

Dear Sir / Madam,

We are the Conscious Cup Campaign; a group of concerned individuals and volunteers who, inspired by similar initiatives of cafés and citizens around the world, are aiming to reduce and eventually eliminate disposable cups in Ireland. We have the support of the environmental charity VOICE and The Eastern Midlands Regional Waste Management Office.

We estimate that we dispose of a staggering 200 million disposable cups each year in Ireland. These cups are made using virgin (non-recycled) paper and currently cannot be recycled in Ireland meaning they end up in landfill or incineration. This costs you, the business owner, and the environment.

We realise that eliminating disposable cups will not be an easy task and so we have decided to begin this journey by inviting cafés to become supporters of the campaign.

We would like to invite you to become Conscious Cup Campaign supporter, and as part of this campaign we would ask that you:

- Accept all reusable cups from customers,
- Reward customers who use a reusable cup by offering a discount or extra loyalty stamps / points, however small,
- Publicise your support for the campaign by displaying the Conscious Cup Campaign sticker and poster and across social media platforms.

What we will offer you for your support:

- A free supporter's pack which will include a door / window sticker and poster to display.
- Free publicity across all of our social media platforms.
- We will geo-tag your location on our live interactive map.

If you are interested in finding out more, please read the additional information provided. If you decide you would like to become a campaign supporter, please email info@consciouscup.ie and we will send you your pack. All we ask is that you display the sticker at store entry point and the poster in store to alert customers that you are a supporter of the campaign.

Thank you for taking the time to read about our campaign. You can find us at www.consciouscup.ie, Facebook, Instagram and Twitter; please do not hesitate to contact us if you have any questions or suggestions.

Many thanks for your support,

The Conscious Cup Campaign Team

The Conscious Cup Campaign is Ireland's first campaign to eliminate disposable cups. It was begun by a group of concerned individuals and volunteers linked to the Zero Waste movement in Ireland, which has gained over 6,000 followers online in less than two years. Similar campaigns to Ireland's Conscious Cup Campaign are happening worldwide. These include the Responsible Café in Australia, Conscious Café & Kill the Cup in the US, and Responsible Café Network in the UK.

Reasons to support the Conscious Cup Campaign

- **Your location will be geo-tagged** on the campaign website and promoted on our social media channels
- A **reduction in costs** as you move away from costly disposable cups
- An **increase in footfall** as a rewards system will entice customer to visit your café
- You will become part of a campaign that is supported by government, NGO's and national interest groups
- **Corporate social responsibility [CSR]**, you can be part of a movement which would place Ireland as a world leader in innovative ways to achieve EU waste targets and a move towards a circular economy
- By choosing to be part of this network you are **voicing your demand for change**
- Be part of a brand which can make you **stand out**
- Be the **customers first choice** by displaying the unique logo at entry points
- You will help Ireland achieve **EU waste reduction targets**

Why do we need to move away from disposable cups?

- **Production:** They are produced using virgin (not recycled) paper and the production, distribution, collection and disposal of disposable cups requires huge amounts of energy and resources. This contributes to climate change and resource depletion.
- **Disposal:** The majority of these paper cups are coated with a plastic (polyethylene); making them difficult and costly to recycle also they are impossible to compost so they end up in landfill or incineration. This increases air, soil and water pollution and littering.

Reusable Vs Compostable Cups

- The Conscious Cup Campaign's core strategy is to increase the use of reusable cups in Ireland.
- Compostable cups are less damaging to the environment than standard coffee cups and could form part of a solution but they are still disposable and cause waste.
- If a compostable cup ends up in landfill it will decompose producing methane, which is said to be up to 30 times more damaging to the climate than carbon dioxide.

Customer Demand for Change

- EU directives, Irish waste management costs and potential new Irish legislation are forcing all sectors of the economy to question our waste production.
- More and more people are aware of the huge waste issue in our society and want to do their best to reduce it. You can create awareness and customer loyalty by being a café which provides an incentive for this.
- There is a steady move towards a zero waste society, driven by the public; your customers.
- When we carried out a survey on attitudes towards reusable cups, **the majority of respondents stated that they would actively seek out premises that would accept their reusable cups.** Additionally, 60% of these said that they would go out of their way to find this discount. This means that conscious customers will check our online database and target cafés where their own cup is welcomed and incentivised.

Additional Ways to Support the Campaign

As you know, to become a campaign supporter we invite you to accept and offer an incentive for reusable cups and display the sticker and poster. We would also encourage you to please:

- Train staff not to use a disposable cup when making a coffee for a customer with a reusable cup and to always offer the incentive to those customers
- Use social media to promote your participation in the network
- Provide ceramic cups for customers consuming coffee on the premises instead of offering disposables
- Sell reusable cups on the premises, and perhaps give a free coffee with every purchase of a reusable cup
- If you offer compostable cups, also provide on-site compost bins

Contact:

Email: info@consciouscup.ie
Website: www.consciouscup.ie
Facebook: @consciouscupcampaign
Instagram: @consciouscupcampaign
Twitter: @CCCampaign_Irl