

Produced by Zach Griffin

With Victoria Smith and Zero Waste Western

***Anti Made-to-Waste
Coffee Cup Initiative***
(AMWCC)



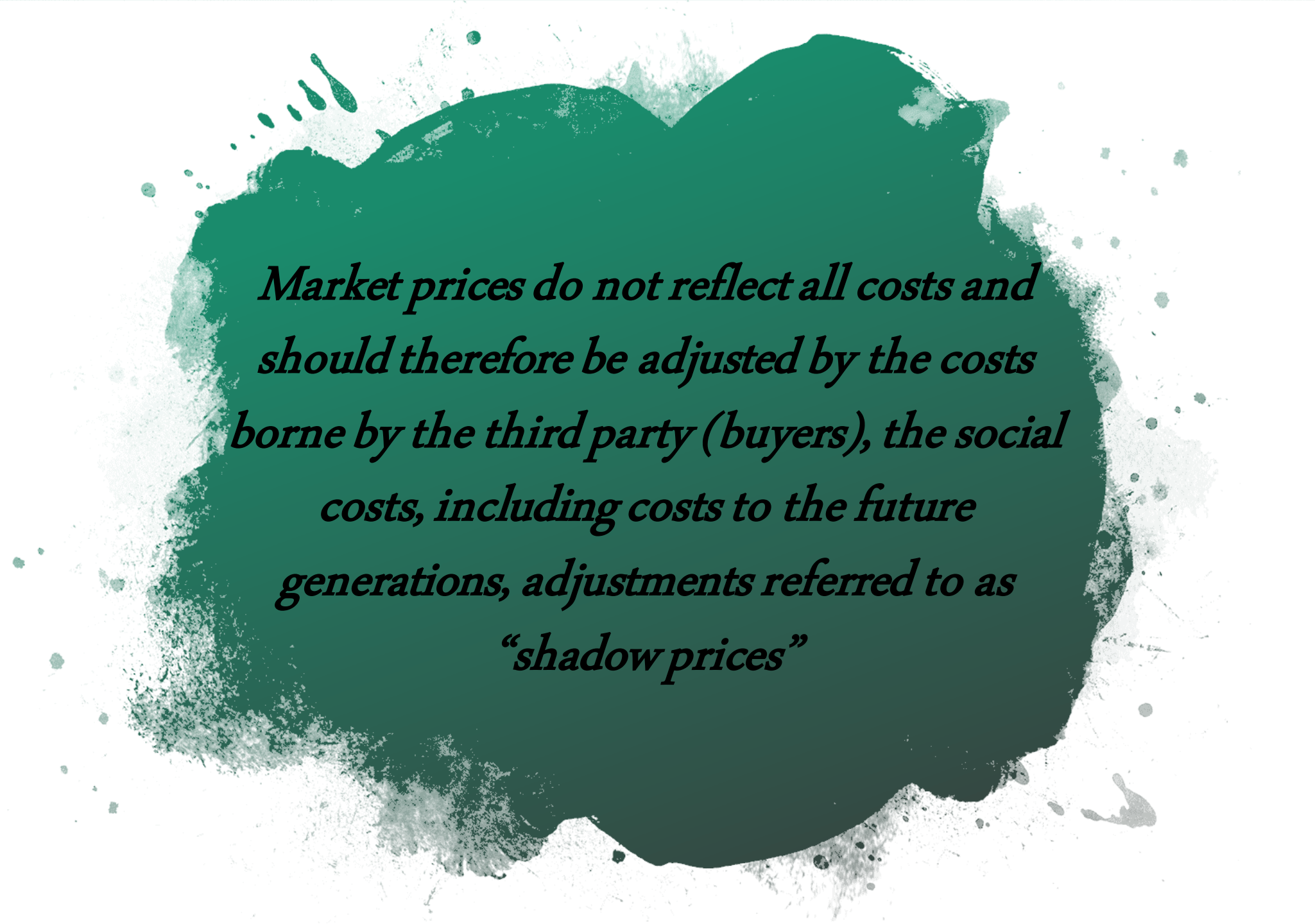
What is the main issue here?

- *Popular usage of disposable cups*
- *Unsustainable consumption habits*
- *Incorrect sorting of cups leads to more problems*
- *Eco-friendly future at WWU*



Basics of Initiative

- *Menu restructuring*
- *New prices and reusable cups*
- *Separation of cup charge*
- *Buy to waste or reuse*



Market prices do not reflect all costs and should therefore be adjusted by the costs borne by the third party (buyers), the social costs, including costs to the future generations, adjustments referred to as “shadow prices”

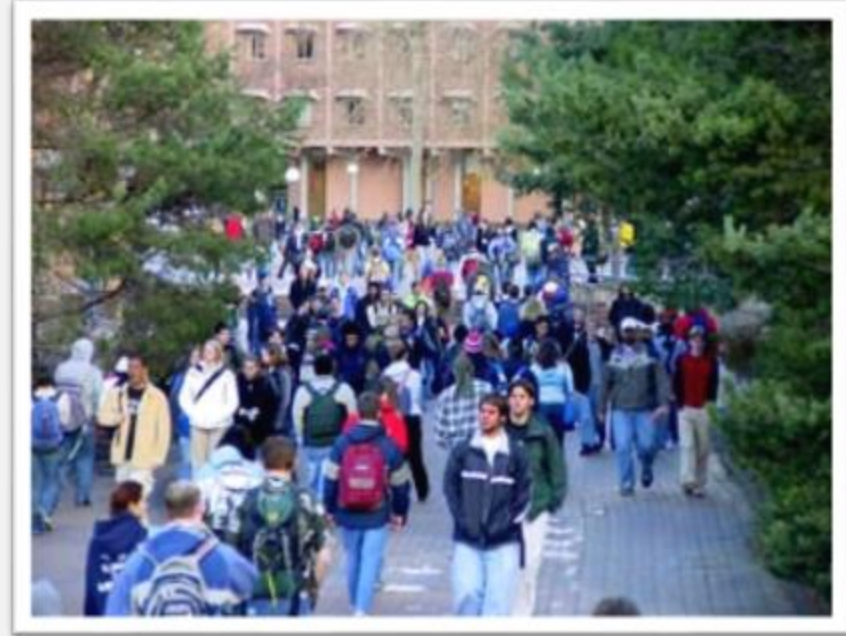
What are the benefits for the seller?

- *Lower cost of Production*
- *Image Boost*
- *Increased demand and low reactivity*



What are the benefits for the consumer?

- *Lower costs*
- *Perceived "discount"*
- *Feel-good impact*
- *Student Involvement*
- *Creation of Non-Waste Habits*



What are the benefits for the Western?

Short-Term

- *Reduced waste stream*
- *Lower disposal costs*

Long-Term

- *Student cooperation*
- *Improved imagery*
- *Sustainable action!*
- *Positive legacy effects*



Affordability and Convenience

- *Price of Coffee vs. Reusable Mug*
- *Knowing where to look*
- *"Opted-Out" Buyer*
- *Illusionary Cost on Consumer*



Sustainability Aspect

- *Brundtland Definition, Resilience, Social Justice*
- *Social Aspect*
- *Roving Sustainable Habits*

*Compostable vs.
Reusable?*

- *Band-Aid Solution*
- *Crushing waste habits*
- *What are we really sustaining?*
- *Finite World, Plant-Based Materials*
- *Sustainable Push, not shove*
- *Positive Legacy effects*
- *Incorrect Disposal Aspect and Effects*

Case Studies

- *Ireland*
- *Maryland*
- *United Kingdom*
- *University of Winchester*
- *Berkeley, CA*
- *Basic economic principles*