

# Save the cups!

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# INTRODUCTION



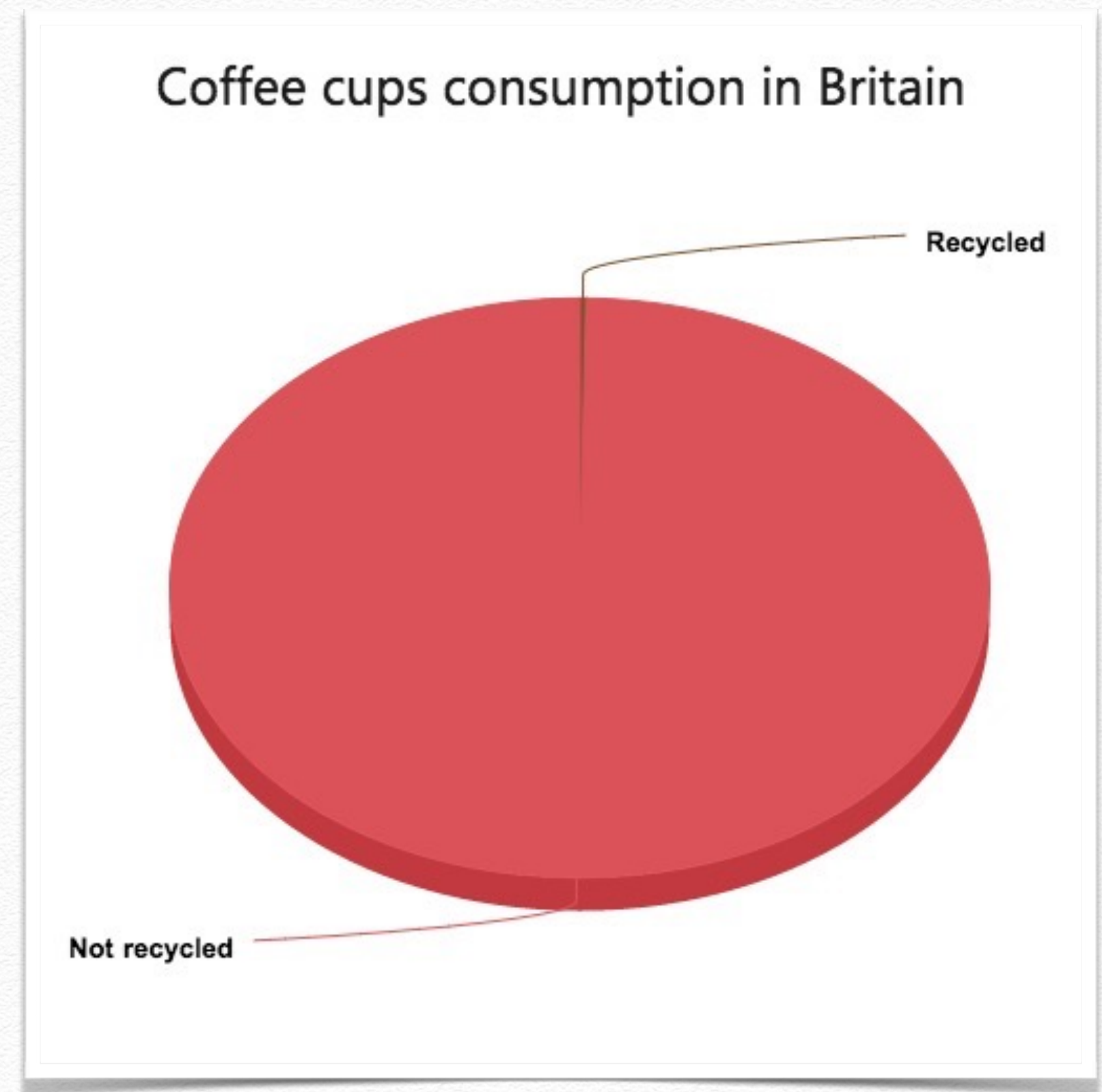
❖ Statistics:

In Britain

- More than 3 billion coffee cups a year
- fewer than 1/400 are recycled

❖ RECYCLE & REDUCE

❖ UoE Policy - Use of Keep Cups





- ❖ Over **2,000,000** coffee cups are consumed every year
- ❖ Only **2,000** Keep Cups were sold every year

Coffee cups consumption in uni cafés

CAFÉ NAME	NUMBER
DHT CAFÉ	400-500
GROUND CAFÉ	200-250
APPLETON	100-150
EXCHANGE CAFÉ	250-300

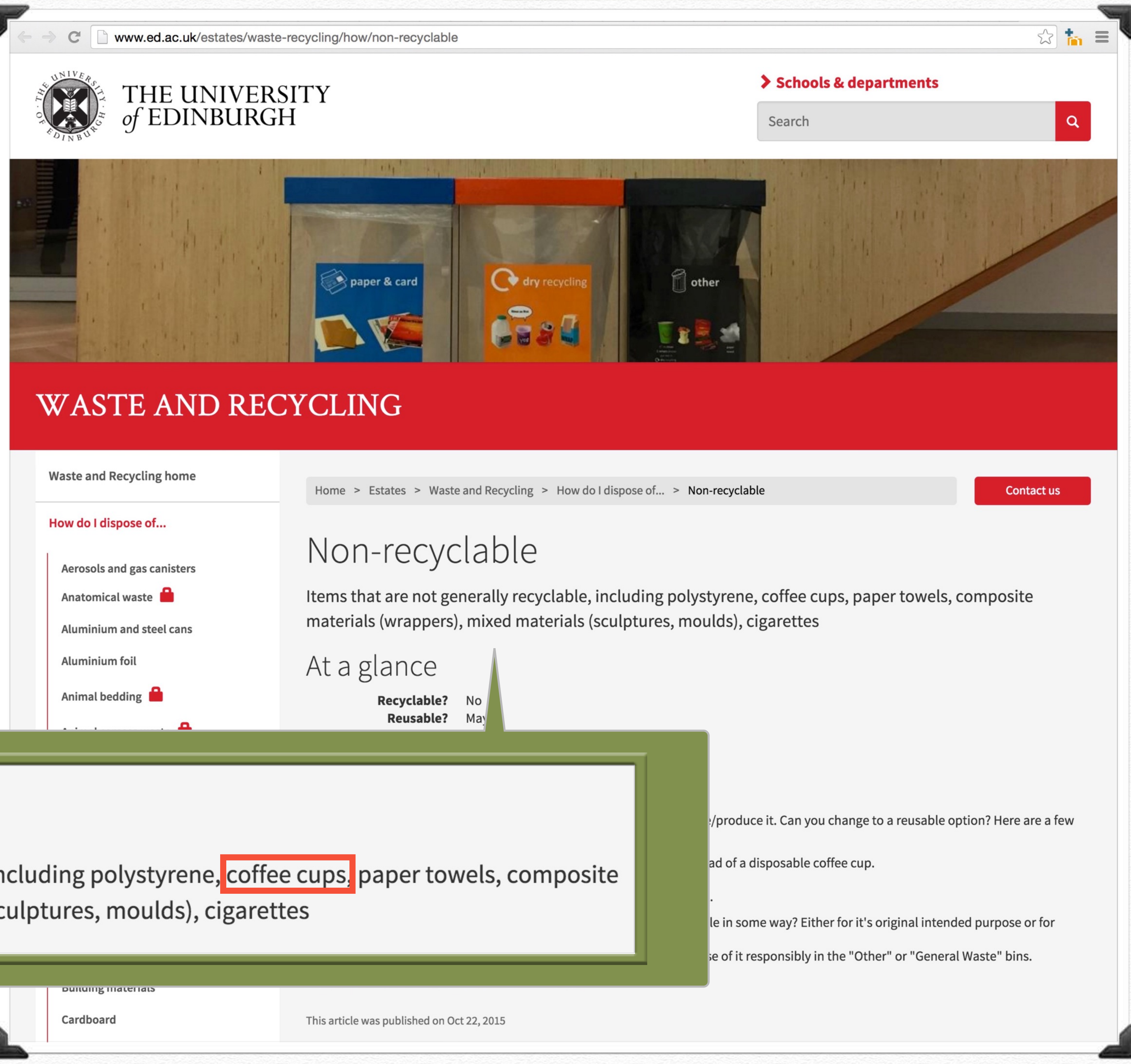


## ❖ Fast Hack

- Coffee cups are NOT RECYCLABLE
- Promotion for Keep Cups not Publicized
- Only UoE Keep Cups eligible for discount







## Non-recyclable

Items that are not generally recyclable, including polystyrene, coffee cups, paper towels, composite materials (wrappers), mixed materials (sculptures, moulds), cigarettes



# Final Poster

 **Do you like coffee?**



**Get a keepcup and have  
20p off on every drink!  
If you drink coffee every day  
you save over £50 a year!**

Available at every uni café.



# Information collection



❖ Focus Group - How people view the situation - care≠action

“My flatmates wouldn't take the extra effort to recycle”

- 5p charge
- decrease the cost of Keep Cups
- ❖ Initial ideas:
  - give discount to every Keep Cups
  - give freshmen Keep Cups
  - get the cups recyclable

❖ Alan Peddie - ~~Policy changes~~ - Consumer behavior changes



❖ Optimal idea - Poster

- Get people informed of the 20p discount
- doesn't hurt mutual benefits



# Proof-of-concept design



# Design critique





Did you know...



If you took all disposable cups  
around uni for a single day,  
you could make more than  
200 keepcups?

Save waste - Save money:

Get a keepcup.

I  WASTE

## ❖ Positive

- Interesting fact

## ❖ Negative

- Too bland





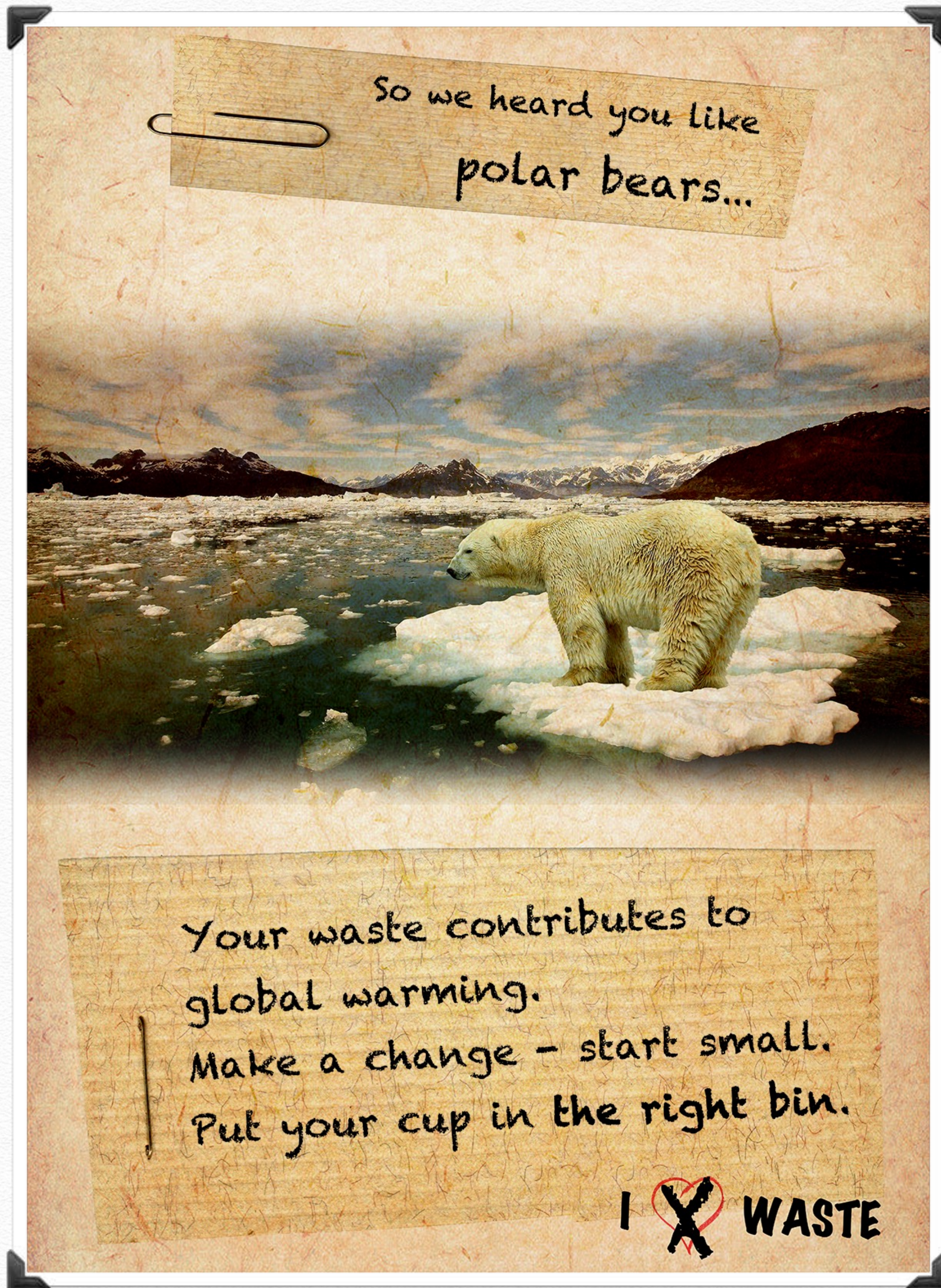
❖ Positive

- Interesting fact

❖ Negative

- Too abstract





❖ Positive

- First impression

❖ Negative

- Hard to connect to cups





❖ Positive

- People felt motivated by saving money

❖ Negative

- Saving is too small



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 THE UNIVERSITY  
of EDINBURGH

**THE WORLD'S FIRST  
BARISTA STANDARD  
REUSABLE CUP**

**£7.00**



**THERE IS ENOUGH PLASTIC IN 20  
DISPOSABLE CUPS AND LIDS  
TO MAKE ONE KEEPCUP**

**REUSABLE  
NOT DISPOSABLE  
COFFEE CUP**

 Cafés  KEEPCUP.COM



# Conclusion



“THANK YOU.”

any questions?