

# Your bettercup. reuse system TIPS AND TRICKS.

Our **tips** to implement & improve your bettercup reuse system to eliminate single use plastic from events & venues. Want us to implement for you?

Book a call [here](#).

## 📍 Start your bettercup. system here.



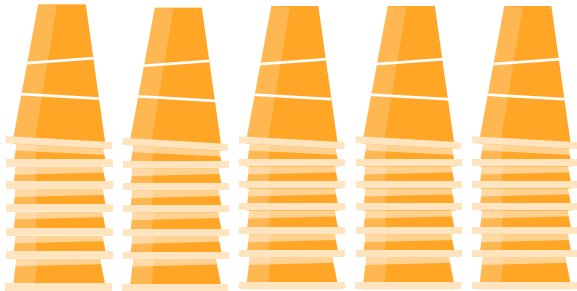
We will give you **tips** we have learnt from the many events using bettercup since 2018.



**Choose your own adventure:** different tactics will work for you depending on budget, logistics, venue/event size etc.



**We are here to help** - effective bettercup reuse systems mean less cups required, less waste and less plastic to landfill!



### **Step 1: The cups are here! Keep those boxes.**

- Keep the boxes (& dividers if applicable) for repacking your cups later.
- Reach out if you need more boxes or dividers.

**TIP:** Damaged cups are recyclable so set up a way to collect them or chat to us about collection.

## THE THREE ELEMENTS of a successful bettercup. reuse system



### **MESSAGING & SIGNAGE.**

**A cohesive message will keep your bettercup system in patrons' minds. Achieve this with:**

- A core sustainability goal and message that is repeated across all marketing.
- Consistent colour theme across socials, signage, bins and even cups (we like orange, but you do you).
- Stats, icons and pictures plus simple language. Simple = clear = likely to be followed.



### **COLLECTIONS.**

**Bins aren't sexy, but they are a key part of getting cups where you want them to go.**

- Implementing the right options can help you achieve high return rates of cups!



### **CONTROLS.**

**Behaviour change takes time and implementing controls such as deposits, door checks and staff training are some of the ways you can achieve high cup return rates.**

- Track your recovery rates before implementing a new strategy to establish what is effective.



# MESSAGING.

Messaging is all the touchpoints you will have with your patrons to influence behaviour change. Each patron demographic is different!

## MESSAGING.

**A cohesive message will keep your bettercup system in patrons' minds. Achieve this with:**

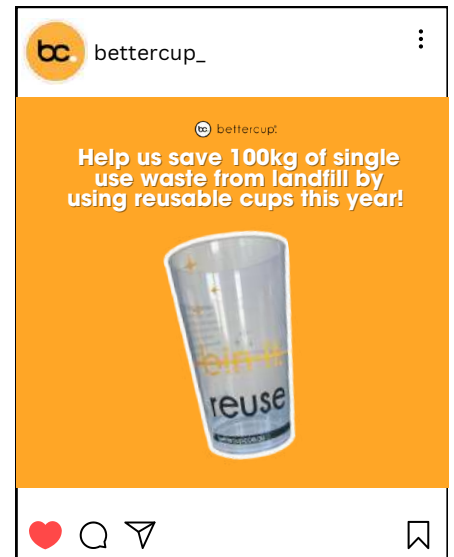
- A core sustainability goal and message that is repeated across all marketing.
- Consistent colour theme across socials, signage, bins and even cups (we like orange, but you do you).
- Stats, icons and pictures plus simple language. Simple = clear = likely to be followed.

## REPEAT THE MESSAGE.

**Having a clear message, repeated often will keep it front of mind.**

Some places to repeat your message:

- In venue signage
- Social media posts - launch, before event and post event surveys. Check out [Party in the Paddock's Info video!](#)
- Email marketing, pre-event emails, tickets and event launches
- Cup design incorporating the reusable message and colour theme.
- Website sustainability page
- In person - bar staff, security, cloak room, get everyone on board!



## TELL THE STORY WITH STATS.

**As you refine your system you'll have you own success story to tell eg. "Last year we saved X single use cups from landfill!"**

- A bettercup can be used 300 - 500 times. Once a cup has been used 8 times, the energy required to make it is less than the energy required to make 8 single use cups, making it energy neutral (and that doesn't even include the energy used to dispose of the single use cups!)
- 1 single use plastic cup weighs 8 grams. This means each drink in a reusable cup diverts 8 grams of plastic from landfill. Use this to work out how many kgs of waste you've diverted!
- Your cup is one of 350,000 bettercups on track to eliminate 150,000,000 single use cups - that is 1,200 TONNES of single use waste eliminated!
- bettercups are more sustainable than current 'compostable' and single use plastic cups and can be recycled in your home recycling stream at end of life.



**We know this isn't easy** - it's taken years for us to refine the bettercup reuse system. We consult with major events and venues to take away the stress. If you think this might help, book a **free call here**.



# SIGNAGE.

Signage is how you'll get your message across at the venue. And you can point at them when people ask silly questions.

## SIGNAGE.

Some places to use signage at your venue:

- At the bars.
- On cup bins and NOT cup bins (more on that soon)
- On poles, especially high up.
- At the entry and exits.
- Back of toilet doors (it works!)

## LAUNCH EVENT AT VENUES.



**Click here** to access the bettercup complimentary signage library - ready to print or customise to your event.





# COLLECTIONS.

Bins aren't sexy, but they are a key part of getting cups where you want them to go.

## COLLECTIONS.

Confusing bins = cups going to landfill. Here are our tips for setting up your collection points:

## BIN TYPES.

**Different bins suit different events!** Here's some types that can be used collect and distribute cups around events from the hundreds to hundreds of thousands!



**WALL MOUNT PVC PIPE WITH SCREW ON BOTTOM CAP.**



**LIDDED TUBS (CAN USE FOR HAND WASH/RINSE STATION).**



**240L WHEELIE BINS WITH HOLE CUT IN LID.**



**MEGA BINS FOR MAJOR EVENTS.**



## BIN SIGNAGE.

Yep, bins get signs too and here are our tips:

- Colours - Match to your branding / reusables colour to keep it consistent.
  - Avoid green if possible, as green = regular recycling for most people.
- Messaging: **Make it really clear.**
  - Cup bins: NO RUBBISH, CUPS ONLY and the;
  - Waste bins - PLEASE NO REUSABLE CUPS.
- Stickers work well around bin lids.
- Vinyl signs can be attached with velcro to wheelie bins and can be removed for washing.
- Bin covers can be custom printed or rented.
- Signs above bins to make them visible across a crowd.

## DELEGATE IT

**Bin logistics isn't everyone's idea of exciting.**

If no one on the team is keen on it, engage your waste management company or we can support with onsite logistics plans, training and operations management.

## BIN PLACEMENT.

Make it as easy as possible to get cups back to where you want them with your bin placement. Imagine your patron with an empty cup at the end of their drink / the set / the night and where they're going to move.

**Some key bin locations:**

- By the bars
- At the exits
- Near the toilets
- Natural movement pathways (e.g. between one bar and another, between stages).



# CONTROLS.

Keeping cups in the event is the goal! Here are the most effective things we have seen.

## STAFF TRAINING.

**Get your staff onboard for huge impact + cheerleaders of the reuse model. Here are some general tips you can tailor to your team and event/venue:**

- Get your team on board with the messaging about WHY you are implementing reusables (i.e., our goal is to reduce waste by 100kg).
- Set targets and get your team involved in solving problems. Eg. "We want to achieve a 90% return rate by end of the year, what should we try?"

**Help your team answer patron questions with simple scripts or quick reference guide:**

- How does the deposit work?
- Do I have to pay a deposit?
- What do we do with broken cups?
- Which bin do I use?
- What do I do with dirty cups?



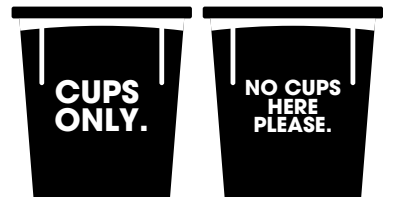
## NO CUPS PAST THIS POINT.

Have your security staff on the exits asking patrons if they have returned their cup. Have a tub or bin for them to put any cups they get from people leaving the site/venue.



## WASTE SORTING.

- Sorry, more bin chat. If you already sort waste, ask your waste management staff to separate & return any cups placed in the bins or recycling to you.
- Make it as easy as possible for the waste sorters (eg. clear instructions for broken cups, dirty cups etc).



## DEPOSIT SYSTEMS + REUSE MODELS.

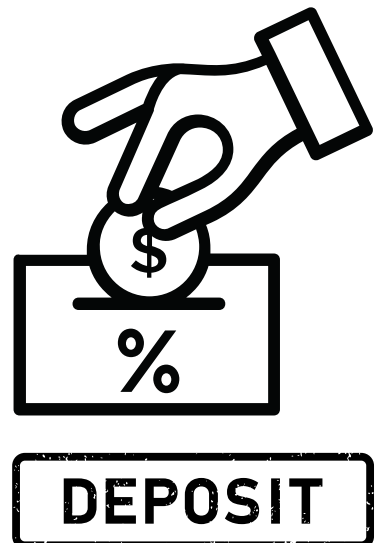
If choosing to use a deposit system, the best style of reuse / deposit system will depend on your patrons and event type. We can help you come up with a cost-recovery model if you need guidance.

Some options:

- Charge a deposit on top of each drink.
- Charge one fee and refund slightly less at end (i.e. charge \$3 return \$2 or charge \$1 & no return, but no fee for swapping your used cup for a fresh one).
- Buy your cup at the start of the event and you get to keep it as merch item.
- Small deposit for cup, donated to charity or venue (works great for community and charity events).

### Things to consider...

- Does your POS allow refunds?
- Will patrons have to line up to return their cup?
- Will paying a deposit make your patrons think they've bought the cup?
- Is it simple and easy to explain?
- Can you get some funding/grants to help cover the cost?
- Have you got clear signage?





# YOUR TURN.

Over to you! What other things might you try?  
Don't forget to track your results.

Competition

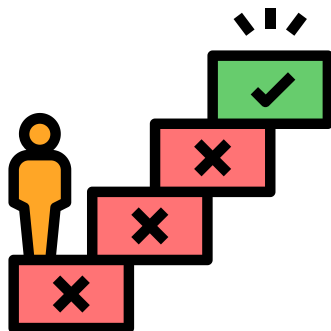
Incentivise Staff

Reward System

Gamification

## GET CREATIVE!

Reusable cups are relatively new, especially in Australia. Change will take time but get your team involved, see what other events are doing and try some new things.



## TRIAL & ERROR.

Don't spend weeks or months trying to create perfect - try something out, get feedback and data and refine it further.

## TRACK IT TO IMPROVE IT.



If you want to nail your bettercup reuse system, track your return rate with a simple stock take (monthly, quarterly or per event) and take note of new things you've tried. Make it as easy as possible for the waste sorters (eg. clear instructions for broken cups, dirty cups etc).

Month	Drinks sold in cups	Opening Cup Stock	Closing Cup Stock	Cups Lost	Loss rate %
Jan	12,000	5000	4000	1000	=1000/12,000 =8.33%

Category	Detail	Date Implemented	Return Rate Change
SIGNAGE (Content)	Implemented kg of waste reduced message		
	Changed to orange		

## We are here to help.

If you want to nail your cup reuse system and would like tailored help 1:1 we would love to be involved.

We can do a little or do a lot - it's all customised. Email [hello@bettercup.com.au](mailto:hello@bettercup.com.au)  
or call 1800 881 888 and we can chat!