

Environment and Transportation Department,  
Block 2, Floor 6,  
Dublin 8.

01<sup>st</sup> May 2019.

To Each Member of the  
Environment Strategic Policy Committee

### Co-Cup Dublin Pilot Deposit and Return Scheme

With funding from the EPA's Local Authority Prevention Network for the pilot project, Dublin City Council is working with Dublin City University and Trinity College Dublin to establish Co-Cup, a reusable cup deposit and return scheme at several locations across the city.

The pilot project aims to test the social acceptance and business case for a deposit and return scheme.

Similar schemes are operating very effectively in several cities in Germany where more than 1300 coffee shops participate (<http://recup.de/>), the United States ([www.vesselworks.org](http://www.vesselworks.org)) and the UK ([www.cupclub.com](http://www.cupclub.com)).

#### How it works

When purchasing a tea/coffee, there is an additional charge of €1 – a deposit for the cup. In addition the customers purchase outright their own lid (~€1) – this is theirs to keep – it is not returned with the cup.

The cup can be used within the cafe or can be taken off site.

Once finished the customer has two choices:

- return the cup (to any participating café ) and get their €1 back
- Swap it for a fresh beverage in a clean cup at no additional charge

Four locations were chosen for the pilot project:

1. Dublin City Council (Civic Offices)
2. Dublin City University (coffee docks across DCU)
3. Trinity College Dublin (The BATTERY and Aras na Phiarsaigh)
4. Talent Garden, co-working and digital innovation space based in DCU Alpha Campus

We liaised with the founders of Recup in Germany who provided advice and support when establishing the pilot. Recup are also supplying promotional and marketing materials to aid in the communication of this new model of cup consumption.

The main objectives of this project are to

- reduce the use of single-use cups
- implement a deposit and return scheme for reusable cups, providing a tested, measurable solution and testing the business case and social acceptance of the approach
- measure and understand the behavioural shift through managed interventions and assessment of their environmental impact – both quantitative (actual volume of cups removed) and qualitative (user behaviour and feedback).

#### Communication and Marketing

A key element of this scheme is to ensure that the customer is aware and understands the general model prior to arriving at the cash register to pay for their coffee. Working with Recup and local company, 2GoCup, a communication and marketing strategy was developed.

#### The Cups

There will be a total of 15-20 cafes/restaurants of various sizes and styles involved in this pilot. Baseline data will be required for each location and daily demand can be monitored to ensure that appropriate stock levels are available.

The cups are stackable, requiring no additional space compared to single-use cups. Once returned, cups will be washed to HSA approved standards, after which they can be restacked.

The pilot will also investigate the volume of circulation of cups within specific locations, within individual organisations and across the network.

#### Who is involved:

Dublin City Council

Dublin City University

Trinity College Dublin City Council

Talent Garden

2GoCup – manage supply of cups between sites, liaise with sites, marketing, communications etc.

Recup – partner organisation in Germany

#### Anticipated outputs and outcomes:

Behavioural Assessment/Social Acceptability

A key element of the pilot is to assess customer feedback and any significant behavioural change. Working closely with canteen staff feedback will be solicited from users to ascertain their impressions, insights and any commentary on the scheme. Feedback will also be sought from users of the scheme.

#### Business Case

A business case for the expansion of the project will be prepared and a number of KPIs identified:

Number of disposable cups used normally at all locations before project commenced

Number of disposable cups used during the pilot project (some sites will be removing all disposable cups from their canteens)

Number of "transactions" within the Deposit and Return Scheme.

#### Launch

Cllr Ciaran Cuffe, DCC Chief Executive Owen Keegan, President of Dublin City University, Professor Brian MacCraith and Provost of Trinity College Dublin Dr Patrick Prendergast officially launched the project on Monday 8th April.

Co-Cup went live in DCU and Trinity College on Monday 8<sup>th</sup> April and will go live in the Canteen in Civic Offices on Monday 29<sup>th</sup> April.

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