

#TakeItBack

In July 2023, we teamed up with the National Cup Recycling Scheme and Starbucks to encourage people who use single-use takeaway cups to #TakeItBack to one of 121 participating stores across Glasgow and Dundee, regardless of brand, ensuring that cups were properly recycled and not sent to landfill.

Key findings



The total number of single-use cups in city centre bins decreased between July 2023 and March 2024.



Single-use cups, as a percentage of total drink items in bins, reduced by 6%.



Cups from the participating brands reduced by 12% in bins (from 64% of total cups to 52%).



26% of respondents had heard of #TakeItBack.



27% of those who had heard of #TakeItBack had taken a single-use cup back to a store for recycling. 17% in the store where they purchased the drink, and 10% in a different store.



59% of respondents identified confusion around how and where to recycle single-use cups as something that would stop them from recycling cups on the go.

Key learnings



- Staff engagement and training are essential at a store level.
- Clear, visible in-store campaign collateral must be in place.
- In-store cup recycling infrastructure must be in place and clearly visible.
- Data from stores on the volume of cups sent to recycling is essential.
- Public education is needed to reduce consumption, as well as on the correct disposal of single-use cups.



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Bin audits
(July 2023)



Bin plates
(July 2023)



Launch
(Sept 2023)



Collateral
Glasgow subway
(Nov/Dec 2023)



Collateral Glasgow
Queen St Station
(Nov 2023)



DAX Digital
advertising Dundee
(Nov 2023)



Social media
reels



Store visits
(Nov 2023)



Customer survey
(Dec 2023)



Bin audits
(March 2024)



Reporting
(March 2024)



How did we promote #TakeItBack?

Digital promotion [included a reel](#), online map, social media, advertising in Glasgow Queen Street Station and digital (DAX) advertising in Dundee.

Physical promotion included bin stickers in both cities, Glasgow Subway panels and window stickers in participating stores.

The bin stickers aimed to re-direct people looking to discard single-use cups in the bins to instead go to participating stores to have their cup recycled.

If you are interested in tackling the challenge of single-use cups, get in touch:
cups@keepscotlandbeautiful.org



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