

# Ideas to reduce disposable coffee cup usage with your customers

We recommend selecting 3 or more options to see noticeable behavior change

- Train staff to ask leading questions when they greet customers
  - “Did you bring your reusable cup?”
  - “Did you know we offer a discount if you bring your own cup?”
- Offer ceramic or “for here” cups in your shop
  - Have employees ask “Is this for here or to go?”
- Offer reusable cups for sale at your shop (with your own branding)
- Offer a reusable cup discount, or charge extra for disposable cups (5, 10 or 25 cents)
- Have a sign at cash register reminding customers about incentives, or to bring their own cup
- Display table tents on tables as a reminder about the campaign
- Provide “BYOC” buttons (provided by RA) to employees to indirectly remind customers about the program
- Hang reminder signs around the store, in parking lot, or near entrance (window decal)
- Provide another incentive for customers to bring their own cups (punch card, raffle, free coffee, etc)
- Promote customers who bring their own cup on social media with photo
- Other Ideas? \_\_\_\_\_



To involve people in creating a sustainable future through local efforts to reduce, reuse and recycle.

<http://www.RecyclingAdvocates.org>