



21st ANNUAL CONFERENCE  
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GLOBAL GOALS:  
LOCAL ACTION



# The Loughborough Cup Another Inspiring Winner

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Headline Sponsor

CarbonCredentials



# Workshop Content.



A session to show how one significant waste stream can be managed into a circular resource efficiency campaign that looks at supply, demand, recycling, disposal and reuse whilst creating a niche product for the University community.

In this presentation we will look at:

- The global goal's and local action
- The Challenge
- The approach
- Campaign ideas
- Collaborative working
- Marketing and messaging
- Establishing/negotiating costs and data
- Fulfilling strategic obligations to deliver environmental sustainability
- Barriers to look out for
- The Simply Cups Scheme

# Global Goals / Local Action



## Goal 12



## Goal 15



# The Challenge.



To tackle the



# one million

disposable cups used on our campus each year!

A small percentage of the estimated 2.5 billion in the UK each year.

We were looking at this before Hugh jumped on our band wagon.... he just had a bigger bus!



# The Approach.



Three pronged approach

To encourage “Drink in”

LET'S DITCH THE DISPOSABLE  
**TAKE SOME  
TIME OUT**  
RELAX AND DRINK IT IN



DITCH THE DISPOSABLE FOR  
**THE  
LOUGHBOROUGH  
CUP**



The use of a Reuse cup

Recycling of cups



ONE MILLION DISPOSABLE CUPS  
**NOW  
RECYCLABLE**  
BUT ONLY IN THESE BINS



# An engaging campaign.



## Initial ideas included:

- A branded sustainable reuse cup
- High profile users of the Loughborough Cup
- Social media – facebook and twitter
- Links to the campus
- Web Banners
- Screens around campus
- Posters
- Competitions
- Free Coffees
- Discounts
- Engagement activities



# Collaborative Working.



We knew we would need to work with:

- Students
- Students Union
- Campus Living – Catering and Accommodation
- Bunzl, Simply Cups, Simply Waste
- Costa
- Starbucks
- External cafe's
- Our Creative & Print Service





# Marketing & Messaging.



This was always going to need a lot of...

Creative & Print support

To get the message out there

From email signatures:

Regards

Nik

Nicholas Hunt  
Environmental Manager  
Campus Services  
Loughborough University  
Tel: 01509 228083  
Mobile 07800 602960  
<https://twitter.com/SustainLboro>  
<http://www.lboro.ac.uk/sustainability/>  
<https://www.facebook.com/LoughboroughUniversitySustainability/>

Please consider the environment before printing this email.



ONE MILLION DISPOSABLE CUPS OR  
THE  
LOUGHBOROUGH CUP?  
HAVE YOU GOT YOURS YET?

WASTE... let's get it sorted

REDUCE • REUSE • RECYCLE



to.....



# Getting the message out there.



On bus stop shelters

& relating it to campus

LET'S DITCH  
THE DISPOSABLE



THE  
LOUGHBOROUGH  
CUP  
HAVE YOU GOT YOURS YET?

TAKE SOME  
TIME OUT  
RELAX AND DRINK IT IN



RECYCLE YOUR  
DISPOSABLE CUPS  
IN THE CUP RECYCLING BIN



waste... let's get it sorted

REDUCE • REUSE • RECYCLE

ALL THE CUPS USED ON CAMPUS WHEN  
STACKED TOGETHER WOULD BE

117 TIMES TALLER  
THAN TOWERS

LET'S DITCH THE DISPOSABLE

waste... let's get it sorted

REDUCE • REUSE • RECYCLE



ALL THE CUPS USED ON CAMPUS  
LAID END TO END WOULD

WRAP AROUND CAMPUS  
AT LEAST 8 TIMES

LET'S DITCH THE DISPOSABLE

waste... let's get it sorted

REDUCE • REUSE • RECYCLE



# Getting the message out there.



A consistent messaging style

IS YOUR  
**COFFEE COSTING  
THE EARTH?**

DITCH THE DISPOSABLE  
AND DRINK IT IN

waste... let's get it sorted

REDUCE • REUSE • RECYCLE



ONE MILLION DISPOSABLE CUPS OR  
**THE  
LOUGHBOROUGH  
CUP?**

HAVE YOU GOT YOURS YET?

waste... let's get it sorted

REDUCE • REUSE • RECYCLE



& vouchers for drinks

THE  
LOUGHBOROUGH  
CUP

RECEIVE  
**3 FREE  
HOT DRINKS**  
WHEN YOU BUY A  
REUSEABLE CUP



RECEIVE 3 FREE HOT DRINKS  
WHEN YOU BUY A REUSEABLE CUP



Can be used in any café or shop across campus excluding Students' Union.

waste... let's get it sorted

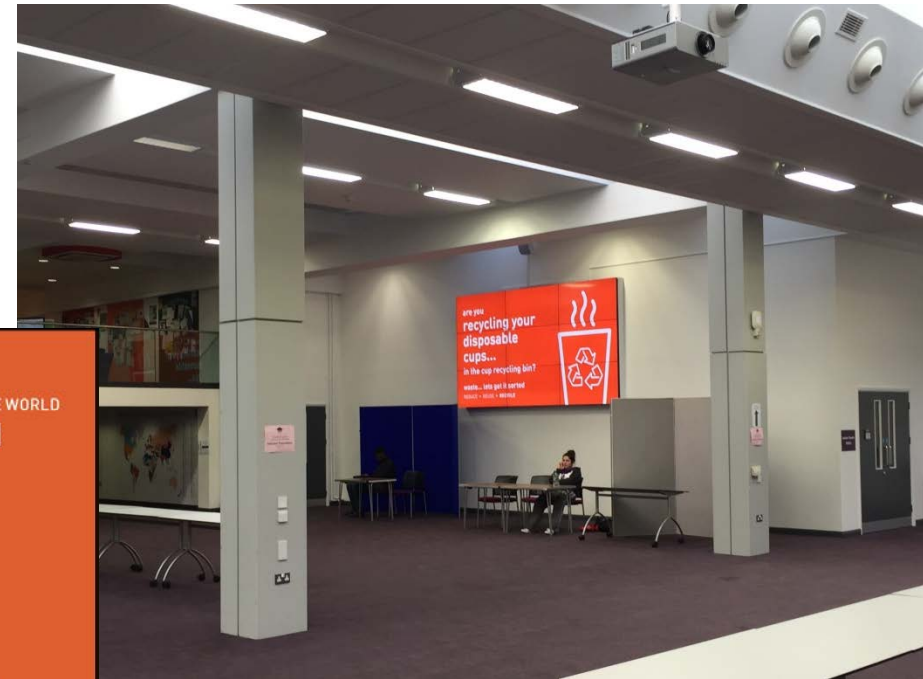
REDUCE • REUSE • RECYCLE

# Getting the message out there.



On infographics.....

& on screens





# Getting the message out there.



## About the recycling bins

ONE MILLION DISPOSABLE CUPS  
**NOW RECYCLABLE**  
BUT ONLY IN THESE BINS

waste... let's get it sorted  
REDUCE • REUSE • RECYCLE



EVERY MINUTE ACROSS THE WORLD  
**ONE MILLION CUPS GO TO LANDFILL**  
RECYCLE YOUR CUPS

waste... let's get it sorted  
REDUCE • REUSE • RECYCLE



# Getting the message out there.



## On twitter



## No shame



## Competition



## Alumni



## Fun

## Arty





# Getting the message out there.



Senior Management buy in:



# Costs, Data and Negotiation.



Getting the right data for “the case”...

- How many cups do you use & what is the current cost of disposal?
- Cost of reuse cups vary tremendously
- Cup recycling bins – cost and design considerations
- Engagement with the cleaning team
- Negotiations with
  - Management – that it's the right thing to do
  - Caterers – ours are in house
  - Students Union – separate business at LU
  - The big coffee retailers – e.g. Costa and Starbucks
  - High street cafe's





# Strategic Obligations.



Why else did we do this?

- The Waste (England & Wales) Regulations 2011 = The Waste Hierarchy
- Our EMS – requires continual improvement
- The University Strategy – embedding sustainability and social responsibility into all we do
- Long term goal to reduce waste and costs
- A good way of engaging with staff and students on a joint initiative.



# Barriers to look out for.



The obvious and not so obvious...?

- Agreeing cup designs
- Price increase or discount, cup selling price
- Fitting the cups under dispensing machines
- Cleanliness of reuse cups
- More bins and cleaning
- Cost of staff to wash up crockery
- Promoting reuse cups and recycling
- External coffee suppliers
- Competing reuse cups



# The Simply Cups Scheme.



*Making hospitality happen for a more sustainable future*

Working in partnership with Simply Cups and our customers

Working with Loughborough



<https://www.youtube.com/watch?v=tCELRamjGG4>

# Discussion time.



## Group 1

How to overcome the operational challenges of introducing more bins and the management of these?

## Group 2

How to keep this fresh and continually engaging?

## Group 3

What other disposable packaging could this be used for and what would be the challenges

# Group Feedback.



## Group 1

What challenges did you identify and what were the solutions?

## Group 2

What ideas did you come up with?

## Group 3

What packaging did you identify, what were the likely challenges and could you see an easy resolution?

# To Conclude...



## Key points:

- Identify your challenge
- What's your approach
- How do you make your campaign engaging
- Communication methods and material.
- The business case
- Strategic obligations
- There will be barriers
- It's not easy 😊



# Sharing the Prize.



Thank you for attending...

Any questions?