

CASE STUDY ENGAGEMENT CAMPAIGN RESPONSIBLE CAFES

TIMELINE: 12 WEEKS
TIME INVOLVEMENT: 30 HOURS
BUDGET: \$5,800



Responsible Cafes's award winning program has been designed for cafes who want to put sustainability first but don't know where to start.

Responsible Cafes ran an engagement campaign with **9 selected cafes** in the City of Charles Sturt in South Australia.

Motivated cafes identified by the Council were invited to enrol in the program by filling an EOI. Selected cafes were invited to join an **introduction session** organised by the council where Responsible Cafes introduced the program, booked a first session with each cafes and invited them to complete an initial **self-assessed audit** on their sustainability journey via the platform.

Each cafe receive **3 one-on-one customised sessions** in their cafe including

- accreditation verification
- waste and incoming supplies audit
- Q&A and identification of business needs
- customised plan of action for the next 3 months with initial steps to take over the coming month
- setup of monitoring system
- follow up visits and data collection on chosen behaviour change measures
- personalised support over email and phone
- analysis of results

100% said they would be interested in participating to participate in future sustainable programs run by the City of Charles Sturt Council

OBJECTIVES:

1. **reduce landfill waste by 50%**
2. **up to \$20,000 savings per year** through reusables, ban-compliant alternatives to single-use plastics and efficient systems
3. **set up an easy monitoring system** to track positive impact
4. **implement reusables** at different levels of the cafe's journey

IMPACT RESULTS:

- **100%** of cafes reduced landfill waste by **50% minimum***
- **67%** increase in number of coffees served in reusable cups
- **990** disposable cups and lids diverted from landfill each month (**11,880 per year**)
- savings between **\$43 to \$748 /year/cafes**
- **67%** of the cafes said they will continue to offer single-use cup alternatives in 2024

The council was provided with:

- a Campaign Status Report
- an access to a dedicated dashboard on the Responsible Cafes website to track real time change throughout the campaign
- a Cafe Engagement document tracking each cafes' strategy and actions.

At the end of the campaign, a **wrap up event** was organised by the council and Responsible Cafes presented the result of the campaign. A **full report** with recommendations was created and sent to the council for reporting purpose.

*Council is offering FOGO to businesses