

The Essential Guide



ECO
to go



How to successfully implement the Eco-To-Go reusable system into your establishment

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A vertical decorative illustration on the left side of the page. It consists of a brown stem with several green leaves and five stylized flowers. Each flower has a yellow center and green petals. The flowers are arranged in a slightly ascending pattern from bottom to top.

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What is an Eco-To-Go Programme?



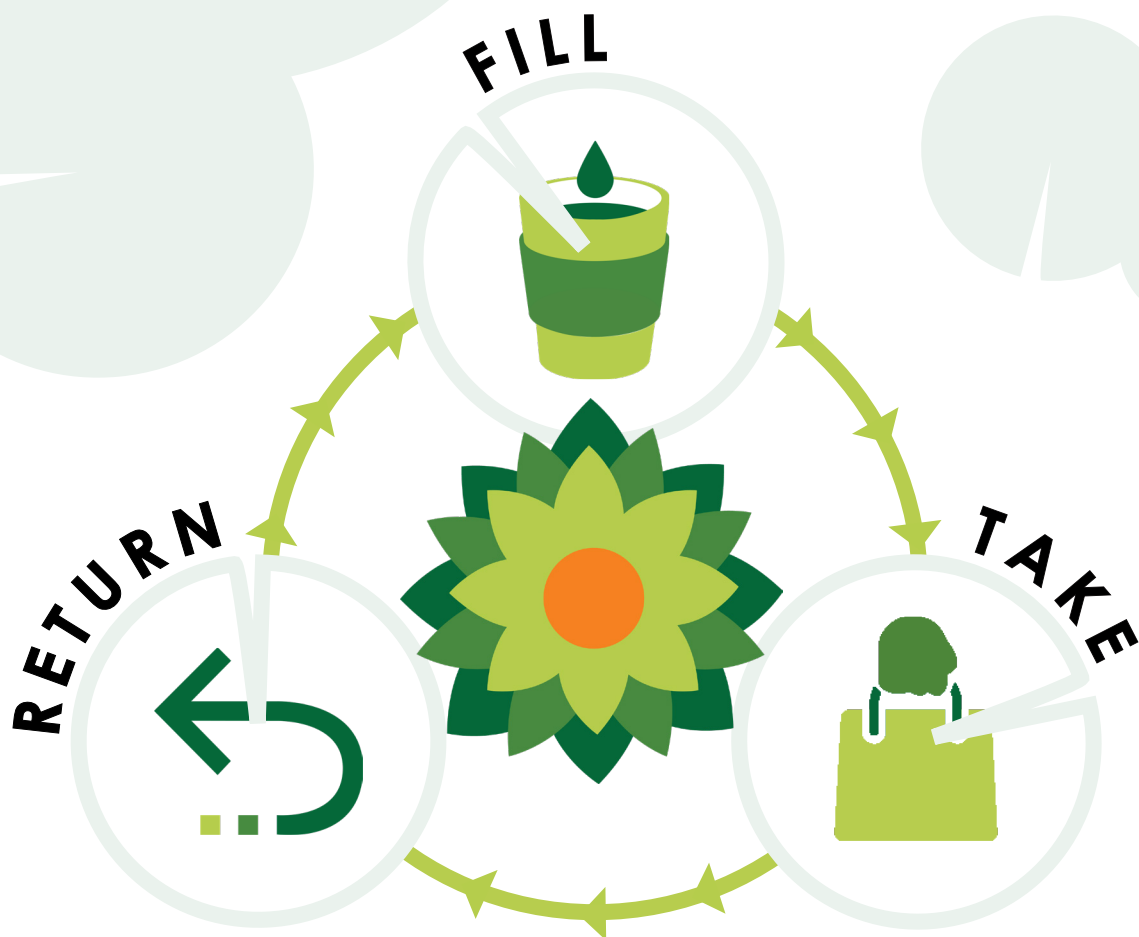
Background

Eating on the go is an attractive option for busy students and professionals alike, however single use disposables can create a lot of unnecessary waste and cost to foodservice operators.

The Eco-To-Go System was pioneered in 2009 by Audrey Copeland, a University student in Florida who came up with the simple idea of reusing food takeout boxes in a closed loop environment.

Using a circular approach, we have developed products and systems offering organisations sustainable, durable and cost-effective reusable alternatives to single use food boxes and cups.

From this idea we devised this simple **Eco-To-Go Infograph**:



What is an Eco-To-Go Programme?



We have developed a choice of 2 models:

Exchange Model: Staff/students pay a one-off fee to join the scheme and receive a token for accountability. When purchasing food/drink to go, the token is exchanged for a reusable. On return the box/cup are handed back to the food outlet for washing in exchange for a token or a clean reusable to go.

Ownership Model: Staff/students purchase and keep their own box/cup, which they carry, wash and reuse

Exchange Model



...**FILL** with your favourite food or drink

TAKE it out

RETURN to the food outlet for a reusable or token exchange, then **FILL...**

We've found that most establishments implement a charge because it helps recoup the initial investment and creates an accountability system, encouraging people to keep track and take good care of their reusables.

Ownership Model



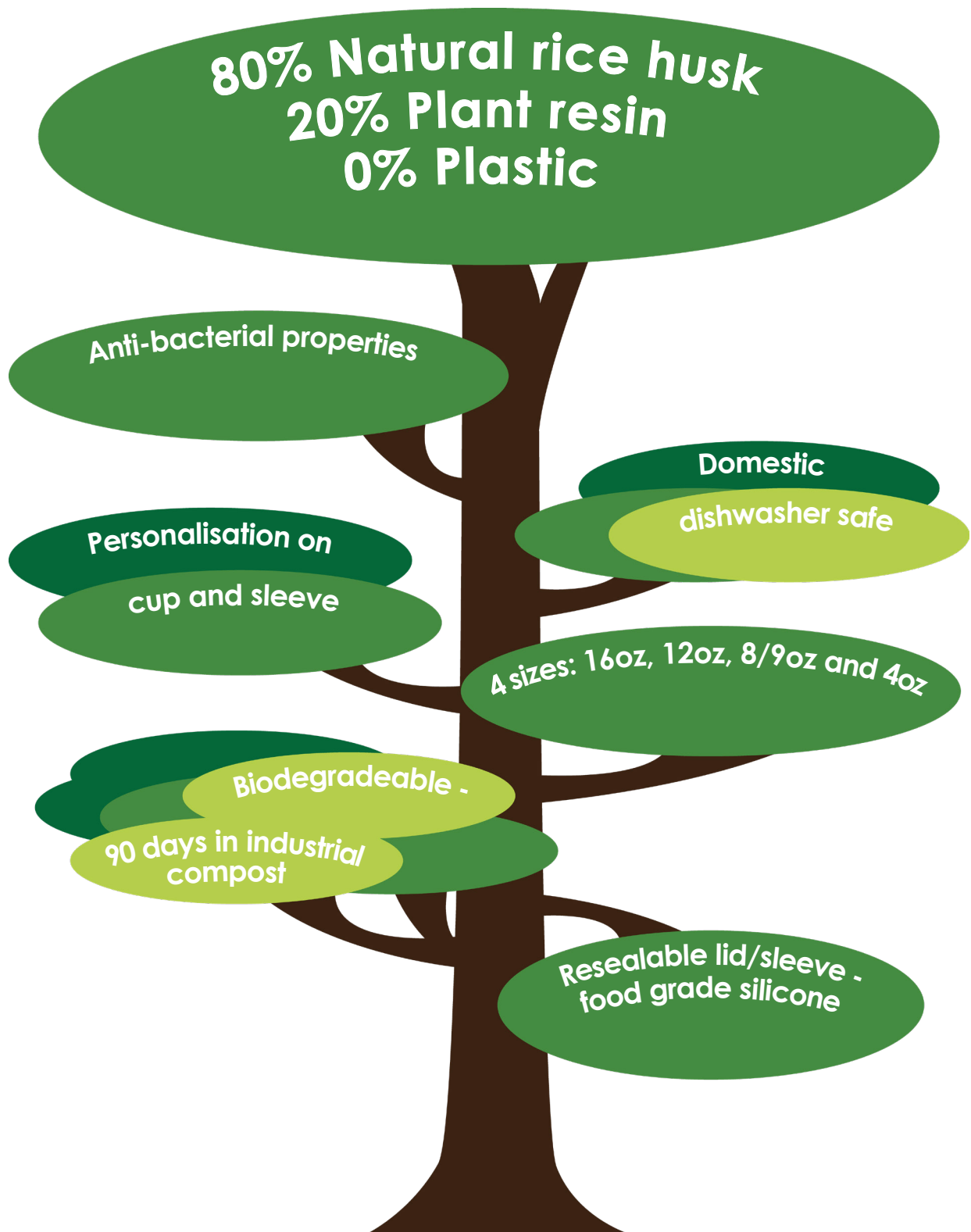
...**FILL** with your favourite food or drink from the food outlet

TAKE it out

RETURN to the food outlet to **FILL...**

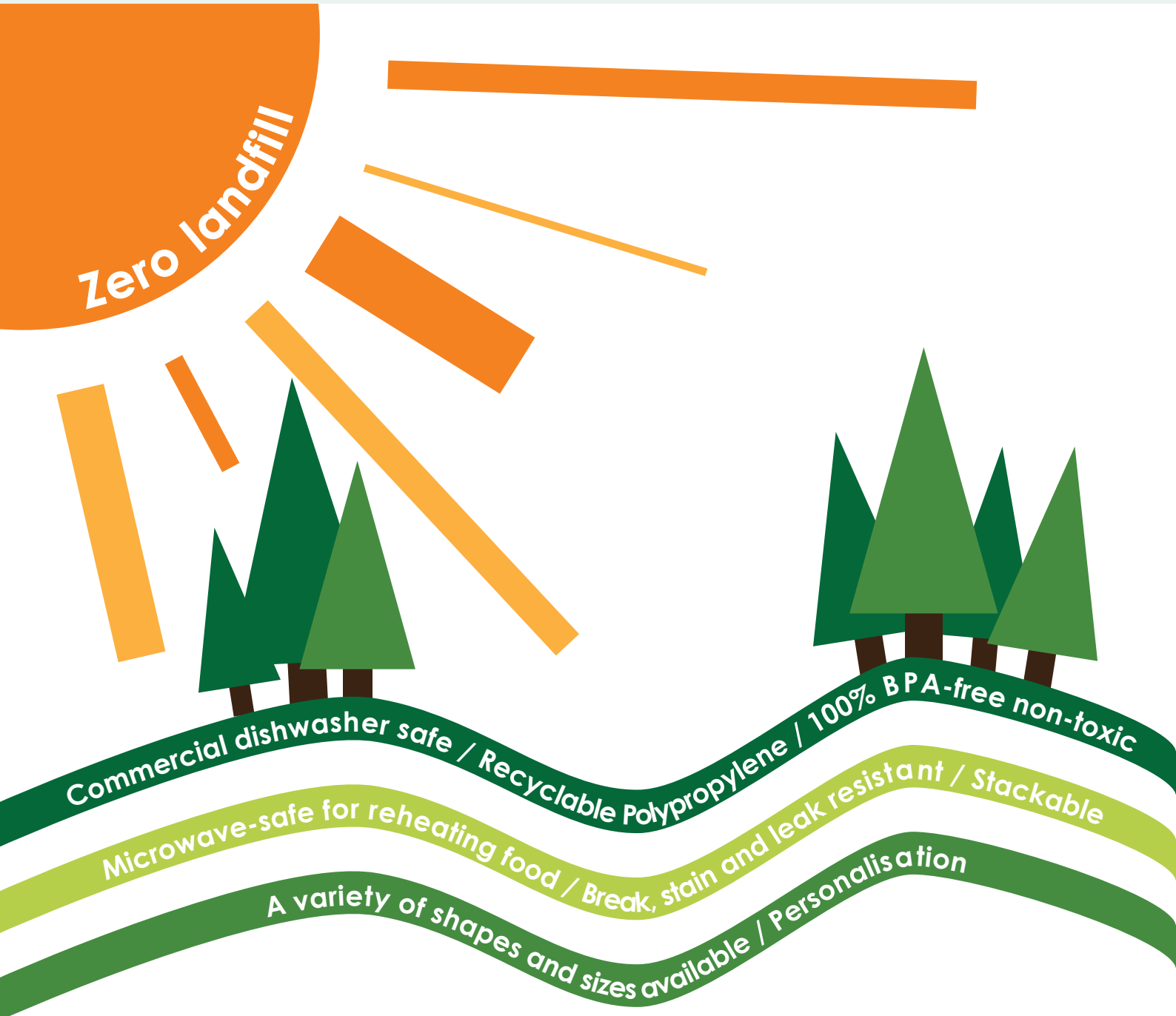
Responsibility is with the customer to maintain the reusable in this instance.

Rice Husk Cup



Rice Husk Cup can be implemented into the Ownership Model.

Eco Box



Eco Box can be implemented into either the Exchange Model or Ownership Model.

HuskeeCup



Commercial dishwasher safe

Made from coffee husk & Polypropylene

Personalisation (Lid)

3 sizes: 12oz, 8oz and 6oz with universal lid

Fin design keeps hands cool and drinks hot

Repurpose into cafe furniture at end of life

Iconic Design

Huskee.

HuskeeCup can be implemented into either the Exchange Model or Ownership Model.



Implementation



Implementation



Collaboration

Involve all stakeholders (catering team, customers, environmental, waste management, marketing). Work together to ensure a successful launch.

Facilities

Exchange or Ownership Model? Consider facilities available and how each model would fit in to your operation. Furthermore, tokens aren't the only option that can be implemented into the exchange system; an App, QR code, student card system or rewards scheme can also be integrated.

Review

Review current usage of disposables to establish product style, size and number of cups/boxes required.

Empower

Educate, train and empower catering staff to understand how reusable systems work to encourage customers to choose to reuse. A gentle nudge at point of service, asking customers if they would like their takeout in a reusable or a disposable to encourage people to make the switch. Position posters and point of sale in key areas.

Encourage take up / behaviour change:

Offer a free meal / drink

Loyalty scheme

Discount for reusables

Charge a levy on single use disposables

Withdraw disposable options

Offer all / some customers a free reusable cup / food box

Poster & social media campaign

Implementation



Marketing

The power of marketing is key to the success of implementing change. This can be done through social media channels, posters, table tents, eco days.

The best way to empower customers is to create a buzz about what is happening. Send out clear messages on build up to a launch.

Use social media to send out key messages throughout the year.

Posters, table tents, flyers and screen advertising

Point of sale designed to include Eco messages to encourage take up of reusables.

Eco days - engage with customers explaining products and systems and why it's a good idea to ditch disposables.

Re-evaluate

6-12 months after launch, evaluate effectiveness of your reusable scheme. Are there any changes which can be made to improve take up, facilities, operations?

End of Life Procedure

Establish a system to collect damaged cups and boxes at end of life using clear messages to customers for end of life procedure. Liaise with your local council / waste management / suppliers with regard to recycling / regeneration of reusable products.

Savings

In addition to reducing waste, there are significant savings to be made from implementing an Eco-To-Go system when compared to disposables.

Below are two examples of savings made from an **Ownership Model** and an **Exchange Model**:

Exchange

University B made a decision to withdraw disposables from their outlets and 4 sizes of Eco Boxes were purchased (EC-07, EC-08, EC-11 and EC-15). Students are now required to pay into a “rent a box” system where they pay £5 and are provided a key tag as proof of ownership. The Eco Boxes are used and taken back to the food outlet for washing. Savings came from reduced staff costs for litter picking, reduced storage space and no re-ordering disposables. 78,000 disposables were diverted from landfill in this instance.

Ownership

University A trialed Eco-To-Go Eco Boxes in one of their food outlets. They had an annual spend on disposables of £21,000. An initial purchase of the Eco Boxes was made at a cost of £4000. Disposables were withdrawn entirely and staff / students purchase a box (at cost price) in order to take food away. This resulted in an immediate saving of £17,000 for that year, rising to £21,000 when all boxes were sold. Additionally, 138,000 disposables were diverted from landfill.

When calculating savings, note that the savings you make are dependant on the cost of the disposables currently in use, the quantity of products purchased and the price paid for the product to your supplier.

Other factors affecting savings are number of takeaway meals served, dishwasher costs and your annual replacement cost for containers lost or damaged, which is estimated at 10% of your stock.

Personalisation

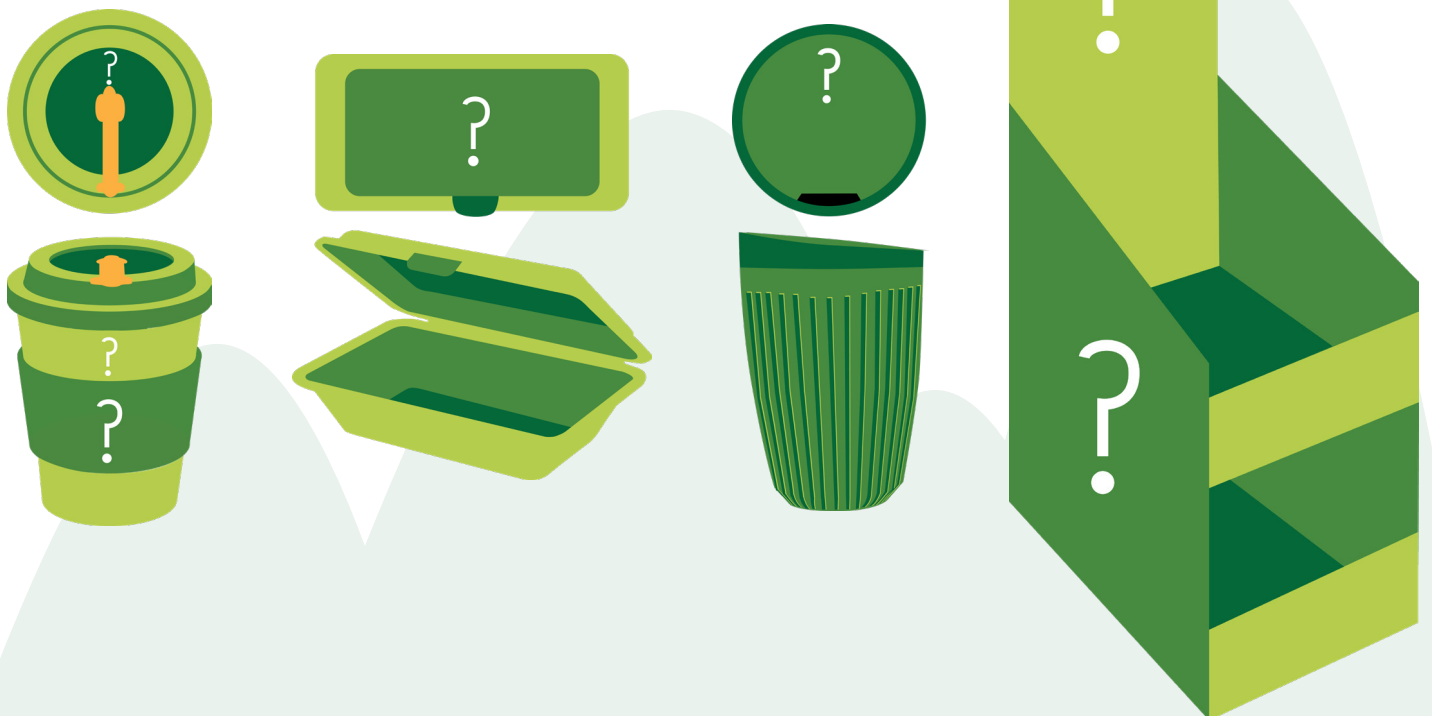


Personalisation is a great way to promote your establishment through a sustainable product.

Rice Husk Cups can be personalised on the cup or on the silicone sleeve, **Eco Boxes** and **HuskeeCups** can be personalised on the lid.

We also offer **Point of Sale**, a stand for advertising the products, which can also be personalised.

Please feel free to get in contact with FSG Tableware if you have any questions regarding personalisation.



Thank you for contributing to a healthy environment!

