

Organisation	Belfast City Council
Project Name/Title	Swapping out Disposable Cups: Greening the Atrium
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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 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
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 instil a long term attitudinal change in customers around single use items.
Funding	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
Target Increases	<ul style="list-style-type: none"> • Saving of £720 in hot drink cups • Saving of £80 in water cups • 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	All workshops were well attended, and the pop-up shop was very successful too. Feedback was very positive.
Areas for improvement	To consider periodically running something similar to encourage a longer life span for our clothing and reducing waste.
Communications	Belfast City Council had professional photos taken for the launch of the pop-up shop, which were featured on the council's social media and on Repair Café Belfast's social media accounts. There was a lot of engagement on social media about the event.