

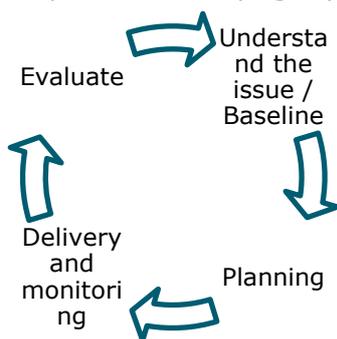
# NUS Coffee Cup Campaign

## Measuring the impact of your campaign

Here's some guidance and resources to help you keep track of what you're achieving through your coffee cup campaign. Don't forget to build monitoring and evaluation in to your campaign plan so you can see what is working and what isn't, making sure your campaign is as successful as possible.

### Introduction

Before we get into the details, it's worth a quick reminder of just how integral measuring impact is to any campaign. Monitoring and evaluation (the processes that help you understand impact) form an essential part of the campaign cycle.



**Monitoring** is the tracking of progress throughout your campaign. **Evaluation** is reflecting on and assessing your progress at given points during the campaign and at the end – looking at what impact you've made and what lessons you can learn.

### Before you start your campaign

In order to know what impact your work is having, you need to know what's going on before you start your campaign. This is called baselining, and gives you data to compare to at a later date so you can see what's changed, and why. This data will also help you to plan your campaign activities.

### What to measure

There are a number of sources of data you can use to understand the issue, and therefore to help you keep track of what changes are happening as a result of your campaign. Examples include:

- Waste collection data from your waste service provider
- Bin audits (i.e. checking what's in the general waste and recycling bins!)
- Point of sale data (e.g. how many drinks are sold in reusable cups vs disposable cups)
- Purchase data (e.g. how many disposable cups are bought)
- Student and/or staff surveys to track attitudes, awareness and self-reported behaviour
- Focus groups to get feedback on your campaign and understand attitudes and behaviour in more detail
- Catering outlet staff experiences and feedback

Think about other sources of data that might be available to you, depending on the activities or projects you're delivering under your campaign.

### Managing and communicating your impact

Decide when you're going to review the data you're collecting – this could be termly, or in

relation to key dates such as deadlines for making orders with suppliers.

Don't forget to communicate the achievements you're seeing through your monitoring and evaluation with key audiences and stakeholders in your campaign.

## Example survey questions

Here are some example questions you can use to develop surveys for students and staff.

Suggestions for different options within questions are shown in grey text, and you can also add your own options into any of the questions.

### Understanding and attitudes

**Q. For the following question, please think about a disposable cup with a sleeve and a lid [show picture if possible].**

**Which, if any, of the following parts of a disposable cup do you think is recyclable?**

*Please select all that apply*

- The sleeve
- The lid
- The cup
- No parts of a disposable cup are recyclable
- Don't know

**Q. Which ONE, if any, of the following statements do you most agree with?**

*Please select one only*

- Disposable cups can easily be recycled anywhere [in the UK/on campus]
- Disposable cups cannot be recycled anywhere [in the UK/on campus]
- Disposable cups can only be recycled in particular places [in the UK/on campus]
- Don't know

**Q. Would you support or oppose any of the following options, designed to reduce waste?**

*Please select one answer for each option only*

**ANSWER OPTIONS:**

*Strongly support*

*Support*

*Neither support or oppose*

*Oppose*

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*Strongly oppose*

*Don't know*

- A ban on the use of disposable cups
- A discount from the usual price for using a reusable cup
- A charge on top of the usual price for using a disposable cup
- A deposit for using a reusable cup, returned to you when you bring the cup back to the vendor

### Behaviours

**Q. How often, if at all, do you tend to purchase hot drinks (e.g. tea, coffee etc.) to take away?**

*Please select the option that best applies*

- Every day
- 4 to 6 days a week
- 2 to 3 days a week
- Once a week
- Once a fortnight
- Once a month
- Less often than once a month
- Never
- Don't know
- Not applicable – I don't drink hot drinks

**Q. For the following question, by 'reusable cup', we mean a cup for drinking hot drinks which is designed to be refilled over and over again. This does not include disposable plastic/ drinks cups intended for single use.**

**Thinking of any time you purchase hot drinks to take away, in general, which of the following options best applies to the type of cup you use most often?**

*Please select one only*

- I use a reusable cup most often
- I use reusable cups and disposable cups about the same
- I use a disposable cup most often
- Don't know

**Q. For the following question, please imagine an additional charge above the usual price was introduced for purchasing a hot drink in a disposable paper cup but the charge wasn't added when using a reusable cup...**

**What would be the maximum amount you would be willing to pay, instead of using a reusable cup?**

*Please select the option that best applies*

- 5p
- 10p
- 15p
- 20p
- 25p
- 50p
- 75p
- £1
- £1.50
- £2
- None of these, I would always use a reusable cup
- None of these, I would always use a disposable cup
- Don't know

**Q. Which of the following reasons stop you using a reusable cup?**

*Please select all that apply*

- I forget to take it with me when leaving the house
- It's a hassle to carry around a reusable cup
- I always put my disposable cups in the recycling bin instead
- I'm worried coffee / tea will leak into my bag
- There's nowhere to wash the cup if I want more than one drink
- I don't think the discounts offered for using a reusable cup are worth it
- Drinks taste funny from reusable cups
- Reusable cups are too expensive
- Reusable cups don't look very good
- None of my friends use reusable cups
- Other (Please specify)
- Not applicable, I always use a reusable cup
- Not applicable, I don't drink hot drinks

## Campaign feedback

**Q. Are you aware of [name / details of scheme or initiative]?**

*Please select one only*

- Yes, and I know how it works / what it's about?
- Yes, I've heard the name but not sure how it works / what it's about
- No, I've never heard of it

**Q. How did you find out about [name / details of scheme or initiative]?**

*Please select all that apply*

- Posters in venues
- Information on tables in venues
- Friends
- Email newsletter
- Students' union website
- University website
- Other (Please specify)

**Q. Compared to this time last [year / term / month / week], which of the following statements best describes how often you purchase drinks in disposable cups?**

*Please select one only*

- I never buy drinks in disposable cups anymore
- I buy drinks in disposable cups much less often now
- I buy drinks in disposable cups a little less often now
- I buy drinks in disposable cups a little more often now
- I buy drinks in disposable cups a lot more often now
- I've not changed how often I buy drinks in disposable cups but would like to in the future
- I've not changed how often I buy drinks in disposable cups and don't think I'm going to change
- Not applicable – I don't buy drinks to take away

**Q. You said you'd bought drinks in disposable cups less often than this time last [year / term / month / week] – what has prompted you to make this change?**

*Please write your answer in the box below*

[Open-ended response]

**Q. What do you like best about [name / details of scheme or initiative]?**

*Please write your answer in the box below*

[Open-ended response]

**Q. How likely is it that you'd recommend a friend use [name / details of scheme or initiative]?**

*Please select one only where 1 is not at all likely and 5 is very likely*

- 1 – Not at all likely
- 2
- 3
- 4
- 5- Very likely
- Don't know

**Q. What suggestions do you have for improving [name / details of scheme or initiative]?**

*Please write your answer in the box below*

[Open-ended response]

**Q. What other ideas do you have for projects or campaigns that would help reduce use of disposable cups?**

*Please write your answer in the box below*

[Open-ended response]

If you'd like further advice and guidance on monitoring and evaluating your coffee cup campaign, please get in touch with Rachel Drayson, Insight manager (Sustainability) at [Rachel.Drayson@nus.org.uk](mailto:Rachel.Drayson@nus.org.uk)