

OVERVIEW



This was a campaign created by behaviour change company Mainstream Green in conjunction with Waipa District Council. The campaign objective was to drive awareness of the waste associated with disposable coffee cups, and to encourage behaviour change through incentivising alternatives. The event ran as part of Plastic Free July, and was in partnership with three local cafes.

Highlights included:

- 100,000+ reach and 13,000+ engagements on social media
- 400+ reusable coffee cups sold
- Estimated 20,000 cups diverted from landfill annually

CAMPAIGN OFFER

Two cafes ran week long events offering:

- Free coffee for anyone bringing in a reusable cup
- 100 reusable 'Keep Cups' per cafe to be sold for \$10 (RRP \$30)

A coffee cart located at the local netball courts offered:

- Half price coffee for anyone using a reusable cup.
- (They had a selection available to borrow from the van).
- 50 reusable 'Keep Cups' to be sold for \$10 (RRP \$30)

This offer was for every 'netball' Saturday in July.



LOGISTICS

Offer: One cafe had a limit of 500 free coffees, otherwise there were no limits on the type or amount of free coffees available. \$10 Keep cup sales included a free coffee.

Funding: Waipa District Council (WDC) purchased the Keep Cups at wholesale (approx \$14 cost) and provided these at no cost to the cafes. Cafes were given \$500 and kept the \$10 sale of the Keep Cups (value of coffee sales \$3,000 vs funding \$1,500).

Funding was provided through the WDC waste minimisation fund (WMF) to a local company Mainstream Green to project manage the event.

Marketing: Some basic marketing collateral and media releases were provided to the cafes, otherwise they took the lead on generating all of their own content for social media.

Cup giveaways were provided to the cafes and other local support networks to build awareness.

Ongoing: Each cafe had ongoing price incentives for reusable cup users.

Survey: An incentivised survey was shared by each cafe to measure ongoing behaviour change.

RESULTS AND FINDINGS

THE NUMBERS

	2017
Free Coffees	1,278
Reusable Keep Cups Sold	412
Est # Coffee Cups diverted (annual)*	19,917
SOCIAL MEDIA	
Reach	100,000
Engagement	13,000

* 1,278 free coffees + 30% of Keep Cup purchasers using their cup ongoing, with an average of 2.8 coffees per week
Numbers are taken from the follow up survey which was completed by 71 promotion participants

- 50% of survey respondents had never used a reusable cup before
 - 77% of respondents were continuing to use their new Keep Cup 'most' or 'all' of the time
 - More than 90% of all respondents had shared the promotion with other people
- A follow up survey will be sent 3 months post event to measure continued usage of reusable cups'.

KEY LEARNINGS

Create engagement: By nature the campaign was 'social' and people wanted to share it and 'do it with friends. Having the cafes generate their own content made it far more authentic and had a much broader reach. The hype generated by the \$10 Keep cups and the giveaways also significantly drove engagement.

Partners: Choosing those who are on board with the spirit of waste minimisation is crucial. They will go above and beyond and see the broader business benefit. Funding only covered half the 'lost sale' cost of the free coffees, but cafes saw increased footfall and sales and huge customer engagement.

Reusable cup offer: Choose a reusable cup that is aspirational and people will feel good about using. There would be flexibility to charge more for the cup - a \$15 price point would cover the cost and likely see no drop off in sales.

Normalising: One of the key aspects of creating behaviour change is normalising. People want to fit in. The social nature of this event allowed people to do it in groups. This was also obvious in the crockery cups that were offered for use at the coffee van. People felt a lot more comfortable having matching branded cups available. They didn't have to make a choice and they still 'looked the part'.

Ongoing Incentives: It was important to reinforce behaviour change beyond the campaign. All cafes had price discounts for reusable cups and offered washing of dirty cups. The most effective was a cafe who changed their 'published price' to be their reusable cup price. Takeaways cups were charged as extra - this simple switch to a disincentive had a significant impact.

Measuring Change: Don't underestimate the ripple effect of change which continues. People changing their behaviour as a result of the campaign will inspire/normalise others to change. They will also be more likely to go on to make other additional behaviour changes towards minimising their waste.

FURTHER INFORMATION

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ABOUT MAINSTREAM GREEN

NICOLA TURNER

After 18 years in the international world of "Fast Moving Consumer Goods", Nicola Turner has learned far too much about how you behave in the supermarket and how to make you the ultimate consumer.

Her personal quest to live more simply and sustainably has resulted in a career 180 with a move to waste minimisation. A passionate advocate for keeping it real - understanding people and creating behaviour change has become her thing.

Through her company Mainstream Green, she creates strategies and shares messages about the power of making small changes to create significant shifts for the us and the planet.

