

# Conscious Cafés



A Guide on working together to reduce waste and encourage reuse!

## Why?

**Our top priority should always be to prevent waste in the first place; by 'designing out' waste we can protect our resources, limit damage to our environment and reduce green-house gas emissions.**

### Benefits of reuse:

1. Reduced costs: Your business will benefit from lower waste disposal fees from your waste collector and also less labour costs as a result;
2. Prevent litter: Reduced street litter near your business reduces the threat of harming wildlife, and your local Tidy Towns/Community groups will appreciate your efforts in supporting their work;



3. Environment: Lower carbon footprint and helping preserve natural resources;
4. Increased customer loyalty: Research shows that customers actively seek out conscious businesses;
5. Employee Morale: Employees feel better working with an ethical business.



## So what can be done to reduce waste?

### With your Team

- Ensure all employees have a reusable cup and water bottle or alternatively always use crockery/glasses when on site as opposed to disposables: we can walk the talk!
- Ensure your team is informed of any incentives and encourage them to tell your customers as they order their beverage;
- When taking an order, you can politely ask if it's for takeaway/sit in and offer ceramics first in this instance. Staff can explain that the business is trying to reduce waste and have chosen to stop offering single-use items for those who dine in ... as we say "Sit, Sip and enjoy".
- Make a point of getting out for a short clean up/beach clean once or twice a year. It is a great team building exercise; motivating and increasing awareness about waste;
- If your organisation is large, you could set up a Green Team or, for a smaller organisation, simply appoint a Champion. Empower them to drive your waste reduction and recycling.

## Social Media

Say it loud and regularly that you accept reusable cups and be sure to mention any rewards offered to customers who bring their own (BYO) cup with **#WeChooseReuse**. The more visual reuse is, the more likely customers are to engage.

Posts about the reduction in the amount of cups used in the business are also effective at creating interest in reuse.

## Signage

- Utilise posters downloadable from our website [www.consciouscup.ie/postersandguides](http://www.consciouscup.ie/postersandguides) in various places such as the front door, counter top, in the bathrooms on back doors or beside hand dryers;
- As your customers start to engage more with reusables, you could use a blackboard to tally and show your customers how many cups you have served and hence saved from disposal each day;
- Ensure the bins are clearly labelled for recycling/organic/general waste, both kitchen side and customer facing. There is free signage available at <https://www.mywaste.ie/business/>
- Keep the following behind the counter out of sight and on request only: Disposable cups, straws and napkins. Let the team know that by doing this we save our resources and money.



## In the kitchen

- Swap out cling film for reusable containers instead.
- Purchase Reusable Nylon Piping bags.
- Also use compostable liners in food waste bins.
- Check with your suppliers to see if they offer reusable/returnable packaging.

## We are here to help

Email any comments, questions or suggestions you have to [info@consciouscup.ie](mailto:info@consciouscup.ie)