

The Square Mile Challenge



The UK bins 7 million coffee cups every day

Objectives

Following significant criticism of coffee retailers on the subject of coffee cup recycling, the aim of the Square Mile Challenge launch in 2017 was to raise awareness of a solution to the issue, drive employers to sign up to workplace recycling and engage people of the City of London to use the new recycling facilities

Research

Reviewed coverage and online sentiment regarding coffee cup recycling over the past year

Insights

Coffee retailers had come in for significant criticism for poor recycling rates for disposable cups and attempts to address this individually had been written off by commentators as greenwash or insignificant.

Strategy

- Set aside the urge to push individual agendas and instead present the Square Mile Challenge as the first genuine cross-industry attempt to tackle coffee cup recycling, with an ambitious target of 500,000 cups in the first month.
- Target London and business media to ensure businesses signed up to workplace recycling and national media to encourage wider roll-out.
- Create eye-catching visuals to engage visitors to the City of London.

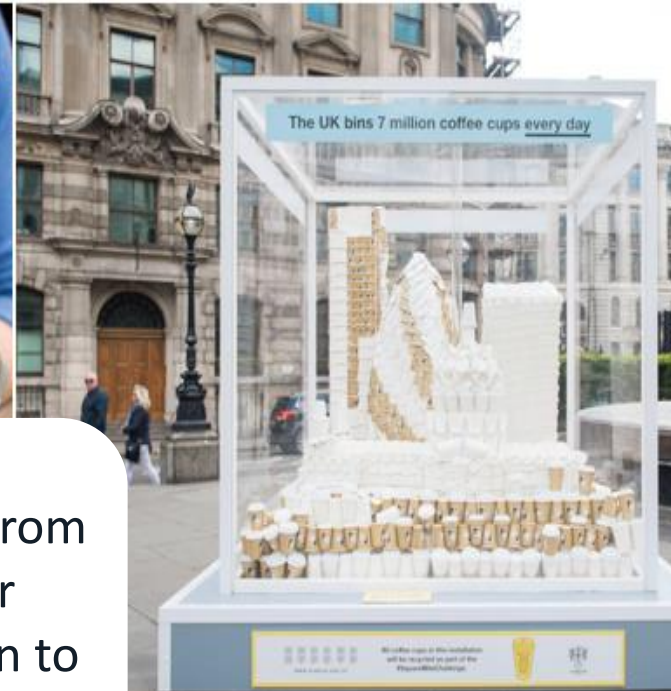


TIME FOR A COFFEE CUP BREAK?

7 million coffee cups are thrown away

Launch day activity

City skyline sculpture created from coffee cups and coffee choir outside Liverpool Street station to engage commuters and create a hook for media.



We're challenging London's Square Mile to recycle 1/2 million coffee cups in April and 5 million in 2017. Collected cups will be recycled into something new!



Social Media

Reach of 3.2 million with 798 contributors



[Take part in the #SquareMileChallenge](#)



[Talking coffee cups](#)



[Caffeinated Dreaming](#)



[Coffee cups 2: a new hope](#)

Coverage highlights

224 pieces of coverage with OTS of 307 million



The green scheme to turn coffee cups into benches

A SCHEME to turn disposable coffee cups into park benches could help to rid Britain of the 2.5 billion dumped in landfill every year. At the moment, just one in every 400 is collected for recycling at specialist plants, while the rest take up to 30 years to rot in civic dumps. They cannot be recycled like other paper waste because they include a leak-proof polyethylene coating. But specialist recycling firm Simply Cup says it can turn them into a

This is MONEY
FINANCIAL WEBSITE OF THE YEAR

New green scheme to turn disposable coffee cups into benches, pencils and plant pots could help rid Britain of the 2.5bn dumped in landfills every year

- Coffee chains and food stores are backing a new initiative to tackle 'cup blight'
- Five million cups are expected to be collected this year in an initiative in London
- Currently, just one in every 400 of the cups is collected and sent for recycling
- If successful, the scheme could be rolled out to other towns and cities in the U

By **Consumer Affairs Editor**

expected to be collected this year in the recycling initiative in the City of London. If successful, it could be rolled out across the country. Coffee chains, food stores and major employers back the scheme, including the City of London Corporation, Network Rail, McDonald's, Starbucks, Costa and Pret a Manger. Wendy Mead, of the City of London Corporation environment committee, said it would start in April, adding: 'Our ambition is to recycle half a million cups that month.'

Some of Britain's biggest coffee shop chains have signed up to a scheme to boost recycling of takeaway cups.

Costa, Pret A Manger and Starbucks are among retailers and businesses who will pay for recycling points in their central London stores. Further recycling points, funded by sponsors, will be placed on streets and in train stations. The move is a response to growing public concern at the 2.5 billion cups

MailOnline

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Coffee chains join cup recycling scheme



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laminated with plastic, which makes them hard to process.

The scheme, run by the environmental charity Hubbub, aims to recycle at least five million cups by the end of the year. While this represents only a fraction of the cups thrown away, the organisers hope that their model will be adopted by other cities across the UK.

The cups will be collected by the company Simply Cups and turned into pens, pencils and plant pots, which will be donated to local community projects and schools. Ellis, co-founder of Hubbub,

said: "With the collaboration of so many key organisations, we believe this will be a huge step forward."

The initiative came as the Prince of Wales backed a campaign to stop plastic being dumped in parks and streets. He called it a "huge step forward" for the city of London, which has the highest concentration of office workers in the UK.

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Environment

City launches scheme to recycle 5m coffee cups

Thousands of people working and living in the City of London are to be urged to support a new drive to boost low levels of disposable coffee-cup recycling - the biggest single such initiative in the UK to date.

The City of London Corporation, Network Rail, national coffee chains and some of the Square Mile's biggest employers, including Lloyd's of London and Eversheds, are joining forces in a scheme led by the environmental charity Hubbub and the recycling company Simply Cups to introduce coffee-cup recycling facilities in offices, shops and streets across the City.

The City of London contains the UK's biggest and most dense concentration of office workers (home to 17,980 businesses employing 454,700 people), many of whom are fuelled by coffee.

The aim of the so-called Square Mile Challenge, which launches in April, is to recycle 5m cups from the City by the

City of London launches challenge to boost coffee cup recycling

the guardian



Full coverage report: <http://releasd.com/c844>