

The logo features a stylized cup icon on the left, composed of concentric circles in orange, white, and grey, with a black outline. To the right of the icon, the word "Conscious" is written in a large, orange, sans-serif font. A horizontal black line separates "Conscious" from the word "Cup Campaign" below it, which is written in a smaller, black, sans-serif font.

Conscious Cup Campaign

Partnered with:



Roinn Cumarsáide, Gníomhaithe
ar son na hAeráide & Comhshaoil
Department of Communications,
Climate Action & Environment



The Committee

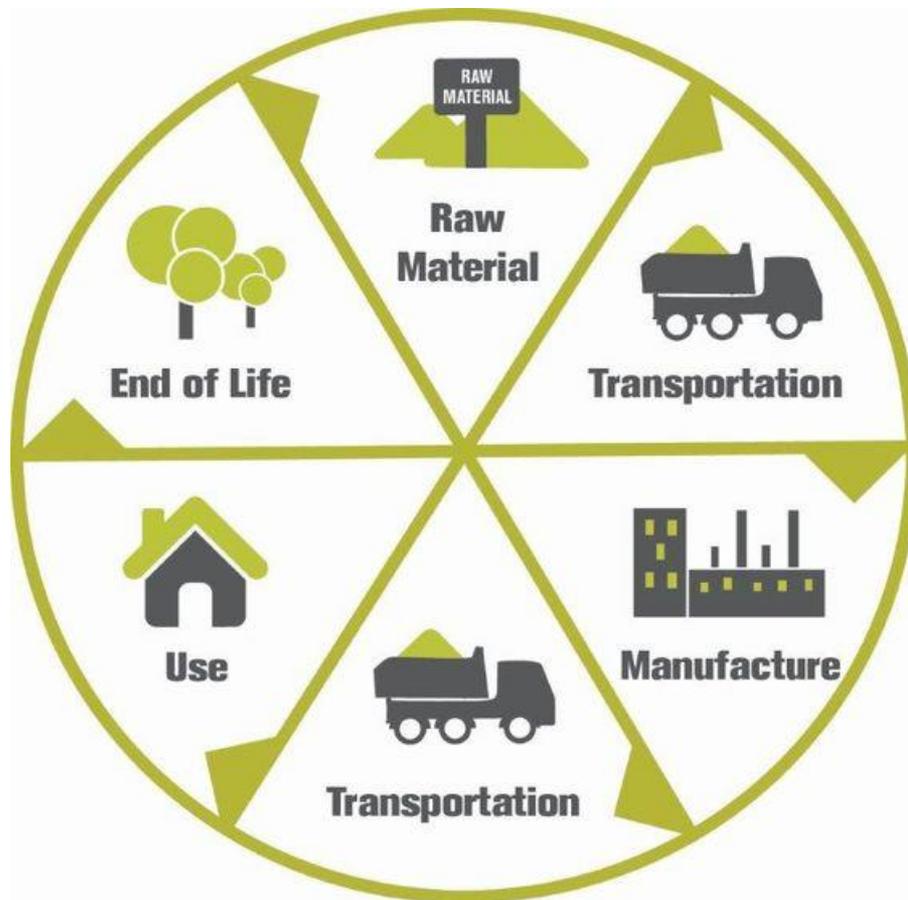
Our initiative that has taken its inspiration from similar projects from all over the world with the aim being, reduce the use of disposable cups.

Our goal is to change consumer behaviour and encourage reusable cups.



What is the problem with disposable cups

We dispose of over 200 million disposable cups annually





Disposable coffee cups are not recyclable in Ireland

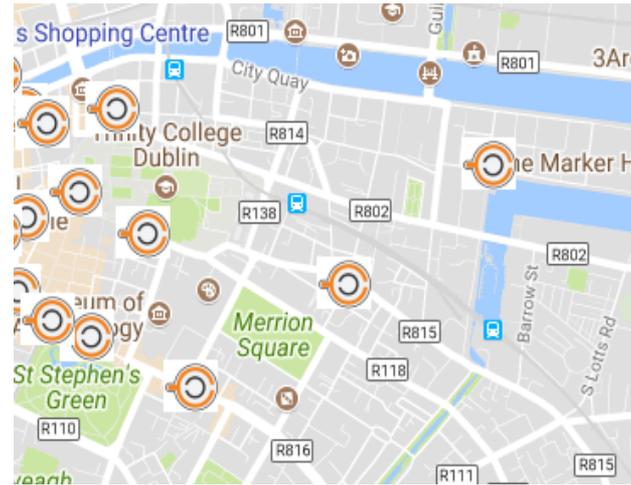
Single use items contribute to climate change and resource depletion

The disposal of the cup is only part of the problem!

What's in it for participating Cafes

When a Café they joins up they

1. Receive a pack including:
 - a) A window transfer
 - b) Poster
 - c) Information letter
2. We geo tag the cafe on a map of Ireland showing their location. This map is visible on our website and Facebook page.
3. They are indicating they support re-use and value the environment.
4. Cafes will begin to see a **reduction in costs** due to a reduction in waste



How much will this cost Supporting Cafes?

NO COST-We just ask that they

1. Provide ceramic cups / mugs for those customers consuming coffee on the premises.
2. Accept all reusable cups from their customers
3. Offer some sort of an incentive/discount
4. Display the logo; stickers / posters which we provide
5. Use social media to promote their participation using the hash-tags

#cccampaign & #consciouscup



What's in it for the Customer?

The customer can now make the **Conscious decision** to visit a participating Café

Rewarded = discount/ incentive

Know that they are not contributing to climate change.

By changing their behaviour, it will change other people's behaviour also.



How to have a Campaign

1. Print the letter from our “Take Action” section of our website
2. Deliver it to your local Café and ask them to offer a discount/incentive to consumers who present a reusable cup.
3. Once they advise what the discount/incentive is then enter the Café details on the “Take Action” section of the website including the discount.
4. We will then be able to put their details onto our map and send them a pack.
Alternatively we can send your groups the packs to distribute.
5. Check out the Resources section of our website for some inspiration and downloadable posters.

www.consciouscup.ie

Promoting the Campaign

Work with the various local groups in your area that could support you.

- a) Tidy Towns
- b) Transition year students
- c) Scouts
- d) Gaa Club

Encourage a “Carry your Cup Pledge”, make it fun, maybe use large posters to **sign**, these posters can be displayed in the school halls/local supermarket

Send photos to your local papers and involve your local Radio stations.



Cafes Supporting

