

The background image is a night-time photograph of Glasgow, Scotland. On the left, the Glasgow Royal Concert Hall is illuminated with green lights, its curved roof reflecting in the water. To the right, the Glasgow Science Centre's 'The Helix' bridge is visible, with its distinctive white arch and blue structure. The city lights and the bridge's reflection are visible in the calm water in the foreground.

# Glasgow Cup<sup>®</sup> Movement

Phase One Overview  
January 2019 - March 2020



Keep Scotland  
Beautiful

Your charity for Scotland's environment

# Cup Movement® in Glasgow

Cup Movement is our innovative city-wide collaboration aiming to transform Glasgow's relationship with single-use cups.

This means ensuring that fewer single-use cups end up as **litter**, that far more are captured for **recycling**, and that more people transition to **reusable** cups instead of disposable ones.

By working with those who make, supply, sell and use cups, Cup Movement seeks to establish a transferable model for creating change at scale and finding solutions that work.

This overview report outlines the core elements of Phase One of Cup Movement, delivered between January 2019 and March 2020, reflects key achievements to date and identifies learning points for the future.



Keep Scotland Beautiful would like to thank all our [partners, funders, members and supporters](#) for helping to make Phase One of Cup Movement in Glasgow a success.

**478 million**  
single-use cups are used in  
Scotland each year

**95 million**  
of these cups are used in Glasgow

**4%**  
of these cups are recycled at best.  
The rest end up wasted -in landfill, the  
incinerator or as litter

Let's reduce cup waste



Reuse



Recycle



Bin it



# A network of members

Fundamental to the success of Phase One of Cup Movement was establishing a network of members throughout the city and across sectors.

Since its launch in January 2019 by Roseanna Cunningham MSP, the Cabinet Secretary for Environment, Climate Change and Land Reform, Cup Movement has built significant momentum with support from the public and private sectors. This includes the Scottish Government, Glasgow City Council, the Paper Cup Recovery and Recycling Group (PCRRG), the Chamber of Commerce, major employers, shopping centres, transport providers and retailers.

Some of Glasgow’s biggest and most well-known organisations joined Cup Movement to work towards reducing cup waste in their premises, throughout their operations and with their respective audiences, such as staff or customers.

Abellio Scotrail	Abercromby Vending	Buchanan Galleries	DearGreen
DF Concerts & Events	Glasgow Airport	Glasgow City Council	Glasgow Fort
Glasgow Life	Hillington Park	Inspire Catering / South Lanarkshire College	Jacobs Engineering UK
MacRoberts LLP	Matthew Algie	Resource Futures	Scottish Event Campus (SEC)
Scottish Power	Wheatley		



Left: Roseanna Cunningham, Cabinet Secretary for the Environment, Climate Change and Land Reform.  
Centre: Beanie, the coffee cup.  
Right: Anna Richardson. Councillor, Glasgow City Council Convener for Sustainability & Carbon Reduction.

# Raising awareness

All Cup Movement activity was underpinned by public campaigning, raising awareness around single-use cups and encouraging people to transition towards more sustainable cup use habits.

This included out-of-home messaging in Glasgow City Centre, engagement activities at high profile locations like Glasgow Central Station and with revellers at TRNSMT festival, and the publicity generated by various campaign activities.

## Reach



**400,530**  
social media



**2,301,142**  
press



**8,762**  
web

## Attitudes and perceptions

Polling conducted during Phase One also provided insights into people's perceptions and attitudes around cup use. This information has been valuable, both in shaping campaign activity and for monitoring change going forward.



**73%**  
of Glaswegians drink  
take-away drinks

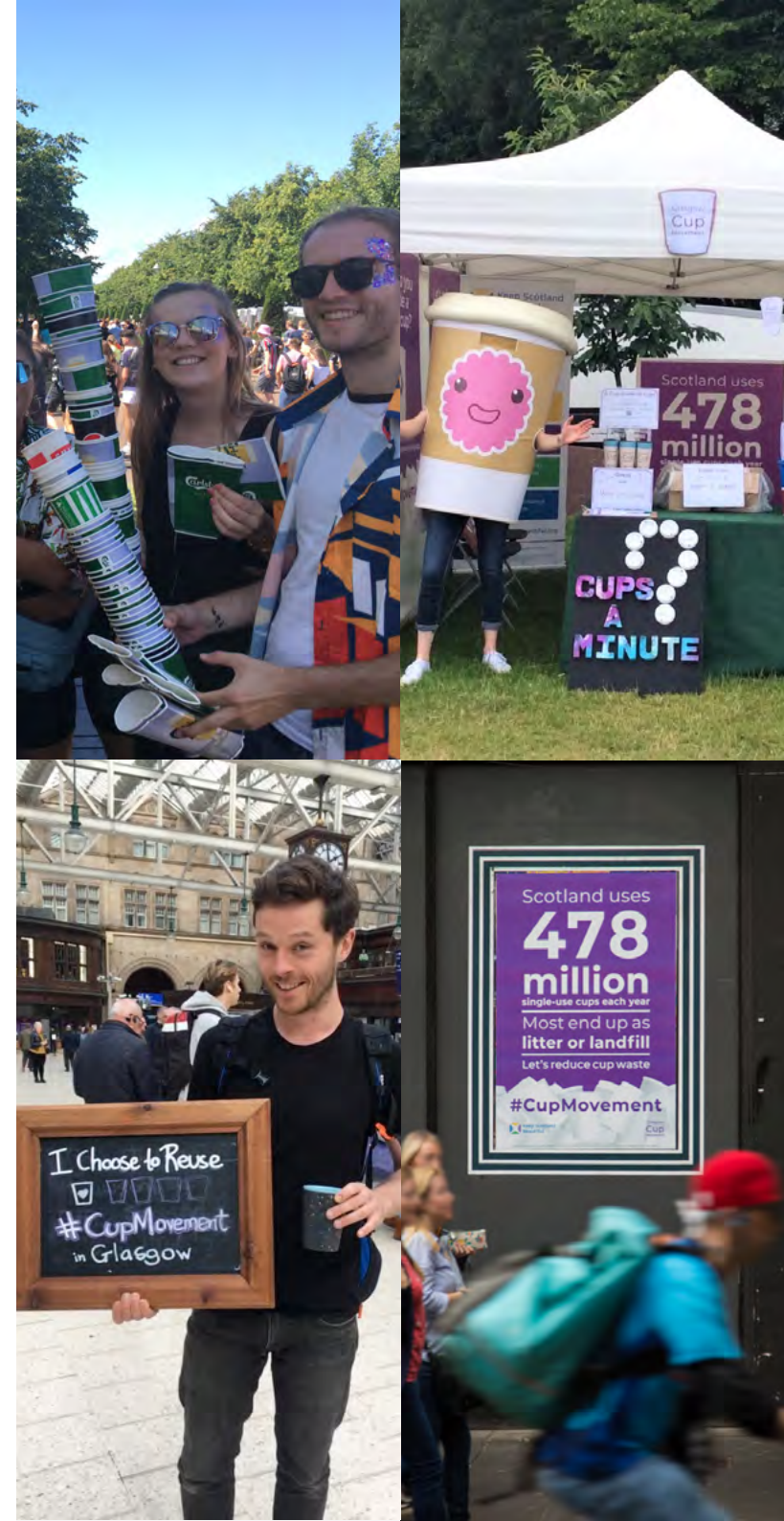


**19%**  
of Glaswegians use  
a reusable cup



**69%**  
of Glaswegians try to  
recycle their cups

It is clear from these stats that there is a significant amount of cup use in Glasgow, as well as significant room for improvement, in terms of both reuse rates and recycling. A majority of those trying to recycle cups did so in paper (26%) or mixed (31%) recycling bins, highlighting the need for both more clarity and more accessible cup recycling infrastructure.





# Cup recycling: indoors



## Up to 500,000

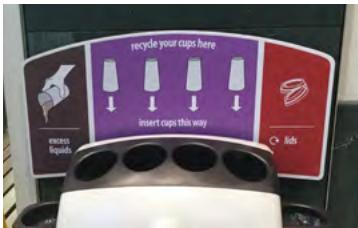
single-use cups diverted from landfill or incineration

### Cup collection and recycling service

A priority for Cup Movement was establishing a cup collection and recycling service in partnership with Simply Cups in Glasgow and in collaboration with a local waste contractor. This included addressing a number of challenges - setting up member accounts, delivering the service in a wide variety of contexts, coordinating uplifts and establishing a reliable and robust methodology for capturing and monitoring cup recycling rates to help inform future activities.

### Coffee Cup Drop Box

In addition to the cup collection and recycling service, in early 2020 we teamed up with DS Smith, manufacturers of the innovative Coffee Cup Drop Box. This was an ideal alternative for SMEs who were not ready to commit to the full recycling scheme. Through a collaboration with Excel Vending and the Glasgow Chamber of Commerce, we set up a scheme to give out 200 of these boxes free of charge as part of a large-scale trial.



## 8

Cup Movement  
members signed up



## 13

collection points in  
the city



Over

## 480,000

single-use cups  
collected



## 10

organisations  
signed up



## 48

boxes given out  
so far



## 30,000

cup recycling  
capacity so far

# Cup recycling: outdoors

In addition to looking at indoor settings, Cup Movement also examined outdoor options more accessible to the general public

## Coffee retailers

In the autumn of 2019, Cup Movement embarked on a collaboration with five big coffee retailers and Glasgow City Council to raise awareness of existing solutions for cup waste, provided by our retailer partners:



68  
retailer recycling points

350,000  
messaging reach



A purple promotional poster for the '#TakeItBack' campaign. At the top, it features the 'Keep Scotland Beautiful' logo and the tagline 'Your charity for Scotland's environment'. The main text reads '#TakeItBack' and 'Recycle any paper cup at the following stores:'. To the right is a white disposable cup with the 'Glasgow Cup Movement' logo. The background is a collage of white paper cups.



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Promotional material

A purple promotional poster for the '#ChoosetoReuse' campaign. At the top, it features the 'Keep Scotland Beautiful' logo and the 'Glasgow Cup Movement' logo. The main text reads '#ChoosetoReuse' and 'Many coffee shops will give you a discount with your reusable cup.' Below this is a white icon of a reusable cup. At the bottom, it says '#CupMovement'.



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Promotional material

## On-the-go

To further improve access to cup recycling for cup users on the go, we planned to trial public-facing cup collection bins on a busy rail commuter route into the city.

We were in the final stages of development together with the council and transport operators, however, this work was ultimately curtailed by the emerging pandemic.

We would aim to revive this as a matter of priority as part of any future Cup Movement activity.



# End of Phase One

## A beginning not an end

In early 2020, as we approached the end of Phase One, we were gearing up to take Cup Movement forward for a further year, building on progress to date.

Positive publicity had driven an increase in membership enquiries, including from high-profile organisations such as the Scottish Events Campus. It had also helped set the scene for what should have been the final Phase One intervention, trialling on-the-go cup recycling on a busy rail commuter route in the city.

The Scottish Government, who committed to supporting Cup Movement, the only initiative tackling the challenges of single-use disposable cups at scale in Scotland, were working with us to ensure the approach and learning from the campaign was evaluated and subsequently shared at a national level.

In addition, the announcement that COP 26 was to be held in Glasgow in late 2020 (now moved to November 2021) provided an excellent backdrop against which to demonstrate what can be achieved through a collaborative initiative like Cup Movement and make wider connections to debates on Circular Economy and the Climate Emergency.

However, our plans for Phase Two of Cup Movement in Glasgow were put on hold due to the unprecedented circumstances associated with Covid-19.



# End of Phase One

## Lessons learned

**The first year of Cup Movement was a learning curve on many fronts, from operational practicalities to behaviour change insights. Here are some of the key lessons learned in our first year of creating a city-wide model for more sustainable cup use:**

- Collaboration is key - across sectors and across the three strands of litter, recycling and reuse. Such stakeholder engagement is crucial to creating well-rounded and effective solutions for addressing cup waste.
- However, different organisations are at different stages of their sustainability journey and this informs how they engage with initiatives like Cup Movement. The challenges faced in establishing our recycling service were a perfect example of this, with each customer presenting different settings, contexts and barriers to address. This got easier with experience and as the campaign developed.
- Cup litter is more prevalent in some areas for a variety of reasons, including behaviours, physical settings and operational practices. Tackling cup litter requires a tailored approach that takes all of these factors into account.
- Cup recycling can have a significant impact in reducing cup waste. In addition to indoor and closed-loop cup collection solutions, effective outdoor, on-the-go collection options must also be developed.
- In addition to raising awareness of reuse as an option, more infrastructure changes are needed if reusables are to be established as a viable, mainstream alternative. This means making them both easier and more appealing to use.
- In general, there is an appetite among people to do the right thing, either to recycle or reuse. However, practicality and convenience are key and must be central to any solution.
- Data is hard to come by and monitoring cup use and waste is not straightforward. There are practical challenges with the collection of data, as well as with robustness and consistency. Working through these requires collaboration and asking the right questions from the outset. This is a crucial factor for success.







# Looking to the future

In preparing this report, we have had to reflect on the impact Covid-19 is having on our relationship with single-use cups and what this may mean for Cup Movement in the future.

Even as we face an unprecedented public health crisis, we can't afford to lose sight of the urgency of the ongoing environmental crisis. Climate change and over-consumption remain grave challenges and it is essential that we continue to work collaboratively across sectors and with communities, to find solutions relevant to the new circumstances that we now face.

Cup Movement has built a valuable foundation of engaged partners, infrastructure, opportunities and learning, that can be deployed successfully to this end. Now is an ideal time to reflect and build on our experience to continue our campaign to achieve more sustainable cup use.

If you are interested in working with us to reduce single-use cup waste, please get in touch:

[cups@keepscotlandbeautiful.org](mailto:cups@keepscotlandbeautiful.org)



We support the ambitions of the United Nations Sustainable Development Goals.

Keep Scotland Beautiful is your charity for Scotland's environment. We work with you to help combat climate change, reduce litter and waste, and protect and enhance the places we care for.



**Keep Scotland  
Beautiful**

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