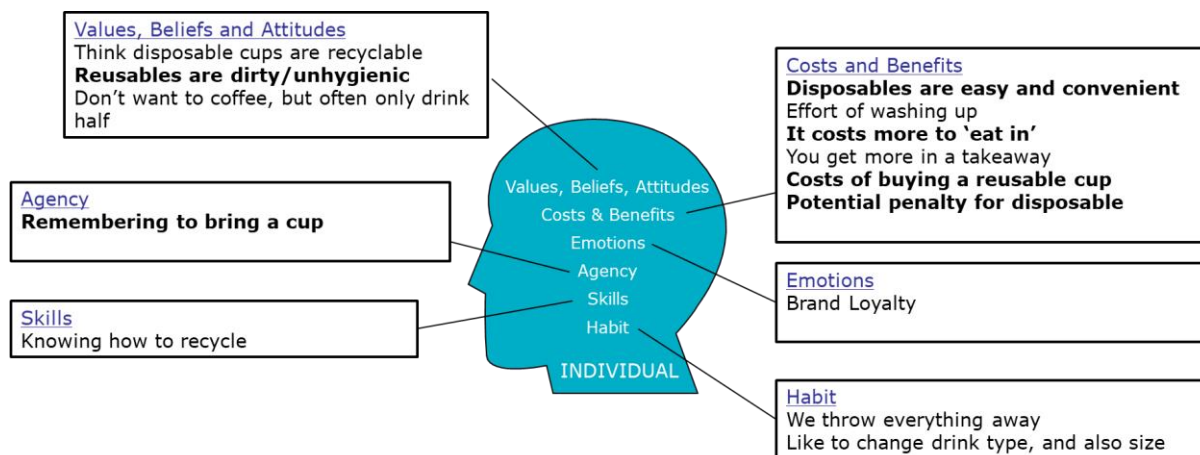


Coffee Cup Campaign | Pilot Report

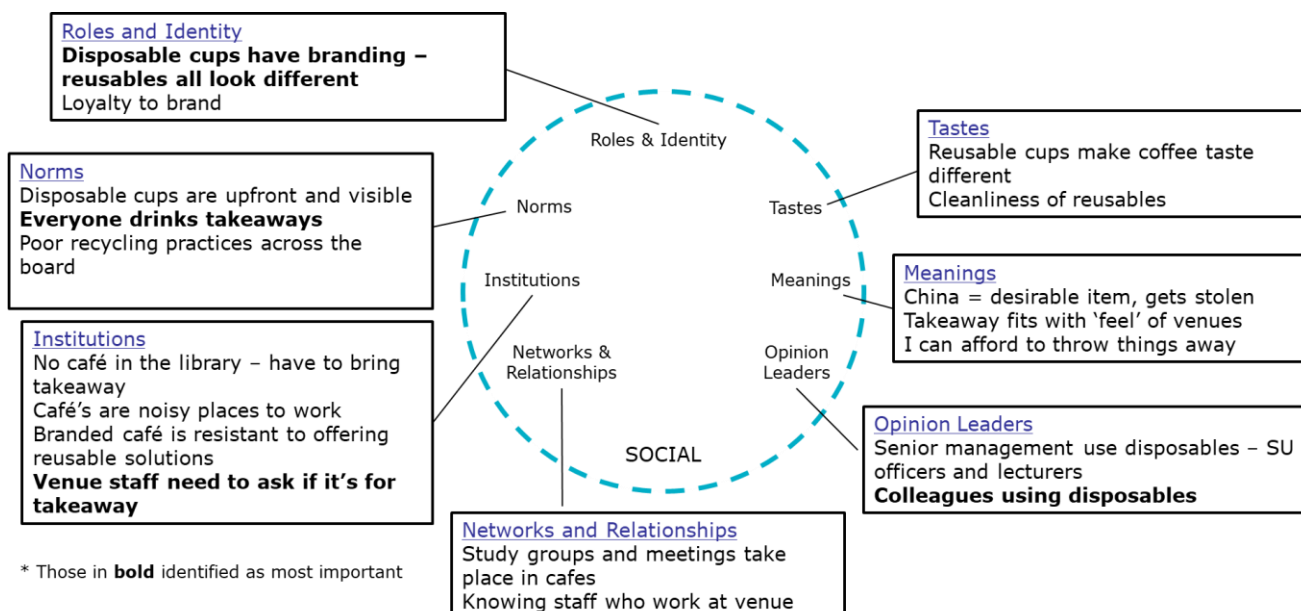
Reasons for not using reusable.

Our [Individual, Social and Material Change Model](#) (developed by Southerton et al, 2011) working sessions identified the following influencing factors preventing use of reusable cups. Those in bold were considered most impactful.

Individual Level

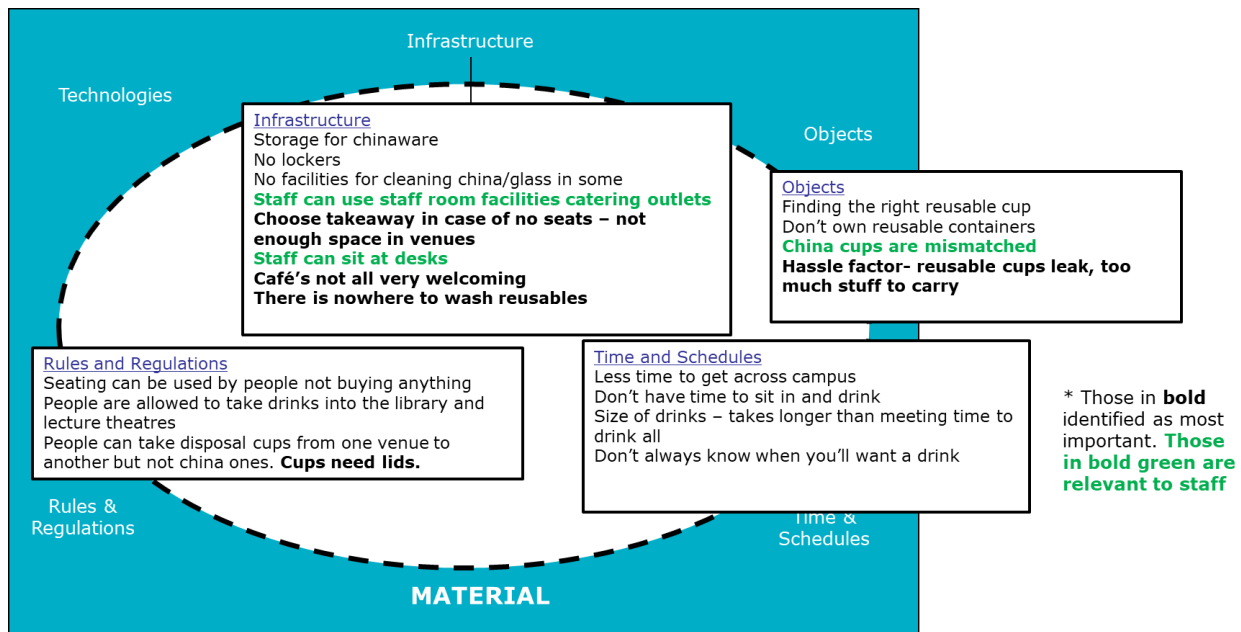


Social Level

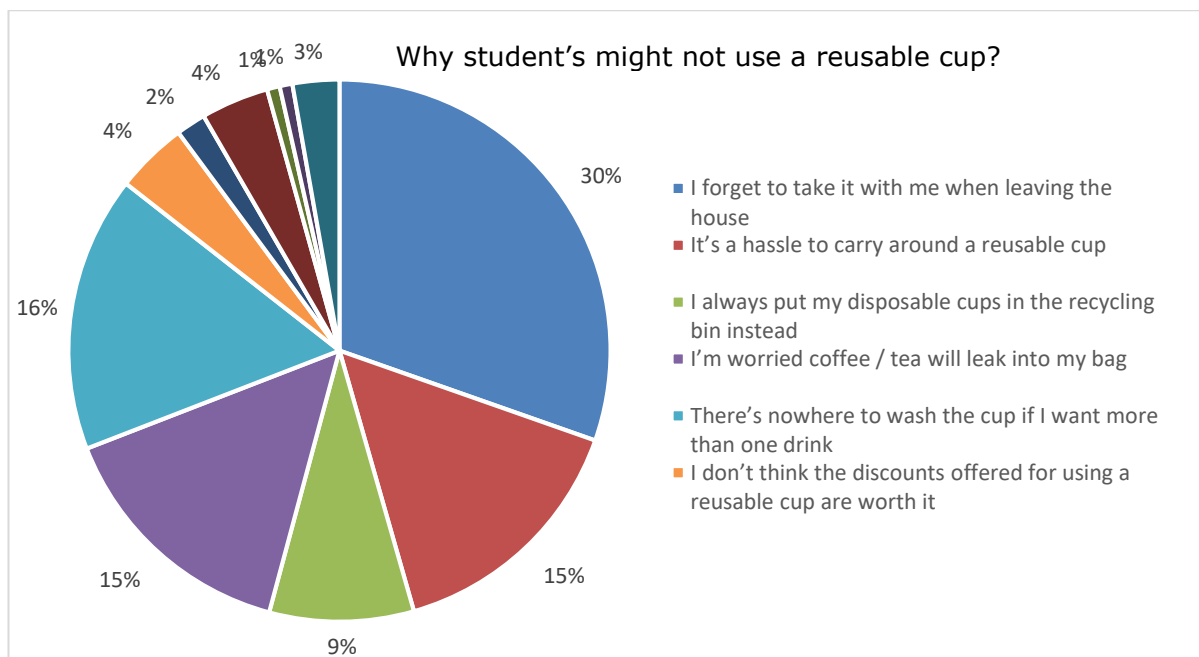


* Those in **bold** identified as most important

Material Level



Following the pilot implementation, a student survey indicated the following reasons for not using a reusable cups.



The biggest influencers on those changing to reusables were self-reported as increased awareness (43%), followed by access to a reusable cup (30%), and monetary saving (11%)

Top Tips for a Reusable Coffee Cup Campaign

- Choose a levy over a discount, as evidenced through a [study](#) by Cardiff University
- Make your scheme convenient – York's YorCup scheme reached 43% reusable cup use levels by allowing scheme members to 'lend' reusable cups and hand back for washing. They only carry around a band to prove their membership.

- Advertise the scheme far and wide – increased awareness was self-reported as the biggest influence on behaviour change to reusables (43%)
- Increased awareness is self-reported the biggest influencer on behaviour (43%), followed by access to a reusable cup (30%), and monetary saving (11%)
- Provision of on-site washing facilities in visible/advertised location – this was the 2nd most prominent reason that people did not use a reusable cup
- Leakage is a major concern and should be addressed by cup choice & the provision – identified as the 3rd most prominent reason for not using a reusable cup
- Enlist ambassadors, student officers and staff leaders to help 'explain the issue' and the impact of the campaign – based on staff feedback.
- If a levy is posed reallocate funds to staff and student chosen projects, to prevent the assumption of 'money making' – based on staff feedback.
- Brand your reusable cups to compete with branded disposables