

## Script from webinar on 20 December at 12:30pm

Thank you for joining us at today's webinar on the Highland Cup Movement. We'll just give people a couple more minutes to arrive.

While we wait, I'll give a very quick overview of today's webinar. This is an information sharing session for interested businesses – we want to tell you about the Highland Cup Movement and how you can get involved, including participating in upcoming workshops. This is an interactive session, so we are looking to hear from you on key topics you would like to discuss to help design the project in a way that works effectively and efficiently for everyone involved. Please do use the chat function to ask questions as we go through, and we'll be running a poll later in the session.

### Introduction to the Highland Cup Movement

Over 3 billion take-away drinks are sold in the UK each year, with over 95% of these served in a single-use cup, only 4% of which are recycled. Mainstreaming the use of reusable take-away cups is an essential part of efforts to reduce the negative environmental impact of on-the-go food & drink packaging.

A recent study by Hubbub and Bunzl highlighted that '73% of people think more needs to be done to make it easier to choose reusable alternatives to single use food and drink packaging'. However, we understand, particularly in the current climate, that as a small business, you may not have the time and/or investment to explore alternative solutions to single use cups.

At the same time, from the customer side, while there has been an increase in the amount of people owning and using reusable cups, this is an incomplete solution and has had limited success in changing behaviour. The onus on the customer to provide the reusable cup compromises the spontaneity and convenience that is at the heart of on-the-go culture. For reusable cups to be a viable alternative to single use cups, we need a scheme which is designed to be convenient and accessible, fitting with this on-the-go culture.

This is where the Highland Cup Movement campaign comes in. We (Keep Scotland Beautiful) have been awarded funding from Hubbub and Starbucks to trial a reusable cup scheme during the 2023 tourist season in the Highlands around the NC500 route. The scheme will essentially provide a pool of reusable cups that can be easily accessed as an alternative to single-use cups from participating businesses and returned at any other participating business at the customer's convenience, for further use within the system.

The Highland Cup Movement aims to make it easier for businesses and customers to choose to use a reusable cup when purchasing takeaway drinks in NC500 area of the Highlands. The pilot scheme would operate at key nodes along the NC500 route. We plan to offer a chain of convenient reusable cup pick-up and drop-off points along the route, situated at key thoroughfares and stop-off points.

### Roles and responsibilities

We are seeking businesses that sell takeaway drinks in the area around the NC500 route to join the Highland Cup Movement. We are working with local partners including North Coast 500, Highland Good Food Partnership and Zero Waste Scotland. We have Resource Futures to support us during the co-design phase of the project.

We have published an expression of interest on our website, (<https://www.keepsotlandbeautiful.org/highland-cup-movement>) and this webinar is the first of a series of engagement events for interested businesses to help in co-designing the reusable cup trial.

We want to make sure that the trial will work for everyone involved (from the perspective of a customer and of a local business), so your input is key. In today's webinar, we want to introduce ourselves and the trial to

you, but also get your feedback on some of the key operational details that need to be ironed out, to know where you would like to input your ideas and considerations in upcoming workshops after Christmas.

Resource Futures will be helping to facilitate these workshops, where we'll discuss some of the key operational details of the trial together. We're delighted to be supporting Keep Scotland Beautiful on their Highland Cup Movement project and look forward to hearing from you and kicking off the workshops in January. Our role will be to gather information, and not determine which view or opinion is the right course of action. Nonetheless, we expect that there will be lots to discuss – and we'll give a flavour for that in today's webinar.

## Upcoming workshop topic areas

Keep Scotland Beautiful will now present the headline topic areas and operational considerations that we'd like to discuss through workshops. Please listen and take any notes you need, thinking where you would like to learn more and input your ideas and which ones you think you can lend your experience to. At the end, you'll have an opportunity to ask questions, and then we will open a poll, where we will ask you to select your top 4 topics to cover in dedicated workshops. We cannot guarantee that all will be taken forward, but it will be useful for us to know where the priorities lie. If you cannot make any of the workshop dates, you will still have the opportunity to provide your thoughts by emailing [highlandcup@keepscotlandbeautiful.org](mailto:highlandcup@keepscotlandbeautiful.org). If you do so, we ask you provide your thoughts by the end of January.

### Topic 1: Marketing the scheme and trial

Discuss how to effectively communicate with customers to drive demand and overcome customers' perceived barriers to using the reusable cup scheme. Key questions we'll discuss could include:

Where do you suggest are good places to reach potential customers both in person and online? What barriers should we anticipate and try to address upfront? What do you think will be the key benefit to customers from using the reusable cup scheme? What would attract people to using the reusable cup scheme?

### Topic 2: Customer participation

Explore the steps taken by a customer in using the reusable cup scheme. Key questions we'll discuss could include:

Review the journey of a customer under the different reusable cup systems. Do they pay a deposit for the reusable cup and is that deposit taken with the sale of the drink? Do they register in advance for an account on the reusable cup system and share their account details when they order and pay for their drink

### Topic 3: Actions to be undertaken by the server/barista in a business

Explore the actions that would be taken in processing the order and preparing the drink. Key questions we'll discuss could include:

Review the steps taken at a business under the different reusable cup systems. When an order is placed how will the server record a cup has been issued from the reusable cup system? What would be the impact on the flow of drink preparation if the reusable cup model system required an identified cup to be matched with the customer's order?

### Topic 4: How to incentivise the return of reusable cups

Review and evaluate the different methods available to incentivise the return of the reusable cup. Key questions we'll discuss could include:

Would a customer prefer a reusable cup system where a deposit is redeemed on return of the cup or a financial penalty for not returning a cup? Would a business have a preference between the two systems and why?

### **Topic 5: Journey of a cup when customer has finished with it**

Investigate methods for how to collect cups, get them cleaned and ready for use again. Key questions we'll discuss could include:

Would a customer generally return a used cup when they visit a business to buy another drink or visit a designated collection point? What capacity is there in your business for storing and washing cups from a reusable cup scheme?

### **Topic 6: Data to monitor usage of the reusable cup scheme and to manage the flow of cups**

Review how to collect and use information to track the cups and their usage. Key questions we'll discuss could include:

What information does your business collect from sales of drinks in takeaway cups? How often would you review sales data and data provided from a reusable cup system?

## **Poll**

I will now share a poll, which will ask you to rank the topics in order of interest to you, with 1 being the topic you would most like to discuss and 4 being the topic you are least interested in discussing further through workshops in January/February. There will be a total of 3 workshops, all delivering the same content, but with two sets of breakout groups. We can't guarantee we'll be able to cover everything, but your answers to this poll will be very helpful for us to see where your priorities or biggest concerns lie. We'll be in touch early January confirming what the breakout group topics will be.

We will also ask you to choose which webinar timings might work best for you now. Don't worry, you can change later. It's just to give us a rough idea of numbers.

For those catching up or reading the script after the live event, please click onto the poll [HERE](https://forms.office.com/e/YZ8pxqYw3w):  
<https://forms.office.com/e/YZ8pxqYw3w>

It will be live until 31 December 2022. Please make your selections before the poll closes.

## **Next steps**

Today's webinar has been recorded, so we will send it round to everyone here today, and a link will be available on the Highland Cup Movement webpage for other interested businesses to catch up at a more convenient time. The script from today's webinar will also be available, as well as the poll, which will be open until December 31st. Please share with any appropriate or interested business contacts.

We plan on running 3 workshops: one on a lunchtime slot, one on an evening, and one on a Saturday morning, to try and get as many businesses to attend as possible.

Please **SAVE THE DATE** for the workshop date/time that works best for you (you only need to attend one):

- Wednesday 18 January, 12.00-14.00
- Tuesday 31 January, 19.00-21.00
- Saturday 4 February, 10.00-12.00

Note: If you cannot make any of these dates, you will still have the opportunity to provide your thoughts by emailing [highlandcup@keepsotlandbeautiful.org](mailto:highlandcup@keepsotlandbeautiful.org) . If you do so, we ask you provide your thoughts by the end of January.

We expect that the online workshops will be 2 hours long and won't require any preparation. The objective will be to get as much local knowledge from you as possible, in a short space of time, so we just ask that you come with your thoughts and ideas! You may want to think about how a reusable cup scheme would work in your business, any issues you might encounter, and bring these with you to the workshop. We will also ask you about the current approaches to reuse in your business (e.g. customer demand for drinks in reusable cups) to gauge current level of interest and knowledge.

Following the workshops, we will compile an overview report. It will discuss the ideas shared and highlight key factors and parameters for inclusion in project design. This will help Keep Scotland Beautiful and partners to go away and put this into action, ready for rollout in March.

Other ongoing and planned activities related to this project include:

### **December**

- Call out for businesses to get in touch who would be interested to find out about the project,
- Conducting polling with a sample of Highland Council residents on their attitudes to reusable packaging for takeaway drinks. Their views on increasing the use of reusable cups and views on which items would put them off using a reusable cup scheme.

### **January & February**

- Online workshops with stakeholders to explore the different operational elements of a reusable cup scheme and design considerations to suit the local circumstances of NC500 area
- Build customer awareness of a reusable cup scheme coming to NC500 area
- Identify the locations and participating businesses

### **March**

- Work with participating businesses to embed the reusable cup scheme into their operations
- Commence marketing and communication activity for the reusable cup scheme

## **Q&A**