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Good Practice

„CupCycle reusable deposit cups in
public events“

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Description

- CupCycle EST is a NGO who provides service to replace disposable cups with reusable and washable cups in public events and festivals



How it works?

- Client will receive their beverage in a reusable cup and pays instantly the deposit of the cup (first time only).
- Used cups can be returned to designated locations in the event area followed by receiving a new cup or a return of the deposit money
- Smart NFC chip at the bottom of the cup enables automated returning and mobile payment on spot.



Financial framework

CupCycle earns money by two main ways:

- service fee from event organisers or caterers 0.1 euros/used cup
- deposit money from non-returned cups by users. Deposit money (2-3 euros) per cup is higher than the cost of the cup.

The main expenses are washing, logistics, storing of the cups and work labour expenses.



Results and learned lessons

- Replacing disposable cups with reusable ones decreases the amount of resources needed for collecting and handling waste in public events:
 - In summer 2016 during the pilot project (24 000 visitors, 20 caterers) they prevented from throwing away at least 55 000 disposable cups.
- Festival organisers are motivated to pay the service fee as they cut the expenses of waste management.
- Environment-friendly appearance of an event is attractive to visitors.
- Local service provides smaller footprint for cup logistics and washing compared to international service. Starting from autumn 2017 cups have been produced in Estonia.

Results

Tallinn is planning to ban disposable cups in all public events





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Thank you!



Project media