



RESPONSIBLE  
CAFES

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

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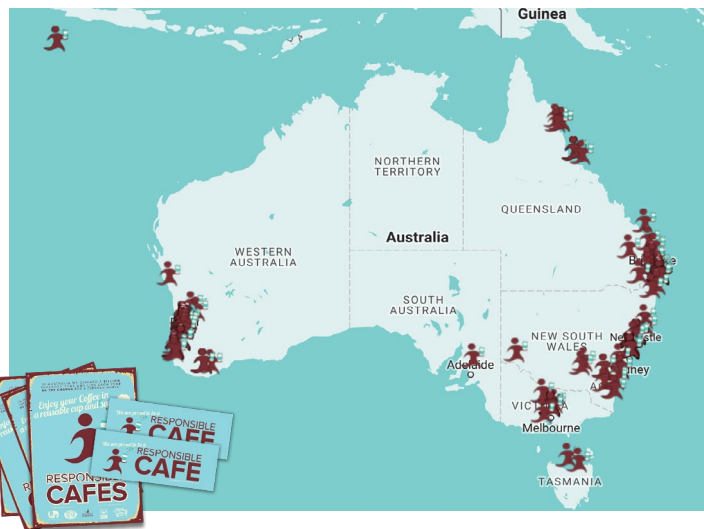
## The problem

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, 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.

## 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 coffee and tea 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 this unnecessary waste.



## What's in it for cafes?

- **Increase in customer loyalty** as regulars take advantage of the discount
- **Attracts new customers** keen for a discount
- **Publicity** through our website, searchable map (2,000+ hits p/month) and social media channels (30,000 average weekly reach)
- **Free posters** and info sheet provided to help spread the message
- **Be part of the change** in reducing waste and your ecological footprint

## What's next?

Sign up on our [website](#) and join the growing crew of Responsible Cafes across Australia who offer a discount to customers who bring their own cups. Most cafes offer between 50c and \$1 - but it's up to you!

- Once you sign up, you can download a cool 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 coffee drinkers 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
- Spread the word!