



# with RESPONSIBLE CAFES

Have you discovered the joys of drinking coffee from your own 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 4,500+ cafes across Australia with conscious consumers building community, reducing waste, and stimulating business by encouraging cafes to offer a discount to customers who use their own cup.



23,000+ followers on social media



100,000+ unique map searches per 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 one 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: they can only be processed in a commercial composting service, which is operationally challenging and expensive for councils.**



Average cafe saves 12,000 cups from landfill per year



With 4,500+ 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 a growing network of more than 4,500 cafes that reward people who use their own cup by reducing the cost of the coffee.”

“Did you know that nearly **1 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 keen for a discount**

75% of people go out of their way to find a cafe that offers a discount

## Step three: It is SO easy to register

**Your cafe can decide what discount they would like to offer, over 70% of cafes offer 50c or more.**

Encourage them to check out the [map of participating cafes](#). It takes less than 2 minutes to register via [our website](#).



**Publicity through:**

- Our website up to 150,000 unique visitors p/month
- Searchable map with 100,000+ searches p/month
- Social media 23k followers and growing

## Step four: Get the word out there!

**Once they have registered, the cafe will be emailed a downloadable poster to print and pop up in their cafe, or they can purchase a 'starter kit' from our website.**

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.



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



Be part of a rising national movement with **4,500+** cafes raising awareness and reducing waste

## 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.



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



**If you'd like to get in touch with other Responsible Cafes volunteers, join our "Responsible Cafes Ambassadors" group on Facebook or sign up to our mailing list.**



✉ [outreach@responsiblecafes.org](mailto:outreach@responsiblecafes.org) ✨ [responsiblecafes.org](http://responsiblecafes.org)

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