



MY BIG IDEA



Photo by Tim Cuff

The response from our customers has been phenomenal. Around 70% of our daily regular customers choose to re-use.

We couldn't find a suitable reusable cup product in the New Zealand market so we went about creating our own – the IdealCup. After moving to Motueka in 2014 we were determined to try and reduce our disposable cup waste by promoting 're-use' instead of 'one use'. The response from our customers has been phenomenal. Around 70% of our daily regular customers choose to re-use. We then saw a greater opportunity to promote 're-use' to a wider audience. We believe that with with passion, hard work, education and collaboration, we can 'Make Motueka Disposable Cup Free'. We announced the idea in March 2017 and it's snowballed from there.

How does the concept work?

Each café holds a bank of IdealCups on their coffee machine. The cups are reusable with a biodegradable, compostable takeaway lid. A customer pays a \$10 'bond' for the use of an IdealCup and gets their coffee in it. The next day, the customer can return to the café, or any other participating café, hand over their dirty IdealCup and get their drink in a clean cup from the café's bank of cups. And around and around it goes. My Big Idea is to roll this out to as many cafés in Motueka as possible, so no matter where the customer goes to get their daily coffee fix, they can get it in a reusable IdealCup and return their dirty cup at any café participating in what we call the CupCycling programme. We hope to have it up and running with four cafes in June/July and from there, we'll roll out to as many cafés as possible in the area. [W7](#)

This is about Motueka banding together to promote 're-use' and working as a community to eliminate disposable cup waste going to landfill. You can join the movement at facebook.com/MakeMotuekaDisposableCupFree. Pop into Celcius Coffee Roastery 16 Old Wharf Road, Motueka or visit idealcup.co.nz to purchase online.

THE IDEALCUP

BY STEPH FRY, FOUNDER OF THE IDEALCUP

What is your Big Idea?

Make Motueka disposable cup free (then Nelson, then the rest of New Zealand and maybe, just maybe, the rest of the world)!

Why is this important?

Every year in New Zealand, at least 200 million disposable cups are chucked in landfill. Disposable coffee cups are not recyclable. (They contain a petrol-derived plastic lining, which cannot be separated from the cardboard exterior.) Even the more environmentally-friendly, biodegradable, compostable cups, which

are 'better' as they have a corn starch lining, still need to be 'commercially composted' in order to breakdown effectively. These facilities are not available in most parts of New Zealand, so generally most disposable cups of all types, end up in landfill.

How did you get involved?

Since starting our coffee roasting business in 2004, we have endeavoured to operate as sustainably as possible. We felt an obligation to try and reduce the number of 'one use' cups going to landfill.