

# Why go Single Use Cup Free (SUCfree)

Single-use cups (SUCs) – the takeaway cups used for hot drinks – have become a significant environmental problem worldwide. In New Zealand alone, it's estimated that 295 million cups end up in landfill each year.\*

Whether they are plastic-lined, PLA, or branded as “bio” or “eco,” all takeaway cups break down in landfill and emit methane, a potent greenhouse gas. Many people also mistakenly place them in recycling bins, but because they are soiled and non-recyclable, they contaminate the bin and send the whole lot to landfill.

‘Compostable’ cups and lids can only break down in commercial composting facilities, which are extremely rare — and not available in Queenstown.

This means they also end up in landfill, litter waterways, or scatter across our streets.

Takeaway hot drinks are part of daily life and an important source of income for many cafés. But because they are a non-essential item with plenty of alternatives, our goal is to make Queenstown SUCfree.



*\*The Packaging Forum, 2023*

# Steps to becoming a SUCfree cafe

- Provide a mug library
- Set up a loan cup system
- Add a surcharge to disposable cups
- Display signage to encourage customers to bring their own
- Promote dine-in options so people can enjoy their drink in-house

By combining these options — sit, bring, borrow — your café can go fully SUCfree. We're here to provide advice, resources, and support to help you take the next step.

## Benefits

### Environmental:

By not consuming throwaway cups we will not only be reducing waste and carbon emissions, which will help reduce global warming, we will also be avoiding the extraction of natural resources and saving energy that is consumed in the process of making the cups in the first place.



To reach this goal people need to be educated about this issue, behavioural change will keep our landfills clear of cups and our recycling bins less contaminated.

Understanding that reuse is the key will make the difference - our convenience of using a throwaway cup for a few minutes will cost the planet and our community for many years to come.

### **Financial:**

Simple - remove the cost of throwaway cups from your business OR reduce costs when you swap in for a loan cup scheme. You may also make a margin from selling more keep cups.

For more information or to discuss how you can become SUCfree, please contact [sucfree@sustainablequeenstown.org.nz](mailto:sucfree@sustainablequeenstown.org.nz)

