



How to be a
**KEEN
BEAN**



with
**RESPONSIBLE
CAFES**

*Have you discovered the joy of drinking
coffee from your reusable cup?
Would you like to spread the word?*

Here's how to be a Keen Bean
and ask a cafe to sign up!

WHO ARE
**RESPONSIBLE
CAFES?**

The idea is simple. Responsible Cafes connects 5000+ cafes across Australia with conscious consumers building community, reducing waste, and stimulating business by encouraging cafes to offer an incentive to customers who use their own cup.



26,000+ followers
on social media



1000s of keen beans use
the map each month

I already have my own cup - why do more?



Australians use about 100,000 throw away coffee cups an hour. That adds up to about 1.8 billion cups a year.

Almost all disposable cups have a plastic lining so that means they can't be put in your kerbside recycling bin and end up in landfill or littered. What we each choose to do every day makes a difference. Go waste free with your coffee fix and you'll start to see many other ways to reduce plastic in your life!

'Biodegradable' or 'compostable' coffee cups are tricky: most are commercially compostable and can only be processed in dedicated facilities - which are only available in 10% of councils!



Average cafe saves 12,000
cups from landfill per year



With 5000+ cafes we are
saving 58M+ cups a year



How to **APPROACH YOUR LOCAL CAFE**

Step one: Start the conversation

If you haven't already, approach your local cafe and have a chat with them about the concept. Some good conversation starters whilst they make your coffee could be:

"Roughly how many people use their own cups for takeaway coffee here?"

"Have you heard of Responsible Cafes? It is an accreditation for sustainable cafes and a growing network of more than 5000 cafes who encourage their customers to bring their reusable cups."

"Did you know that nearly **1.8 BILLION TAKEAWAY CUPS** are used in Australia each year, and almost none of these are recycled?"

Step two: What's in it for them?

Once you have a cafe that is interested in learning more, talk to them about the key benefits of joining:

Attract new customers

Thousands of keen beans use our map every month to find cafes who prioritise sustainability

Publicity through:

- Our website - driving 30,000 organic page views
- Searchable map with 1000+ unique searches p/month
- 26k followers across social media platforms and growing

It's **free** to sign up, and there are free downloadable materials to help you spread the message

Be part of a national movement with **5000+** cafes raising awareness and reducing waste

Reduce your plastic consumption. Our actions shows a reduction of **35.2 cups per day** - that's nearly **12,000 single-use cups saved a year!**

Step three: It is SO easy to register

Each cafe can decide what **BYO** incentive they would like to offer and our accreditation makes it easy to list all sustainable actions

Encourage them to check out the map of participating cafes. It takes less than 10 minutes to register and be accredited via our website!

Step four: Get the word out there!

Once they have registered, the cafe will be emailed a link to access numerous resources, posters to print and pop up in their cafe and great discounts to onboard reusables!

Take a funky photo of your cafe owner with their poster or a reusable cup - have some fun! Tag or add #ResponsibleCafes & #BYOCup to be included on the social stream of our website.

Step five: Keep checking in

Thanks to you, your cafe is good to go! Keep checking in with them and BYO cup for your morning coffee.

Have they noticed interest from their customers? Is their poster still up? We would love to hear feedback so we can keep improving the program so stay in touch.



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