



The CupCycling™ Programme

How Council/Stakeholder Funding Works



- MISSION POSSIBLE -

We're on a MISSION to eliminate single-use cups to landfill and with the support of great people just like you, we're one step closer every day.

What is the CupCycling™ programme?

The CupCycling™ programme is a simple and effective REUSE system which works on the same principle as a 'swap a crate' - 'swap a gas bottle' model. We haven't created anything new in terms of the system – but we are the very first to do this in New Zealand with a coffee cup model and the only ones using our very own product, which we make right here in New Zealand!

The system is easy for the customer. They pay a one off \$10 'bond' as a membership to join the CupCycling™ programme and they get the ongoing use of a reusable CupCycling™ cup from any participating cafe. The CupCycling™ cups can be returned to any participating cafe in New Zealand.... provided it's got the CupCycling™ logo on the cup, it's part of the programme.

The customer simply returns their dirty/used cup to **any participating** CupCycling™ cafe the next day, they get a clean cup with their drink and just pay for the drink - and around and around they go!

A cafe or multiple participating cafes band together to reduce disposable cup waste to landfill in their community, by promoting and driving the CupCycling™ reusable cup "swap" system.

Where did the CupCycling™ programme come from?

Conceived by myself and my husband Nick, CupCycling™ is the very first reusable 'cup swap system' to be rolled out in New Zealand.

At the start of 2017, we decided we wanted to do more... more than just sell a reusable cup. We were motivated to use our product to make a wider impact.

So we decided we could Make Motueka Disposable Cup Free. We live in Motueka and we wanted to do something positive in our community – and what better way to do that by reducing our single use waste footprint.

We developed the programme and launched a CupCycling™; pilot with 6 cafes in Motueka in July 2017. Within just a few months, it was evident the system worked and we were seeing vast reductions in single use cups going to landfill. The CupCycling™ system has proven itself to be a simple and effective REUSE SYSTEM, which really does do what it says - reduces thousands of single use cups from landfill!

Results!

One year after rolling out CupCycling™ in Motueka, the participating cafes have diverted over 14,000 single use cups from landfill! The busiest coffee outlet of the 8 participating cafes, Celcius Coffee Espresso Bar alone, diverted 10,000 of those cups from landfill in a year! A huge milestone which really proves the power of the CupCycling™ programme.

Read more here: <http://www.idealcup.co.nz/the-buzz/celcius-coffee-cupcycling-diverts-10000-cups-from-landfill/>

Started in Motueka & now throughout NZ..... and even in Canada!

Since rolling out in Motueka in July 2017, we've proudly supported a number of regions around New Zealand to successfully roll out CupCycling™, including Cromwell, Upper Hutt City, Richmond, Golden Bay, Tairāngi, parts of Wellington, parts of Waikato & Northland and we have also rolled out CupCycling™ in Prince George in BC, Canada!

We are confirmed to ROLL-OUT & in discussions with the following regions, who are actively engaged to get CupCycling™ rolled out in their communities in 2019:

- Dunedin **ROLLING OUT Feb 2019**
- Whakatane
- Thames
- Southland
- Lyttleton
- Hawkes Bay
- Wairarapa
- Petone - Hutt City
- Wanaka
- Queenstown
- Tauranga

And of course YOUR TOWN!

With the passion and commitment of the retailers and of course, you, the wonderful stakeholders, your region can help us grow the wonderful reuse movement we have created with CupCycling™ and encourage other regions to jump on board too!

Not only does CupCycling™ have obvious tangible benefits, reducing single use waste to landfill, it's a powerful way to promote *your* REGIONAL BRAND.

Visualise this - **Co-branded CupCycling™ Cups with your Regional Branding** on one side and the **CupCycling™ logo** on the other side.



In the hands of thousands of locals and visitors... all choosing to reuse and showcasing the regional identity.

We have plans to get these amazing cups in the hands of bloggers and influencers throughout New Zealand... asking them to showcase the cups via Social Media – Instagram happiness spreading the amazing regional message throughout the country!

And let's not forget, when individuals are part of the CupCycling™ movement and they're travelling with their cups, your region's cup might end up in Upper Hutt, in Titirangi or.... well, even Canada! What a wonderful way to showcase your regional brand identity!

We work with our wonderful PR company WaltersPR, to showcase the region's participation in the programme and ensure the world hears of the commitment and journey taking place in the town or city; with the CupCycling™ programme.

So, how does a council/ stakeholder funding-subsidy work with CupCycling™?

A desirable support component of the CupCycling™ programme is the funding we receive from stakeholders, like yourself. Councils, Community Boards, Eco Groups; actively engaged in waste reduction. Perhaps you've "banned the single use plastic bag" with Boomerang Bags and abolished plastic straws once and for all... and now you're looking to tackle the nasty single use coffee cup.... CupCycling™ in your region is a brilliant next step.

When we get buy-in from stakeholders such as councils, and receive support by way of funding, this allows us to subsidise the upfront costs to the business owners who are eager to participate in CupCycling™. This reduces barriers to entry and makes the opportunity even more viable.

The cost to the cafe for a CupCycling™ "starter kit" is \$595 + gst. This is the package price when using a Single Use lid solution with the programme (see further in the document for more information on the lid options).

The "kit" comprises:

- **50 REUSABLE co-branded 'Your Region' + CupCycling™ Cups**
- "How CupCycling™ works" A3 posters, to display in your cafe so your customers can understand the process
- 20 x "How CupCycling™ works" Table Talker Postcards for your counter and tables
- A white board with white board marker and a CupCycling™ Banner stating "**Disposable Cups Saved from Landfill This Week**", for FOH staff to record every time a customer uses a CupCycling™ cup or brings their own reusable cup. This is a powerful and interactive visual tool for promoting CupCycling™

- An A4 printed CupCycling™ Instruction & Records Document, for use by cafe staff, which includes **Data Recording Sheets** to record the **“Disposable Cups Saved from Landfill”** each week/month (This data is collected by IdealCup and reported back to key stakeholders).
- 2 CupCycling™ Decal Window transfers, to place on your window(s) and advertise you're a participating CupCycling™ Cafe
- A ‘How to submit your “disposable cups diverted from landfill weekly data” Fridge Magnet which also outlines IdealCup’s contact details, should you need more cups or have questions
- A **COMPLIMENTARY** sleeve of Ecoware compostable lids, for use with the CupCycling™ Cups
- A **Use Your Own Cup (UYOC)** Cafe Guide Information Insert
- A **RefillNZ** Information Insert
- Inclusion on our online, interactive MAP of New Zealand, which showcases all the amazing cafes around New Zealand who are participating in the CupCycling Programme.

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- If cafes require more cups over and above their initial “kit”, they can purchase **just the co-branded cups** for \$6.95 + gst each (minimum 25 cups).
 - After the initial dissemination of cups with kits, IdealCup will hold stock of your region’s branded cups, so they are ready for draw down and dispatch without delay to the cafes.

With stakeholder funding, the cost of the “kit” can be reduced for each cafe. Ultimately the level of funding received will determine the final discounted rate the cafe will invest for their CupCycling™ kit.

The funding we can raise is then apportioned across the total number of cafes signing up for CupCycling™ programme in the region; so the subsidy can vary depending on \$\$ and the number of cafes.

How much is the FUNDING?

We **DO NOT** specify a funding figure, we simply encourage you to as a stakeholder to consider how your contribution can impact waste reduction and how much you really want to see the CupCycling™ programme implemented in your region.

Naturally, the greater the subsidy, the better for the retailers however, we like them to have “skin in the game”, as it’s important they are choosing to participate in the CupCycling™ programme for the right reasons and not simply because it’s a “freebie”.

EXAMPLE OF FUNDING : Tasman District Council

To date, we have received several financial subsidies from councils wanting to support the roll out of CupCycling™ in their respective regions.

An example of recent financial support is The Tasman District Council (TDC). The TDC have been proactively supporting CupCycling™ in the region for some time now and their most recent support was an \$8,000 + gst grant, towards rolling out CupCycling™ in both Golden Bay and Richmond. This grant was apportioned across 30 cafes (15 in each region) and allowed a \$250 + gst subsidy for each cafe.

In addition, Richmond Unlimited, the not for profit business group for Richmond, also contributed an additional \$100 per participating cafe in Richmond, meaning those cafes’ investment was just \$200 + gst.

Each time a cup is “bonded” by the cafe for \$10, half of that \$10 covers the cafes costs (drink, staff, fixed costs etc) and the other \$5 is retained by the cafe – essentially giving a “revenue return” on each cup bonded.

So in essence, even if the cafes paid full price for their “kit”, they are in fact re-couping a minimum revenue return of half their investment; when they bond their first 50 cups.

How is the Funding Processed & Paid?

Once we confirm your regional subsidy, IdealCup will invoice the council/stakeholder directly and this is the only invoice you will deal with.

The total subsidy is then apportioned across all the cafes who are registered to participate in the CupCycling™ programme.

IdealCup invoices the individual cafes for their subsidised portion; which means **stakeholders only deal with one transaction, direct with IdealCup.**

DATA COLLECTION – Tangible & Accurate Results

Obviously our vision is to reduce nasty single use cups to landfill and when we see the stats on the reduction and impact we're having; we can confidently say we are having an impact on a region and it's community.

We now have a new, automated back-end data collection system, so we can collect the data of the "cups diverted from landfill" for each cafe, each week.

This system has been built to ensure we can collect and disseminate accurate data to all stakeholders and participating businesses.

This system will be live from 1 February and will allow us to gather accurate data from our participating CupCycling™ cafes in the region. We can then extract and report that data by business, for a specific period, by total volume diverted for a region etc and provide that reporting to stakeholders.

The reporting will be sent electronically and can be outlined in various formats – graphs etc.

We envisage operating a quarterly reporting structure.

This data collection reporting will provide stakeholders/councils with tangible data which will show just how successfully and effectively CupCycling™ is benefiting the region; by reducing single use cups to landfill.

The CUP & LID used for CupCycling™

Our New Zealand made IdealCup is made of just two materials, both of which are 100% BPA and Recyclable.

Before we chose our materials, we consulted Plastics New Zealand, the governing body for Plastics Manufacturing in New Zealand; to ensure we were using materials which were safe for our customers, could be recycled and ultimately, re-purposed at the end of their useful life.

The cup and lid are both 100% commercially dishwasher/sanitiser safe. We have commercially washed hundreds of IdealCups over the years, without any compromise to the product.

We use **JUST TWO** recyclable plastics and offer transparent and full PRODUCT STEWARDSHIP for our product. If a cup or lid is deemed at the end of its useful life, it can be returned to IdealCup and we will return it to our manufacturer (Synapco Industries) who are just 10 minutes from our HO and they will grind down the product and make it in to new IdealCups™.

Choosing the plastics we use to make our IdealCup™ offers a tangible, cost effective, reusable cup solution, which we can make in New Zealand and allows us to offer a price competitive option to make REUSE accessible to everyone.

The Cup

- The Cup is a LIFETIME REUSABLE PLASTIC and should not be confused with single use plastics.
- The cup is manufactured from a polypropylene (#5 recyclable plastic) which has a talc filling (which makes the cup robust and virtually unbreakable, whilst ensuring it won't become soft and flimsy over time). Its surface has a slightly matt finish
- The IdealCup currently comes in just the ONE SIZE - a 12 oz/335 ml (large) t/a cup - we have a 16 oz being released later this year
- There are internal lines moulded in to the cup for shorter 10 oz (medium) and 8 oz (small) pours
- 100% barista-friendly - fits under espresso machine group heads
- Suitable for very high water temperatures, for the likes of tea and black coffee drinks
- We've made our IdealCups from a non-toxic, BPA free material, which doesn't develop stains, smells or nasty tastes over time. We have a lot of tea drinkers praise our cups, as they love the fact they don't have a tannin build up, nor do they leave a stain or taste
- We choose not use any nasty silicon in our IdealCup (some products use a silicon lid and/or band around the middle).
- We offer a lifetime guarantee on the cup (some conditions apply)

The Lid

- The lid is manufactured from a polyethylene (#4 recyclable plastic)
- We have incorporated a smart, rotating sipper hole 'plug', to ensure no spills or leaks.
- We offer a 1 year warranty on the lid, as it is made from a less robust plastic, to make it malleable. We generally find the lids last much longer than 1 year and we have some customers who are happily going strong after 8+ years!

For the purposes of the CupCycling™ programme, cafes can choose to use the REUSABLE lid or a SINGLE USE lid (either compostable or recyclable is recommended).

REUSABLE lids with CupCycling™

In a retail situation, the IdealCup is sold with its own Reusable lid.

The CupCycling™ Programme can operate with either the Reusable lid or a Single Use lid.

If the region/cafe chooses to use the Reusable lid option, the recommended price of the BOND to the customer would be \$14 (as opposed to the recommended BOND of \$10 when using the single use lid).

Why SINGLE USE LIDS as an option?

When we conducted research with our focus group, the results told us :

- a) People didn't really like the idea of sharing a reusable lid, due to the intimacy of sharing the small sipper hole. We personally find this a little ironic, given we all share the same plates, cutlery, glasses etc in cafe and they are all sterilised during cleaning.
- b) People thought they might lose the lid and wouldn't want to be paying to replace it all the time.

So, at least for the time being, we offer a system whereby cafes could choose to use the REUSABLE lids or use SINGLE USE lids.

A lot of cafes use a #6 single use plastic lid, which cannot be processed any other way but landfill. If choosing the single use option for CupCycling™ programme, we advocate the cafes choose a single use lid solution which best fits the region's available facilities, either **compostable** or **recyclable**.

The reality is, new Zealand doesn't have a robust infrastructure to deal with and process single use plastic effectively however, there is still some infrastructure available for processing of compostable and recyclable.

So, do you want YOUR REGION to get on board with CupCycling™?

It's a no brainer – the CupCycling™ programme works and the uptake of regions around New Zealand wanting to join the movement is testament to this.

We would LOVE TO HAVE YOUR REGION ON BOARD and would be grateful for your support to ensure we can create a better future by choosing to REUSE NOT ONE USE IdealCup & CupCycling™.



Please visit www.idealcup.co.nz for more information on IdealCup & CupCycling™ and read about our successes at “THE BUZZ”

Stephanie Fry | Owner | #reuseNOToneuse

IdealCupTM
MADE IN NEW ZEALAND