



Help us make a world without throwaway cups

Our plan

We are going to persuade individuals, drinks retailers and politicians globally to make a culture shift away from throwaway cups to more sustainable, reusable alternatives. We will only achieve this shift if the message is spread simultaneously in many places. There are already lots of moves in the right direction, but to really bring about a worldwide reduction in the use of throwaway cups we need a co-ordinated campaign, and co-ordinating campaigns is what Environmental Paper Network specialises in and we want to make a big push on this issue in 2018. We will ensure that people call for 'cup consciousness' all around the world. Our combined voices will result in politicians and business leaders taking steps to move us to the kind of society in which it is unacceptable to manufacture disposable objects that have perfectly good reusable alternatives.

Together, we'll change the world to one without throwaway cups.

Background

In 2016, when we launched our '[Cupifesto: a manifesto for a society without throwaway cups](#)', this sent a message that had obvious popular appeal, as shown by the wide take-up in the media, from the Guardian and BBC in the UK, to Sky News in Australia. Our member organisations are running a range of different campaigns in their localities. For example, in Australia, Markets for Change launched the 'cup conscious café' movement, which rewards cafes for encouraging customers to use reusable cups. By contrast, in Germany, Robin Wood scaled the headquarters of the Backwerk bakery chain with a giant banner demanding an end to the company's insistence on throwaway cups. In China, several organisations promoted traditional ceramic and glass drinking vessels. In the USA, Stand did city-actions asking Starbucks to shift to a 'better cup' that doesn't destroy forests. Since these joint actions, all around the world the media and politicians have begun addressing the problem of throwaway cups: a tax has been discussed in the UK and Scottish Parliaments, several German municipalities are introducing city reusable cup schemes, the city of London has introduced a paper cup recycling scheme, Vancouver Canada is seeking an end to paper cup waste, Hobart is becoming a 'cup conscious city', and so on.

Who we are and how we work:

EPN is a coalition of more than 140 civil society organisations working together for a world where paper is ethical and sustainable. Our member organisations share a [Global Paper Vision](#) for sustainable future paper production and use. The first pillar of this vision is to reduce global paper consumption. We

- encourage high utility, low volume paper use;
- proactively work with consumers to educate them to eliminate unnecessary paper consumption;
- and understand and avoid negative impacts from plastic and other alternatives.

We have a strong track record for bringing about change by working together. For example, in 2009, EPN began to co-ordinate a large group of civil society organisations to campaign together to stop the Indonesian Paper Industry's destruction of rainforests and abuses of local community land rights. Between 2013 and 2015 we achieved forest conservation commitments from the companies responsible for more than 80% of Indonesia's pulp production. They have stopped logging in natural forests, and are involved in processes of resolving their social conflicts with communities and restoring forest and peatlands damaged by their practices. Although this work still has a long way to go before Indonesia's forest problems are solved, we have achieved a massive breakthrough. This was due to the fact that civil society spoke with one voice, delivering a single coherent message to

the companies, and wielding substantial market pressure. Between our member organisations in North America, Europe, Australasia and China we were able to convince many buyers from the paper industry to make clear demands on the pulp companies that they must stop their egregious, unjust and unsustainable practices. We have also persuaded bankers to wield such pressure. Together this sent a powerful-enough signal to the pulp industry that reform was essential if they were to continue to do business. Co-ordination by the EPN of the many campaign groups that were involved has been a key part of the story. For example, we published a set of 'Milestones', that defined the steps required by the company to move towards sustainability. The fact that we represent such a wide range of civil society groups gives publications like this considerable credibility.

We believe that taking an international approach is the best way to tackle the need for transformation of our paper use. By working together globally we can be bigger than the sum of our parts. We can learn from local endeavours and spread knowledge and ideas around the world. We believe that most people want to behave in a sustainable manner and we can help them to do so.

Our cup project activities for 2018 will include:

- Sharing, promoting and amplifying the cup campaigning efforts of our member organisations.
- Creating a cup campaign toolkit.
- Helping wannabe cup campaigners to get out there and sign up cafes, companies and communities to become 'cup conscious'.
- Spreading cup consciousness among politicians and sharing ideas for political interventions that reduce throwaway cups.
- Ensuring that we are speaking with one voice globally by co-ordinating messages, joint action days and rewarding cup conscious champions.