

# Project Loop-a-Cup | Plan of action

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## The WHY

### Problem

- In the Netherlands, each year 3 billion single-use cups get thrown away and are processed in a non-sustainable way.
- Reuse is the go-to circular strategy as cups have limited recyclability now and in the near future.

### Goals

- Project lead Paardekooper has as its goal that in 2025, 25% of Dutch consumers have adopted a reusable cup.
- Positive environmental impact of the specifically developed zero-waste cup
  - Better than single-use with 4-6 reuse loops – including sanitization and return logistics

### Results

- Real-life pilots in which desirability, feasibility and viability of a system with reusable to-go cups in the open environment has been proven.
- Self-sustaining system, ready to scale (inter)nationally
- Reduction of plastic waste and CO2 emissions, increasing with project reach.

### Scope

- 'On the go' drinks in open urban environments
- The system will be scaled to other cities in the Netherlands as of 2022.

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## The WHAT: approach and Activities

### Approach

- In project Loop-a-Cup, we make use of Lean Validation methods, including the build-measure-learn cycle, to test and validate all aspects of the business model with limited time and resources.<sup>1</sup>
- Key elements of this approach are real-life pilots, which take place for this project in collaboration with cafe owners in open, urban environments such as city centers in the Netherlands.
- Throughout the project, the system will operate over time more efficiently and will be implemented step-by-step on a larger scale.
- To ensure scaling of this system to multiple Dutch cities, a key strategy in selection of collaborating cafés is to include *national chains* early in the project.

### Activities

- Phase 1:
  - small-scale pilot to test desirability with beta-version of system
- Phase 2:
  - select software solution to deliver scalable, professional service
  - Improve design and functionality of the cup
- Phase 3:
  - Second pilot to test scalable model and viability of the business case with cafes in Rotterdam
  - Work-out communication plan
- Phase 4:
  - Roll-out of the system in a broad(er) network of cafés, continuously taking care of:
    - Sales activities
    - Procurement activities
    - Marketing activities (design / PR etc)
    - Operational execution
    - Software development
    - Financial administration and connect with Enterprise Resource Planning (ERP)
- Phase 5:
  - (inter)national scaling & system optimization

1: Read Appendix X to learn more about Lean Validation methods

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## The WHAT: budget & Planning

### Budget and coverage plan

- In phase 1, 2 and 3, key investments into development of the system will be made. These investments compose of the following:
  - Project management of pilots (in-kind, Enviu & Paardekooper)
  - Operational execution of pilots (in-kind Enviu & Paardekooper)
  - Scouting & sourcing of best software solution (Paardekooper)
  - Procurement of cups (Paardekooper)
  - Design of cups (Paardekooper)
  - Marketing campaigns around pilots (Mission Reuse and Paardekooper)
- In phase 4, key expenditures include:
  - *Matrijs* cups (Paardekooper)
  - Procurement of cups (Paardekooper)
  - Handling (redistribution of cups) support on location (Paardekooper)
  - Marketing activities, such as POS materials (Paardekooper)
- In phase 5, additional investments include:
  - Software development for smart return bins (PackBack)
  - Market development, such as awareness campaigns and policy influencing (Mission Reuse)

### Project planning

- **Phase 1: Q4 2020**
  - small-scale pilot to test desirability with beta-version of system
- **Phase 2: Q1 2021**
  - select software solution to deliver scalable, professional service
  - Improve design and functionality of the cup
- **Phase 3: Q2 2021**
  - Second pilot to test scalable model and viability of the business case with cafes in Rotterdam
  - Work-out communication plan
- **Phase 4: Q3&Q4 2021**
  - Roll-out of the system in a broad(er) network of cafés, continuously taking care of:
    - Sales activities
    - Procurement activities
    - Marketing activities (design / PR etc)
    - Operational execution
    - Software development
    - Financial administration and connect with Enterprise Resource Planning (ERP)
- **Phase 5: 2022 onwards**
  - (inter)national scaling & system optimization

# Project Loop-a-Cup | Plan of Action

## The HOW: organization, communication and risks

### Organization

- Project lead:
  - Paardekooper
- Involved parties
  - Enviu (as part of Mission Reuse)
  - PackBack.app
  - Growing number of coffee chains, starting out with Chocolate Company and Lebkov
  - Growing number of local cafés

### Communication

- Strategic plan of communications will be worked out in Q2 2021.
- In any case, communication about (the results of) this project will be carried out in work group meetings and on (external) events representing Plastic Pact NL.

### Risks

- Key risks: tightened COVID19 measures pose a risk to the timing of pilot activities due to decreasing volumes of to-go drinks.
- We mitigate those risks to carefully select our partners for whom introducing a reusable innovation presents an upside in challenging economic times.
- In general, we minimize project risks by using the aforementioned Lean Validation approach, which ensures maximum learning and results with minimal time and investments.

# Related project: exploring opportunities to implement a reusable cup system in the workplace



haval



oerlemans packaging<sup>BV</sup>

enviu  
we build  
world changing  
companies



- Haval Disposables is keen on innovating its own business model to claim a position in the market for reusable packaging.
- Therefore, Haval currently works on developing Circulware: a product line with 22 different reusable packaging formats for food and drinks, including reusable cups.
- Haval is actively looking for opportunities to test these formats in real-life pilots, amongst others cup systems in the workplace.
- Oerlemans Packaging (no member of the work group, but also a signatory of Plastic Pact NL) has expressed a desire to work towards more sustainable coffee consumption in its offices and production locations.
- Together with Enviu, parties are exploring opportunities to set up a pilot project – as soon as Haval's cup is ready for testing – to prove the viability of a reusable cup system for the workplace in the Netherlands.
- Limm Recycling is a potential collaboration partner for the logistics involved with such a system.

# Other work group participants aspiring to make a leap in the domain of reusable cups

The Coca-Cola logo, featuring the brand name in its iconic red script font.The Spadel logo, featuring the brand name in a blue script font with a green brushstroke underline.

**NS Stations**

- Coca-Cola en Spadel have expressed interest to test appropriate reuse concepts for 2-go drinks when the timing is right.
  - Think about refill stations in high-volume 2-go retail formulas, in which consumers can refill a reusable cup themselves with their favourite beverages.
  - In the second half of 2021 Coca-Cola will announce her approach in this area and how we might connect this with work group projects.
- 
- NS Stations is driven to make a move into this area, as it dislikes the enormous amount of waste that is created as a consequence of disposed cups in trains and around stations.
  - Given that the environment and stakeholder network around railway stations are relatively complex, NS first awaits the succesful implementation of a cup sharing system in the open environment in the Netherlands.
  - Given the relevance of the Loop-a-Cup project to NS, as well as the key role NS plays in bringing reusable cup systems to scale, NS is involved as a first-follower in this project – making sure we do all things necessary to work toward active collaboration when the timing is right. is.

# Loop-a-cup Utrecht



## Pilot Summary

Testing of a reusable cup-sharing service for on-the-go drinks with cafés in the city center of Utrecht.

## Key Issue

Annually, 3 billion single-use coffee cups (and even more when other drinks are included) are disposed in the **Netherlands**. This leads to a variety of environmental issues, including excessive litter and unsustainable waste handling practices such as incineration.

## Plastic flows

Single-use cups for out-of-home drinks – potentially (in the near future) also PET-bottles for beverages.

## Potential impact

- \* Reduction of plastic waste from disposable cups & bottles
- \* Reduction of CO2 emissions

## Suggested solution

A system that delivers end-to-end operations of a network of reusable cups, including hardware (cups), software, incentive schemes and return logistics (smart drop-off possibilities, cleaning facilities, recycling damaged cups (closed loop)). This system needs: 1) committed local entrepreneurs from Utrecht city center and a pilot set-up to test consumers' and providers' preference to design a customised model.

## Pilot lead

Dorine Koopmans (Paardekooper)  
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## Partners involved/ interested

Enviu

## Current status

Pilot preparation (market validation, pilot design, resource planning).

## Relation to other projects

The lessons learned in this pilot could easily be expanded to other types of reusables, e.g. for cold drinks, for food (to-go and meal delivery) and other settings, such as office buildings (with a closed loop system) or public transport systems.

## Next steps

Test model in a small-scale pilot. Commit corporate partners to enable a larger scale pilot in, and to scale up the Proof-of-concept to other areas in the Netherlands.

## Needs

Dedicated pilot partners (such as packaging provider(s), coffee store chains, coffee roasting companies, beverage brands etc) to fund & co-execute larger-scale pilots, as a promising approach to strategic innovation.