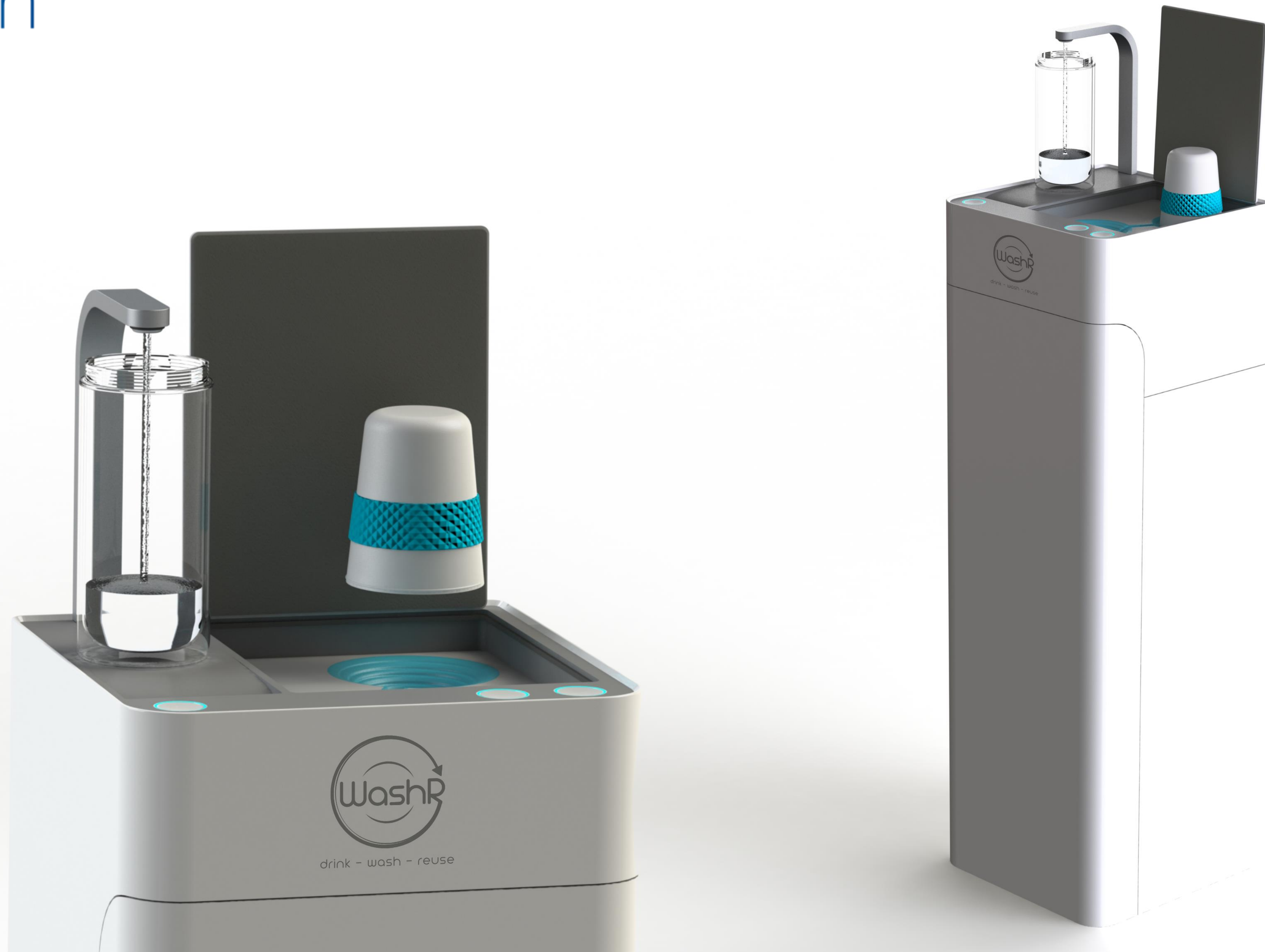
Recycling not part of long-term strategy

Government recognize multiple solutions required to tackle cup waste

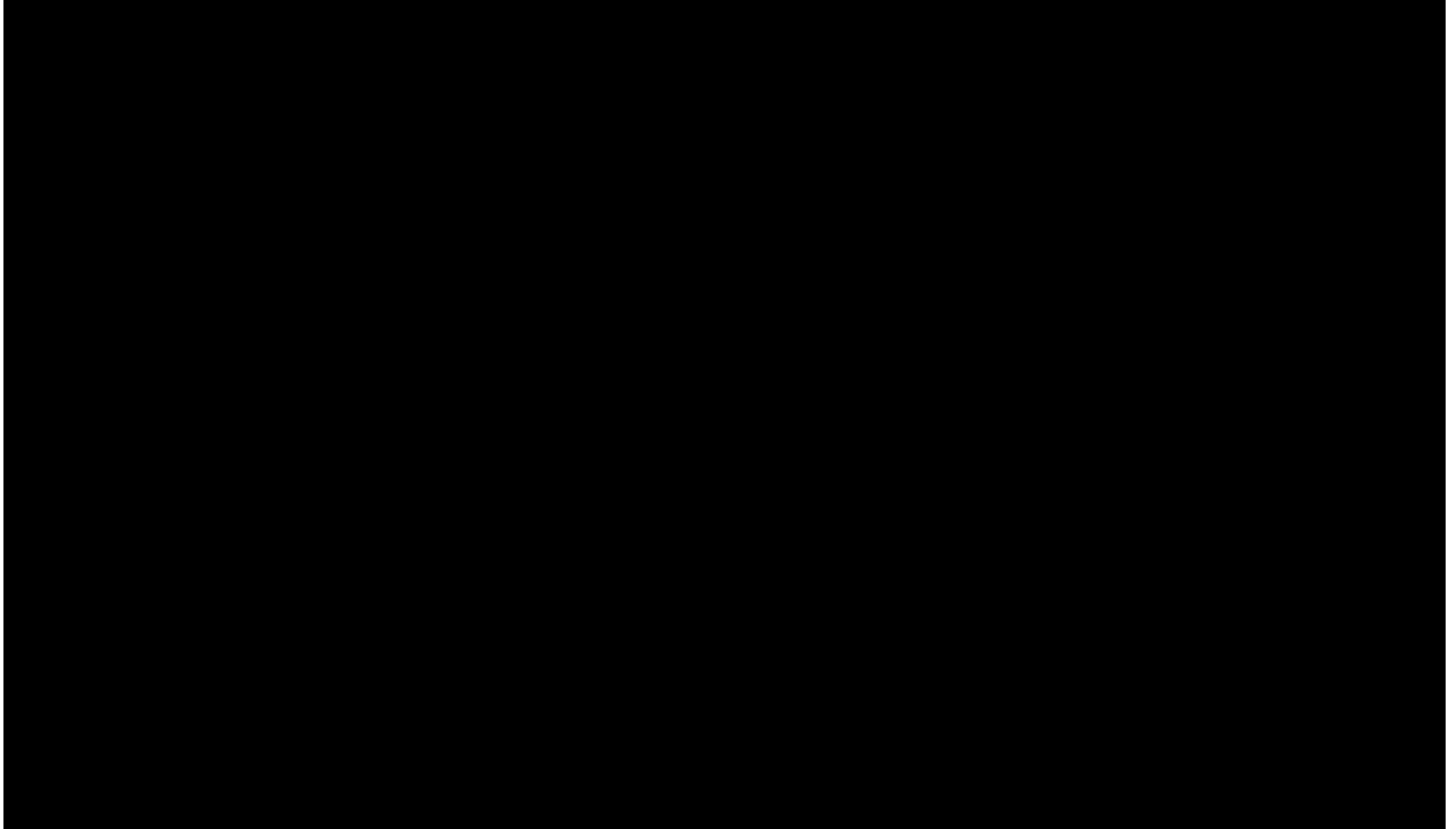
No convenient solution to address the dirty cup



Solution



Solution



RBS Case Study



51%

less single-use
cups used

17%



less takeaway cups
disposed of at
work

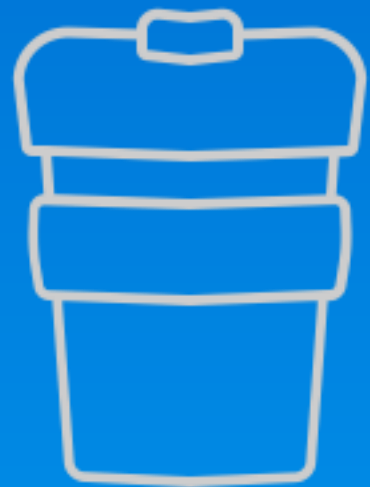
80%



Users said the service
GREATLY encouraged
reusable cup use



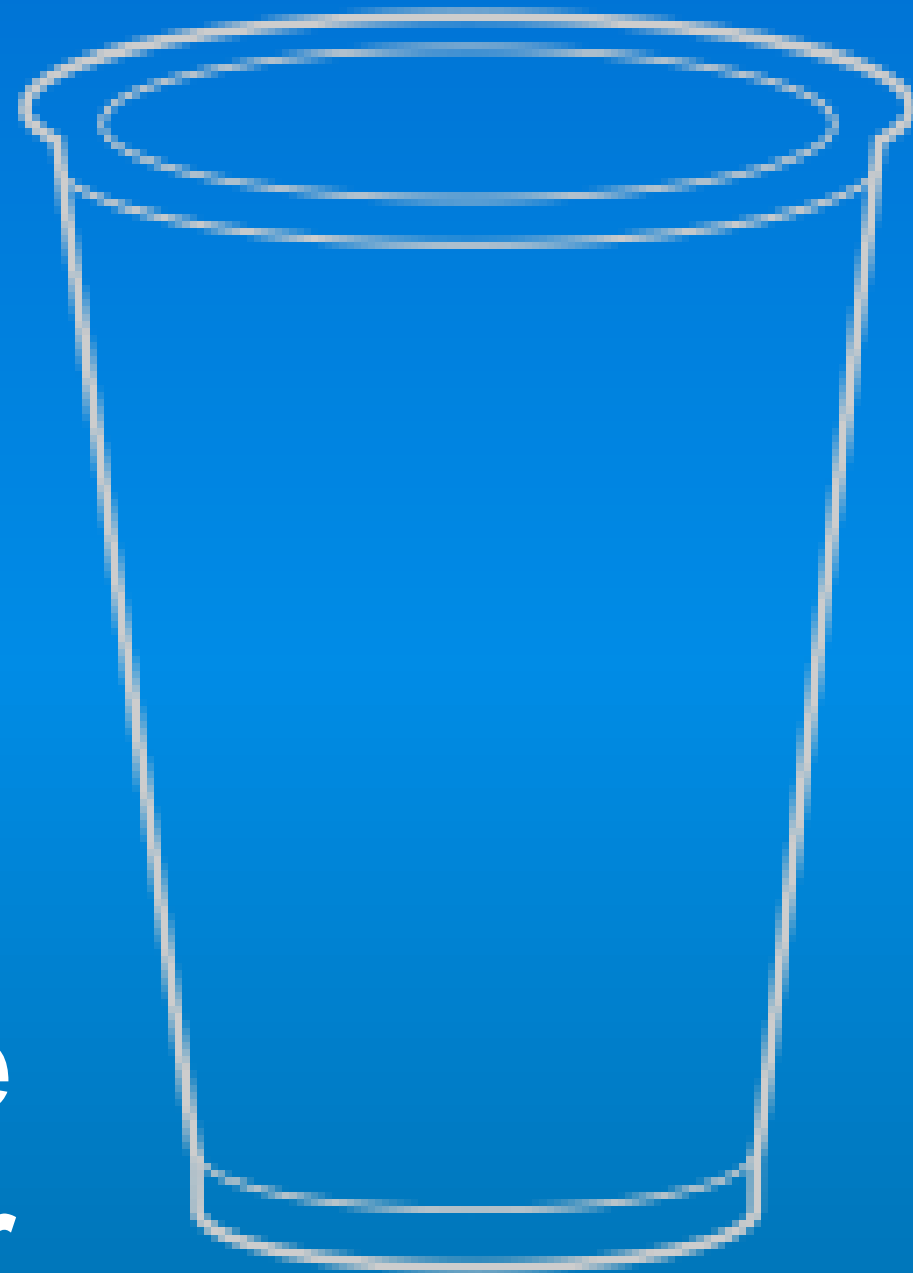
Carbon Impact



8g co2 eq

Single use

3.5x more
polluting per
cup



35g co2 eq

RBS Saving
440,000 kg of co2 eq,

872



Flights from London to
New York

Cup Waste Solutions



Cup Deposit
Scheme



Public Toilets



Kitchen Sink

Partners



Questions



cleaning up convenience