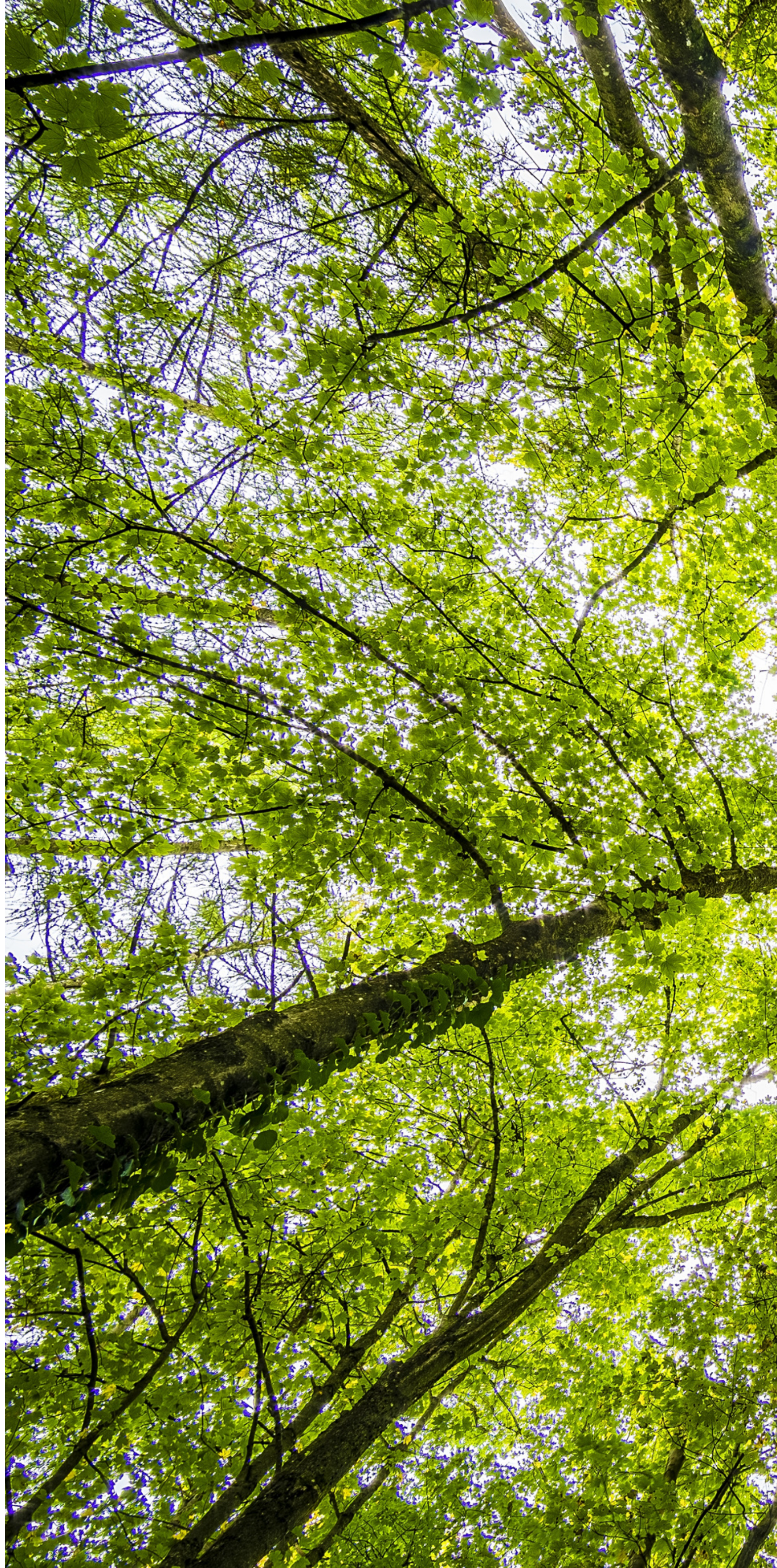




Reducing plastic cups

Reducing plastic cups through: reducing plastic content, discouraging single use plastics (through keepable cups & refill campaign) & recycling schemes



Reducing Plastic Content

– Costa Coffee

BEHIND THE BEANS...

Sustainability by design

Our *new*
coffee cup

95%
Sustainably sourced
wood fibre

Recycle your
coffee cup at any
of our stores
across the UK



5%
Renewable lining
made from plants

Our
ready to
drink
cans

75%
Recycled aluminium



25%
More work to do*

Recycle your can
in any mixed
recycling bin

Our
cold
cup

60%
Recycled plastic*



40%
More work to do*

Recycle your cold
cup in any mixed
recycling bin



We're dedicated to increasing recycling, but we ultimately believe that encouraging reuse is the best way forward for a more sustainable future. Reuse is incentivised in our stores and we have a great range of reusable cups available.

BEHIND THE BEANS...

Sustainability by design



COFFEE CUP RECYCLING

WE ESTABLISHED THE FIRST:



IN 2018

Please take your cup back to a
Costa store to get it recycled

WE RECYCLE
CUPS ACROSS

2500

UK STORES

OVER
150 MILLION
CUPS RECYCLED
SO FAR

WHICH OTHER MAJOR RETAILERS
HAVE SINCE JOINED

#recycleweek

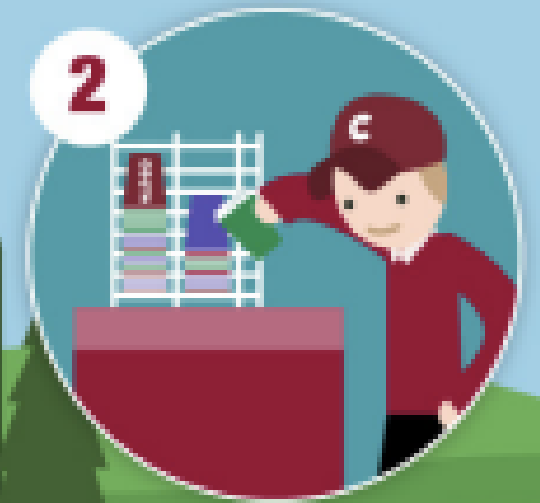
COSTA
COFFEE

Journey of a cup

Customers can leave or
return their empty paper
takeaway cups at our stores



Our baristas collect
and store cups in
special recycling racks



The recycling process starts.
Cups are turned back into
moulded fibre products



Cups are collected and
taken to our chosen
waste partner, Veolia



Discouraging Single use Plastics

- Mug for Life
- Refill campaign

mug for life .com

**Buy your £5.95 mug for life...
& get your 1st coffee FREE!**

Then, 25p OFF every future coffee when you use your mug (all campus outlets)

*Find us via: Mugforlife.com,
Amazon or the following outlets*



A tree is planted in the UK for every 10 sold through e-forests!

Taste Kingdom planted 500 trees in the New Forest, in partnership with Mug for Life!



The first, the one, the only, the Original Mug For Life



The Mission of Mug for life is to educate and encourage responsible consumption to reduce the use of disposable cups. Mug for Life is aligned with the United Nations Sustainable Development Goals, doing their bit to solve the worlds biggest 'to do list'.



Mug for Life started in 2007 from a passion to help reduce the estimated 2.5 billion disposable cups that end up in landfill in the UK alone. In addition, Mug for Life works with like-minded organisations and align to their sustainability programme.



UN BELIEVABLE

Our Mug for Life mugs live to promote the United Nations global sustainability goals

11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION



14 LIFE BELOW
WATER



15 LIFE
ON LAND



REFILL REVOLUTION



Through our partnership with Refill, we are on a mission to make living with less plastic easier. Download the Refill app and search 'Brunel'. Refill your reusable water bottles at food outlets on campus, displaying the above Refill sticker in their window.

refill.org.uk

ABOUT REFILL

Our vision is a world where everyone can choose to reuse wherever they eat, drink and shop.

From a coffee on your commute, to drinking water on the go, or even shopping with less packaging, Refill puts the power to reduce plastic at your fingertips.

Anyone can download the free Refill app to tap into a global network of places to reduce, reuse and refill. With **300,000 Refill stations**, offering refills for water, coffee, food containers and plastic-free shopping, **400,000 app downloads** and **100 million pieces of plastic avoided** to date, we've proven that Refill has the power to create a wave of change and stop plastic pollution at source.

LIFE WITH LESS WASTE, MADE EASY

Refill works by connecting people with locations where they can eat, drink and shop with less waste.

Anyone can download the free app to find local refill stations near them.

Participating businesses simply sign up to the app and put a sticker in their window, alerting passers-by that they're welcome to come on in and get a refill.



WE'RE TURNING THE TIDE ON POINTLESS PLASTIC

100,000,000

SINGLE-USE BOTTLES ARE ESTIMATED TO HAVE BEEN SAVED FROM ENTERING OUR WASTE STREAM AS A RESULT OF THE CAMPAIGN.

CHANGING BEHAVIOUR

Refill is, at its core, a behaviour change campaign designed to make it easier for people live with less plastic. We initially launched to tackle the monumental issue caused by single-use water bottles. We knew there was a lack of places to fill up for free across the UK, and the British public didn't feel comfortable asking for a refill if they we're making a purchase.

Fast forward a few years and there are now over 30,000 taps on the app, and we've seen a massive change in how people feel about using a reusable bottle and filling up on the go.

But we know the problem is bigger than just plastic bottles which is why we've expanded to connect people to places they can refill their coffee cup, lunch-box and even groceries.



OUR IMPACT

We're not only powering the Refill Revolution and helping to make refill and reuse options more accessible, we're also helping to:

- **Tackle plastic pollution and reducing waste,**
- **Combat climate change,**
- Provide **access to safe, clean drinking water**
- **Empower individuals and communities.**

Refill supports **a number of global initiatives and commitments** including the **Sustainable Development Goals**, **The Circular Economy Global Commitments**, **The Drinking Water Directive**, and national level commitments such as the **Waste & Resources Strategy** and the **Plastics Pact in the UK**.



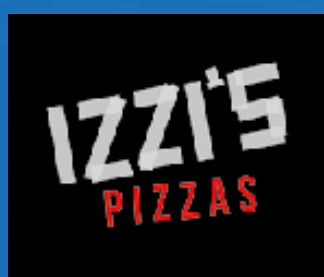
SUPPORTING THE SUSTAINABLE DEVELOPMENT GOALS



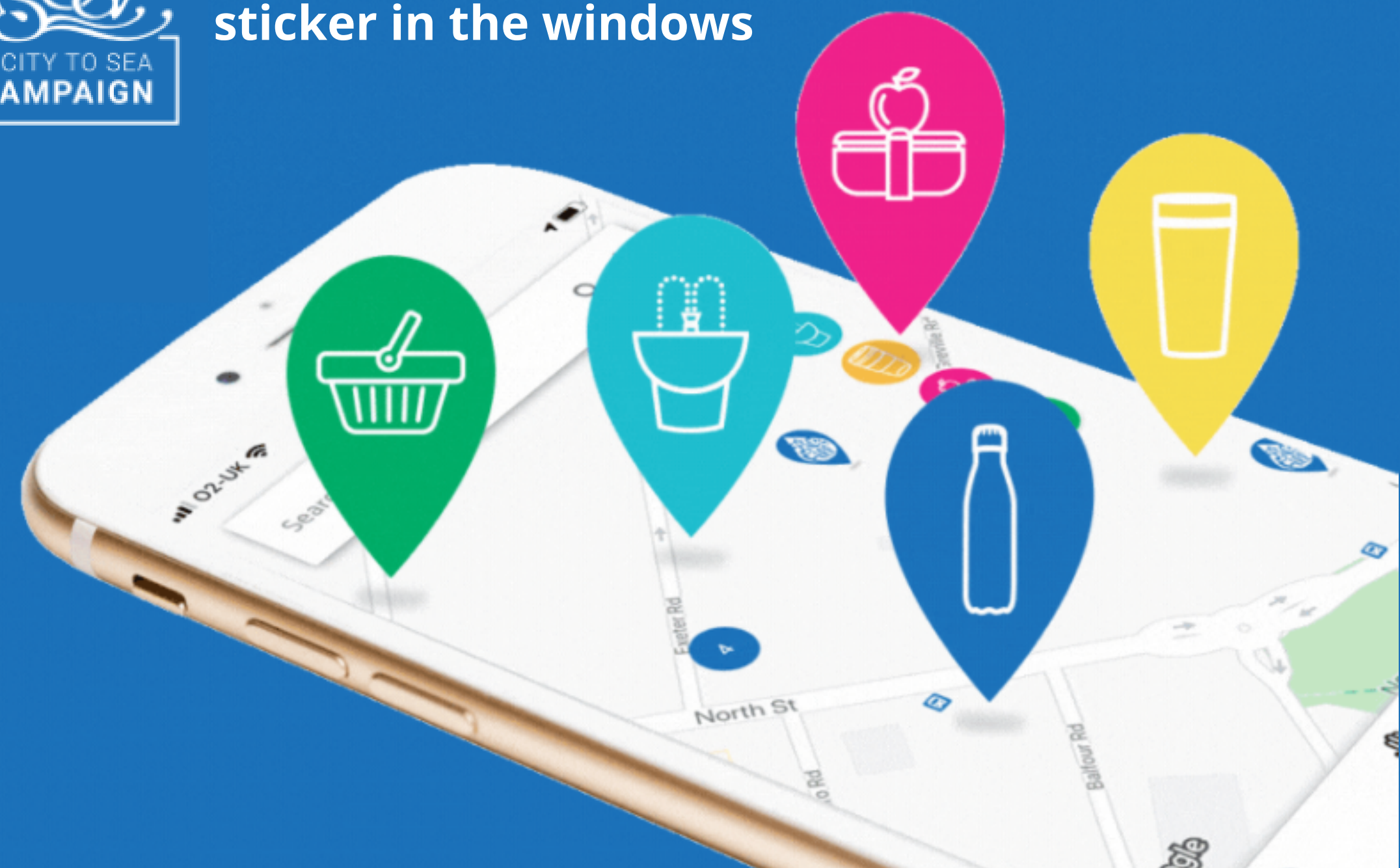
FREE TAP WATER REFILLS ON CAMPUS!

**LIFE WITH LESS
PLASTIC, MADE EASY!**

Find us at:



Look for the Refill
sticker in the windows



refill.org.uk
#Refill



WHAT'S ON THE APP?

**The Refill App offers thousands of places to fill up.
Download the app and search Brunel. Look for the
refill sticker in the window of our outlets.**



FREE WATER REFILLS

More than 274,000 Refill Stations offering water Refills globally!



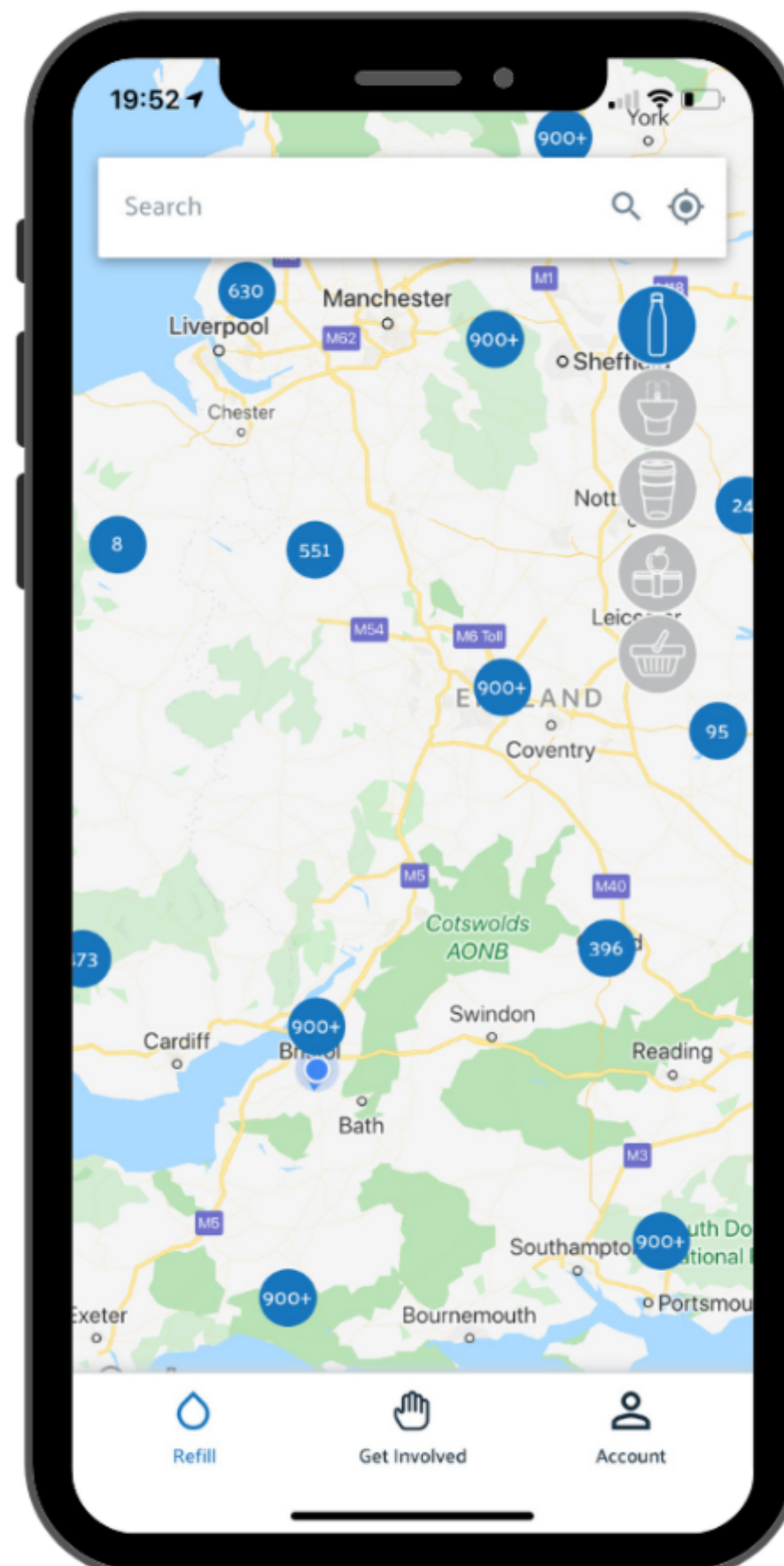
COFFEE ON THE MOVE

Find places offering discounts and rewards for bringing your own cup.



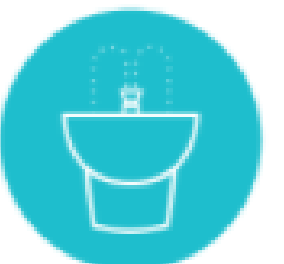
LUNCH ON THE GO!

Find places you take your own lunchboxes to get your food to go.



WATER FOUNTAINS

Find public water fountains added by our community.



PLASTIC-FREE SHOPPING

Reduce pointless packaging when shopping, use the app to find refills.



ADD REFILL STATIONS

Help grow Refill by [adding your favourite stops](#) to Refill.





Recycling schemes

– Cup recycling

Within the UK only

1 in 400

cups are recycled



The problem with not recycling

With a significantly low number of cups being recycled, vast amounts are ending up in landfill. So much so, 152,000 tonnes of carbon dioxide is generated each year through landfill. This is equivalent to the same emissions as 33,000 cars on the road.

Take away plastic cups are often lined with plastic in order to prevent leakage. This means the cups cannot be recycled by traditional paper recyclers. Hence, there has been a need for a more environmentally friendly plastic cup solution.

Recycling process

The cups are taken to a specialised reprocessing plant, which there are only three in the UK. Here they separate the plastic film from the paper, allowing for the materials to be recovered and recycled into new products. The recycled products are produced by Ashortwalk, which is one of the UK's leading companies in turning recycled waste into new products.





Upcycling on campus

Brunel Uni Food does not only encourage recycling but is a avid promoting a circular economy through upcycling. Indeed, through the Simply cups initiative, we have the chance to purchase items which have been created through the recycled cups. This helps us to remain determined to continually improve our recycling targets. So far we have accumulated over 5 benches on the John Crank Garden and 3 seating areas by the river. These symbolise our attitude towards promoting a sustainable future.

You too can do your bit to support simply cups through purchasing items such as the rCup. This is the world first reusable cup made from recycled cups and was the brainchild of the former Dyson designer Dan Dicker and recycling experts including Closed Loop and Nextek. Together, they have created the most reusable cup on the market today!

*25 million
cups diverted from landfill*

What can I do to help?

First we encourage both staff and students at Brunel University London to whenever necessary bring their own reusable cups or flasks. One way this can be achieved is through purchasing Mug for Life in any of our campus outlets. These can used to collect your hot drinks, with an additional benefit of 25p off every coffee. Or, alternatively purchasing the rCups online (Brunel University does not sell these).

Additionally, we encourage staff and student to use the simply waste bins for their cups as much as possible rather than the campus general waste and recycling bins. Mug for life is keen on changing public opinion towards recycling and engages in initiative such as The Square Mile challenge. So, be sure to keep up with their story to get involved and play your part!

