



EWWR GOOD PRACTICES AND CASE STUDIES (ANTI BLACK FRIDAY GORILLA CAMPAIGN)

1. Details of Action:

EWWR Coordinator: Hugh Coughlan [Eastern Midlands Regional Waste Management Office]
Name of Action Developer: Conscious Cup Campaign
Name of action: Anti Black Friday Gorilla Campaign
Nominee catégorie: Citizens
European Special Prize: Yes No
Dates of action: Friday 24th November
Website: www.consciouscup.ie

Location of action

Place of implementation: Wolf Tone Park Dublin 1
City: Dublin
Region: Eastern Midlands
Country: Ireland

2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Reuse and preparing for reuse
- Recycle – Waste sorting and Recycling
- Clean-up activities
- Thematic Focus 2017: Reuse & Repair – Give it a new life!

3. Description of the nominated action

This location was chosen on Black Friday as it is close to a very busy shopping district, a local radio station was there to help promote the event and their “Blue Crew” cars helped to attract a crowd. For this campaign Dublin City Council provided funding which allowed for the purchase of KeepCup’s which were branded with the conscious Cup Campaign name and logo. For the event the cups were handed out to the general shopping public, in return they were asked to answer a few questions. These questions focused on some of the facts and stats surrounding disposable cups in Ireland. Many people are not aware that we cannot recycle these cups in Ireland. The idea was to make people aware of this needless waste and encourage them to use their new KeepCup at all times. The conscious Cup Campaign asks cafes to become supporters and as a supporter they offer an incentive to those customers who bring their own cups, they are to display the CCC logo at the entrance [this is given to them as a window transfer] alerting customers that they will get an incentive. All of the cafes are entered into a live interactive map so that customers can easily see where to get a discount in their area or an area of the country they are visiting.

4. Reasons why the action has been selected for the EWWR 2017 Awards:

a) Visibility and communication:



There was a local radio station involved on the day [Q102 + the Blue Crew] who have a high listenership, the event had been published across all social media platforms leading up to and on the day of the event. There is a high level of awareness of campaign already and it has received a lot of coverage on various radio stations and websites all over the country, it has been discussed at parliament as a method to help Ireland reduce its plastic waste. This is a hot topic in Ireland [and the world] at the moment so these elements combined helped an already interested crowd seek out the event to find out more and receive a cup.

How did this action reach people?

Over the event which took place over lunch time [12:00 – 14:00] approximately 600 CCC branded KeepCups were distributed to the public.

b) Originality and exemplarity:

What makes the action original or innovative?

Rather than the KeepCups simply being handed out directly to people, those who wanted the cups to interact a little first, this was done by asking some multiple choice questions relating to disposable coffee cups in an Irish context, the idea being that they would be shocked by these stats and then motivated to use the cup they were given – There was also a card inside each box which encouraged the cup owner to go to their local café and give them this card, the info on the card directed the café to the CCC encouraging them to become supporters and offer customers who bring their own cup an incentive

c) Lasting impact and follow-up:

How will this action have a lasting impact and how will they follow-up on it?

Since the event the CCC branded has exploded with hundreds of people looking to purchase the cups, it has also seen an increase in the number of cafes making contact and enquiring how to become supporters and seeking advice on how best to offer the incentive

d) Quality of content:

What makes this action the best?

It is an easy reduction action for everyone to take onboard and one that everyone seems to be able to easily understand which the most important part is.

5. Find out more:

Website: <https://consciouscup.ie/>

Social media:

https://www.facebook.com/pg/consciouscupcampaign/photos/?ref=page_internal

https://twitter.com/CCCampaign_Irl