

Highland Cup Movement

Reusable cup project in NC500 area

[Keep Scotland Beautiful](#)¹ have secured funding to trial a reusable cup scheme during 2023 in the Highlands area around the NC500 route.

In a recent study '73% of people think more needs to be done to make it easier to choose reusable alternatives to single use food and drink packaging'².

The convenience of single use drinks cups comes with the cost to a business of packaging and disposal. Most cups become landfill waste and far too many end up littering our beautiful country. The recycling of cups including compostable cups requires a specialist recycling service. The Scottish Government is currently progressing developments on single use cups that will impact on businesses, such as mandatory takeback and a potential cup charge.

We understand that many small businesses lack the time and investment to explore alternative solutions to single use cups. If you are a hospitality/food and drink business that provides takeaway drinks in this area, we would love to hear from you. Please get in touch by emailing highlandcup@keepsotlandbeautiful.org

- We are seeking businesses to help shape the scheme and share their knowledge and experience. You can watch a short webinar either live on 20 December or at your convenience until 31 December to find out more on how you can be involved.
- There will be online opportunities in January/February to participate in sharing your thoughts on issues such as operations, logistics and marketing to ensure that the scheme supports the needs of local businesses and customers.
- We are seeking business who are interested in participating in the reusable cup scheme which will operate from March 2023.

¹ in collaboration with [North Coast 500](#), [Zero Waste Scotland](#), and [Highland Good Food Partnership](#)

² ['Reuse Systems Unpacked'](#) Hubbub and Bunzl