



RESPONSIBLE
CAFES

As featured on the ABC's 'War on Waste' series

@ResponsibleCafes
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The problem

Over **3 billion** disposable hot drink cups and lids are used in Australia each year. Most are never recycled. Takeaway coffee cups and lids are resource-intensive to produce - chewing through trees, water, and oil - and usually end up landfilled or littered. Sadly, so-called 'biodegradable' or 'compostable' cups share the same fate as it's too difficult to separate their lining, even contaminating other recyclables.

Worse still, many of them end up in the ocean, where they **break up** into smaller pieces which marine life mistake for food, taking the lives of countless millions of innocent sea creatures every year.

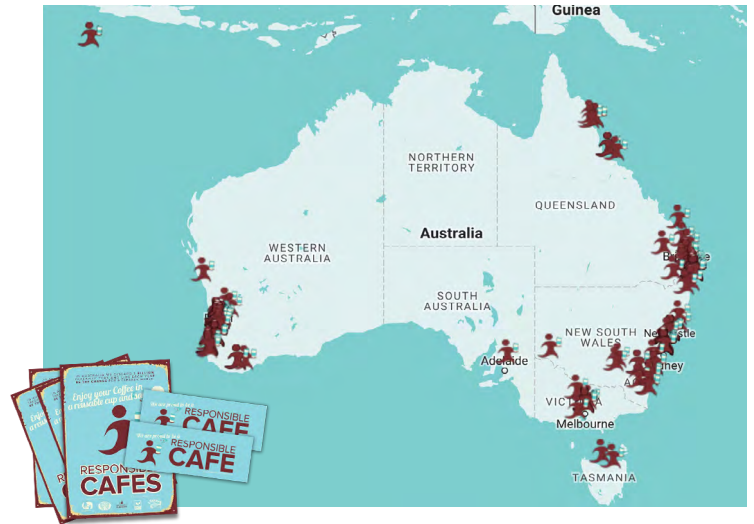
This problem can be reversed, and is in your hands. Waste is something that can be tackled by an individual's choice. We realise that coffee is a daily habit and with a simple switch people can shift towards a sustainable, reusable attitude elsewhere.

What is Responsible Cafes?

Responsible Cafes is a not-for-profit initiative founded in 2013 by a group of passionate everyday people eager to change the game on this massive issue. The idea is simple. Cafes have the power to change behaviour by incentivising hot drink lovers to bring their own takeaway cup. By offering a discount to customers with their own cup, we hope to create a movement around reuse and stop unnecessary waste.

What's in it for cafes?

- **Increase in customer loyalty** as regulars take advantage of the discount (117% increase in BYO cup use within first week)
- **Attracts new customers** keen for a discount
- **Publicity** through our website (150,000 unique visitors p/month), searchable map (100,000+ searches p/month) and social media (100,000 average weekly reach)
- **Free posters** and info sheet provided to help spread the message
- **Be part of the movement** in reducing waste and your ecological footprint
- **Reduce your consumption** - arguably the most important, our surveys show a reduction of 27 cups per day - that's over 10,000 a year!



What's next?

Get your cafe to sign up on our [website](#) and join the growing crew of 2,000 Responsible Cafes across Australia who offer a discount to customers who bring their own cups. Most cafes offer between 50c and \$1 (we recommend a 20c minimum) but it's up to you!

- Once you sign up, you can download our awesome A4 poster to display in a prominent place in your cafe to promote the discount and help start a conversation with your customers
- We will place your cafe on our [searchable map](#) so conscious customers can find you
- Train your staff to ask takeaway customers whether they brought a cup and sell your own reusable cups in store. It's an easy low-pressure way to get folks thinking about reuse and promote the discount (please make sure your customers are not sitting in with takeaway cups)
- Continue to make waste reduction improvements for online promotion
- Spread the word with a funky pledge photo and our hashtags #responsiblecafes #BYOcoffee cup for a chance to be promoted to all of Australia

If you'd like to keep more up to date with Responsible Cafes volunteers, join our [ambassadors group](#) on Facebook.

