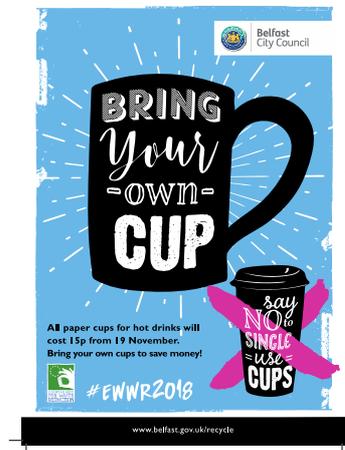




Case Study – Swapping out Disposable Cups: Greening the Atrium



Project name/title	Greening the Atrium – Bring your own cup campaign
Project contact	Mary Brady – Waste Management David Palin – Chef/Supervisor Belfast City Council
Project Summary	Promotional campaign to reduce use of single use cups and containers from staff canteen (The Atrium) at Belfast City Councils Cecil Ward Building, using a combination of eye-catching communications, incentives for reusable cups and price

	<p>surcharges for disposables (+15p), launched in European Week for Waste Reduction 2018. We also pushed the message of correct use of recycling bins in the canteen around the same time.</p>
Aims/objectives of project	<ul style="list-style-type: none"> • To reduce the use of single use plastic cups, paper cups and take away containers. • To improve sustainability by introducing some compostable packaging • To improve recycling in the staff canteen • To instill a long term attitudinal change in customers around single use items.
Funded by	Jointly funded by Atrium Management and Waste Management
Cost	<ul style="list-style-type: none"> • Purchase of 250 reusable water cups – £209.93 • Purchase of new 6 recycling bins (metal sack holders)– £275.94 • Purchase of 252 new mugs for hot drinks - £892.08 • Purchase of 2 tray bases and 14 trays for storage of glasses and mugs - £319.86 • Cost split between council departments
Cost savings through supply of alternative products/landfill savings	<p>Since the beginning of this exercise.</p> <ul style="list-style-type: none"> • Saving of £720 in hot drink cups • Saving of £80 in water cups
Increases in recycling or reduction targets if any	<ul style="list-style-type: none"> • 25% increase in co-mingled recycling from the Atrium • 100% decrease in the use of single use cups for water in the Atrium • 90% decrease in the use of the single use cups for hot drinks in the Atrium
Target audience	Staff in Cecil Ward Building and 9 Adelaide, as well as visitors from City Hall and others who use the canteen.
Successes	<ul style="list-style-type: none"> • Massive reduction in the number of disposable cups used • Significant increase in waste captured for recycling • Significant decrease in number of boxes taken for take-out food • Feedback survey results were very positive about the campaign and respondents were keen for it to continue
Barriers	Many of the new plastic tumblers and the new cups for hot drinks went missing in the months after the campaign launched. People brought them back to their desks or offsite and we had to request

	<p>that they return them to the canteen. When encouraged to bring them back, many did so avoiding the need to purchase more.</p>
<p>Any communications inhouse or external (eg press releases, photos, social media, links to your organisations website)</p>	<p>We had posters designed for the loyalty incentive and the Bring your own promotion, and we put information on the Intranet periodically to remind people. Atrium management introduced a 15p surcharge for anyone using a disposable cup, which helped encourage the use of reusable cups.</p>
<p>Other observations</p>	<p>Good communication between all parties is essential to making it work. I spoke to the staff working in the Atrium to make sure they understood what we were doing in case they were questioned by customers and they were on board and supportive from the very beginning. David and I have communicated closely throughout which I think has been so important to the success of the project. Internal communications and reminders are also important via our Intercom intranet site to keep people informed and interested.</p> <p>I think the 15p surcharge on anyone using a paper cup for hot drinks really helped to push the importance of reusable cups.</p>