



#CUP RESCUE

Schools Program

Welcome Pack & Key Program Information



**SIMPLY
CUPS**

7-ELEVEN®

IN PARTNERSHIP

Welcome to Australia's leading cup recycling program!



It's estimated that over one billion takeaway coffee cups end up in Australian landfill each year. This is because they are lined with plastic and can't be recycled.

Together with Simply Cups, 7-Eleven is leading the cup recycling revolution so that takeaway cups can be collected, processed and recycled.

To date we have installed over 620 cup collection units in our 7-Eleven stores across the country. Now we're wanting to grow the program even further with our community partners to help save even more cups from landfill.

If you're reading this, you are part of the #CUPRESCUE movement - welcome! This welcome pack contains all the relevant information you need to know to ensure that the 7-Eleven #CUPRESCUE Schools Program is a success.

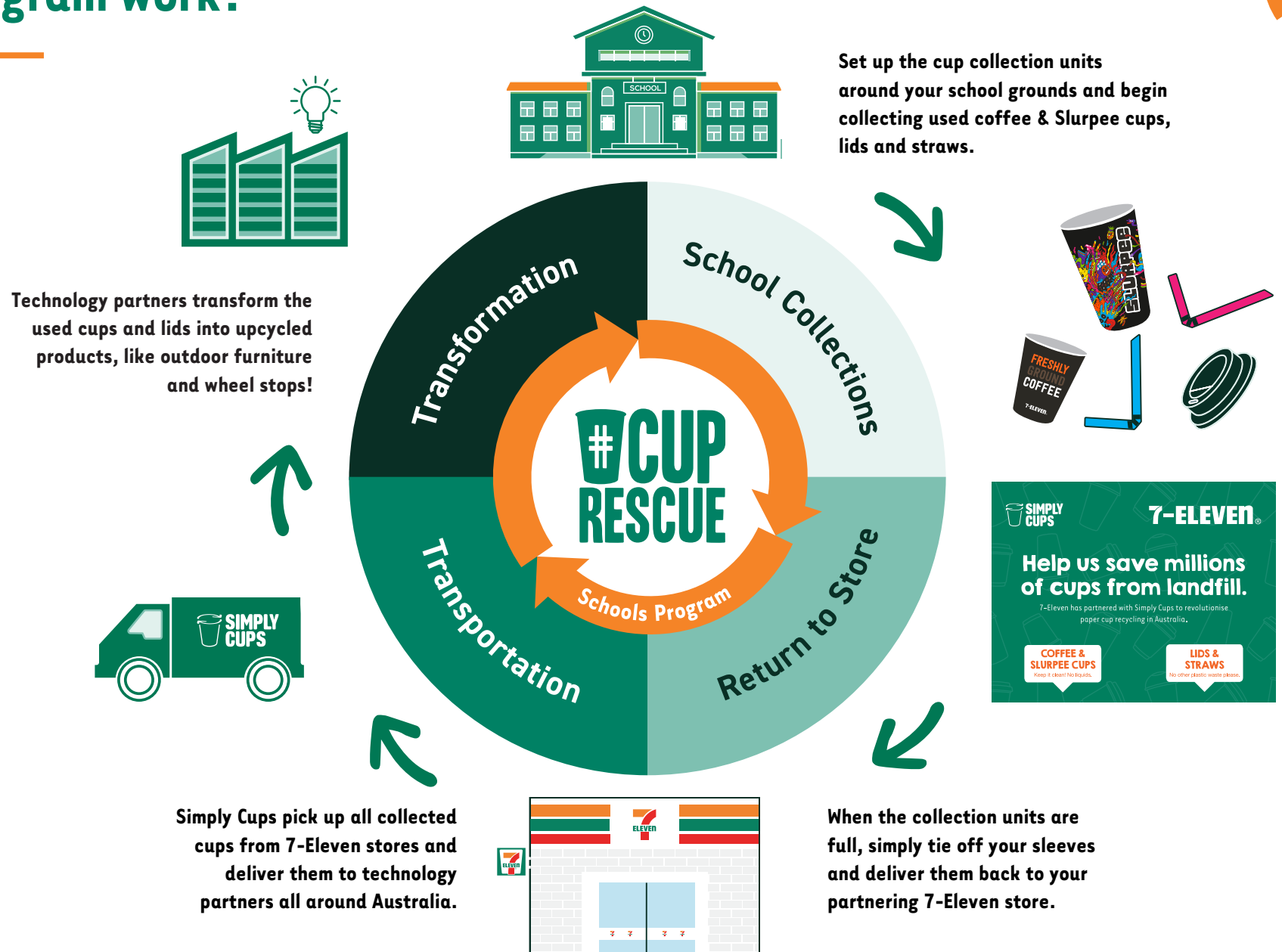
Please share this document with fellow students and staff so that everyone understands their role to play. If you have any further questions, please reach out to your partnering store's Retail Business Manager or email cuprescue@7eleven.com.au.

The Cup Rescue team thanks you for your ongoing support!



IN PARTNERSHIP

How does the #CUPRESCUE program work?



Simple steps to program success!



1 Set up your collection units around campus.

Your school will receive a combination of single tube and double tube collection units. The single tube units are best suited to kitchens and common rooms where a recycling bin is nearby for coffee lids. The double units are best suited to the school grounds where most students congregate.



2 Educate your school about the program.

We will also email you a welcome poster that you can use to communicate the program to students, parents and staff members. Please print these out and place on campus noticeboards and any other highly visible locations near the collection units.

3 Track your success and share your experience.

We'd love to see some photos of your school's cup rescue efforts! Simply send us an email with any images you're happy to share to cuprescue@7eleven.com.au

We also welcome feedback of your experience, as it helps us improve the program for more schools across Australia.

Reminder

- Be wary of weather conditions and put your collection units undercover where possible.
- Move units to a secure place during the weekend and after hours.
- Practise good hand hygiene when cleaning the units.



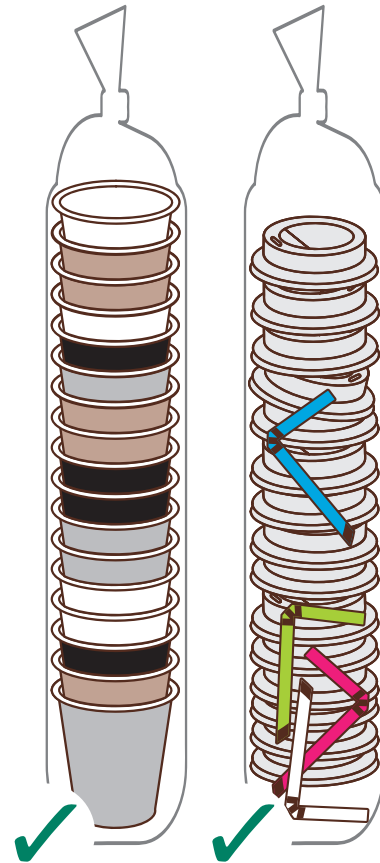
What CAN and CANNOT be recycled in the Simply Cups program



! If a cup recycling sleeve becomes contaminated, all cups, straws or lids within that sleeve cannot be recycled via the program.

This makes it very important that all students and staff are made aware of what can and can't be accepted prior to commencing the program at your school.

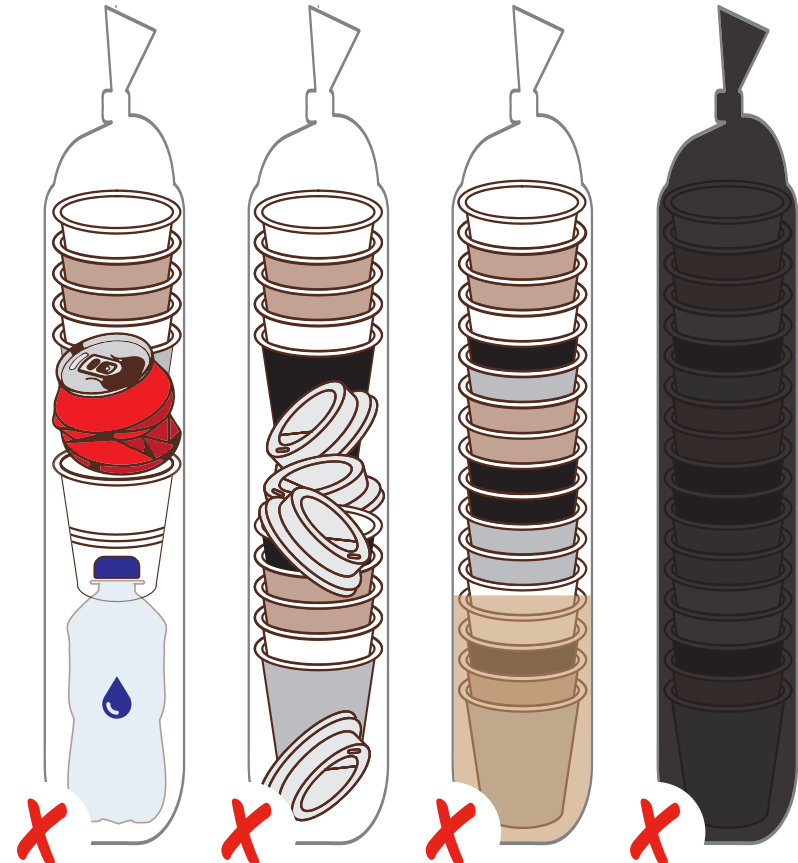
Oh, and remember...we're not fussy, we accept all brands of cups!



Acceptable

Empty cups, well nested (stacked bottom first)

Clean cup lids & Slurpee straws



Contamination : Cannot Be Recycled

Plastic cups, cans or bottles

Mixed sleeves of cups and lids. Separate if possible.

Excess liquid at the bottom of the sleeve.

Opaque or compostable bags or sleeves.

How to empty & maintain your #CUPRESCUE collection units



1

Lift off cap from tube.



2

Slowly pull out the full sleeve of cups.



3

Check that cups are well-nested and remove any contamination.



4

Tie off the end of the sleeve tightly.



5

Get a new clean sleeve and fold it in half, then slip it into the tube.



6

Fold over the sleeve at the top, allowing approx 10 cms of overhang.



7

Replace the tube cap. Repeat this process for the lids tube.



8

Return your full sleeves of cups and lids to your assigned 7-Eleven Store.

FAQs : All about coffee cup recycling



How big is the takeaway cup problem in Australia?

It is estimated that over one billion take-away coffee cups end up in landfill each year in Australia, with some estimating that the total of all take-away cups going to landfill is close to three billion annually.

Why can't we recycle take-away cups in general recycling?

Take-away paper cups are lined with plastic to prevent liquid seeping through, which unfortunately prevents the cups being recycled through normal paper recycling facilities. The cups are technically recyclable, however paper recycling facilities in Australia have not been designed to process takeaway cups effectively.

Why do we need to collect the cups separately?

Take-away cups are difficult to separate from other paper products through the sorting process. Collecting cups as a separate waste stream reduces the need for manual sorting and reduces contamination, ensuring all cups collected can be recycled.

Upcycling : What happens to the cups once they are collected?

Cups collected through Simply Cups are bailed and stored until sufficient volume has been collected for transporting; this helps reduce transport. Cups are then taken to a processing facility where they are combined with other plastic materials to create a resin suitable to upcycle into new products such as bench seats, kerbing and car stops.

What happens to the straws once they are collected from 7-Eleven?

Straws are recycled with the lids and other waste plastic to make new products such as car park bumpers and outdoor furniture.

Will the cups be recycled in Australia?

Yes. All cups collected through Simply Cups will be processed and recycled here in Australia.



picnic table
made
with recycled
coffee cups and
waste plastic
including
straws!

FAQs : The #CUPRESCUE program



What cups can go into the cup recycling units?

Any brand of paper-based coffee, Slurpee and other take-away cups can go in the units.

Can plastic straws also be recycling through the program?

Yes, plastic straws can be deposited in the Simply Cups recycling units. Straws can be placed in the same receptacle as the coffee cup lids.

What about plastic cups such as Iced Coffee, Slurpee mega & super, and Slurpee lids?

These plastic cups and lids are already recyclable and can be placed in co-mingled recycling bins (general household/commercial recycling).



✓ **Yes, please!**

Paper cups only.

Cup lids and straws also accepted.

✗ **Sorry, no.**

No plastic cups or dome lids.

No excess liquids or ice either!

What happens when I run out of cup recycling unit sleeves?

Your partnering 7-Eleven store will be able to order some more sleeves for you which will be delivered to store.

Who is my main point of contact for the Cup Rescue program?

The Retail Business Manager of the store is your main point of contact alongside the Store Manager. These 7-Eleven staff members are who you will meet upon your program induction. If you are unable to contact them for any reason, reach out to our #CUPRESCUE team at cuprescue@7eleven.com.au.

How do I best take care of the units?

Whilst our units should be out across school grounds during school hours, they need to be brought inside overnight and on the weekend. The units can show sun and water damage if left exposed to harsh weather conditions.

We also recommend giving the units a wipe down every now and then with spray and wipe to keep them nice and clean.

Where should we put our units across school grounds?

Single tube units can be left near a recycling bin so that the cups can go in the unit, and the lids straight into recycling. We have found staff kitchens or Year 12 common rooms are the best place for these units.

The larger units have a place for lids and straws, therefore are best left across the school grounds where most students or staff members are consuming the product. Our best advice is to test a few different spots to see where you get the most cups collected!

What do I do once I have some full cup sleeves?

Once you have collected some full cup sleeves, simply deliver them back to your partnering 7-Eleven store. Let the store staff know who you are, and they will have you put the cups in the back-of-house wheelie bin ready to be collected by our collection partner.

You can ask your partnering store what drop off day/s work best. Note that our main aim is to be consistent with cup drop-offs to align to our cup collections (i.e. one drop-off every fortnight or month, vs. one extra-large drop off every 3 months).

FAQs :

Common questions about recycling



Why can't cups be made from 100% paper?

The plastic lining is crucial to prevent the liquids from seeping through the paper. While it's a great thought to have cups made from 100% paper, the cups wouldn't be suitable for holding liquid.

Why can't plastic straws be recycled through general waste?

Plastic straws cannot be recycled because when they travel down the conveyor belt at the recycling facility, they are too small and fall through the cracks. This means that straws sit in landfill for years or pollute our oceans and waterways.

Why not just use biodegradable or compostable cups?

Unfortunately, biodegradable cups usually require processing in a dedicated facility but most end up in landfill where they do not biodegrade correctly. This is why we believe our Simply Cups partnership is the best solution in Australia right now.

When products are correctly described as compostable, this refers to their 'technical suitability' for composting under optimum physical, chemical and biological conditions. These conditions are only met at commercial composting facilities, however there is currently no service available to all Australians to allow them to compost the cup through these facilities.

Biodegradable or compostable cups also take much longer to break down than other organic material (such as food and garden waste), so composting facilities don't tend to accept them, which means the cups still end up in landfill, where they don't break down as landfills don't provide the optimum conditions for composting.

Does my council accept paper-based cups in my kerbside recycling bin?

Most councils do not accept coffee cups in their kerbside recycling. We recommend you contact your local council for confirmation.



Think reusable first!

We acknowledge reusable is always the best option, and it's important we continue to work towards creating less waste in the first place.

At 7-Eleven we continue to encourage Australia to think reusable first. Reusable coffee cups, Slurpee bottles and standard school water bottles are welcomed at all 7-Eleven stores.

We thank you for your ongoing support!