



## FAQs

### THE CURRENT CUP PROBLEM

#### How big is the problem?

It is estimated that over one billion take-away coffee cups end up in landfill each year in Australia, with some estimates 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 at the moment?

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 take-away 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 (which can be costly) and reduces contamination, ensuring all cups collected can be recycled.

### THE 7-ELEVEN SIMPLY CUPS RECYCLING PROGRAM

#### What is the 7-Eleven Simply Cups Recycling Program?

7-Eleven has partnered with Closed Loop's Simply Cups to lead the cup recycling revolution in Australia. As part of the initiative, 7-Eleven has installed Simply Cups units in over 200 7-Eleven stores so that take-away cups can be collected, processed and recycled. For every 7-Eleven cup sold in-store, an equivalent will be recycled. Additionally, 7-Eleven is supporting the establishment of a further 50 locations across Australia, joining Simply Cups to save cups from landfill.

#### Why is 7-Eleven getting involved with take-away cup recycling?

7-Eleven is the second largest coffee destination in Australia. With our customers consuming over 70 million take-away cups each year, we acknowledge that this is contributing to the number of cups currently going into landfill. 7-Eleven has partnered with Simply Cups to take the lead on this issue in Australia and be part of the solution to make take-away cups recyclable.

#### Where will the new cup recycling units be located?

Please visit [7eleven.com.au](http://7eleven.com.au) for a list of over 200 participating 7-Eleven stores across VIC, NSW/ACT, QLD and WA. A further 50 units will be installed in locations such as universities, office buildings and construction sites. We also encourage other sites to get on board with Simply Cups as collection points.

### **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.

### **What happens to the cups once they are collected?**

Simply Cups now has access to technology that removes the plastic lining from paper-based cups so that both materials can then be processed in regular paper and plastic recycling facilities. By collecting cups via a separate waste stream, Simply Cups will ensure that cups collected through the dedicated 7-Eleven units will be recycled.

### **How many cups will be recycled?**

As the program scales up, 7-Eleven is committing to recycling 70 million cups a year, equivalent to the number we sell in store.

### **Do you accept reusable cups? Do you offer a discount?**

Absolutely! We have rolled out a policy across our store network welcoming reusable cups in our stores, and encouraging customers to use the hot water at our machines to rinse their cup first. Our coffee is already incredible value at \$1. We also sell reusable Slurpee bottles and offer \$1 refill in these bottles.

### **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).

## **COMMUNITY ENGAGEMENT**

### **Do you hope other companies will stand up and support this cause?**

Absolutely. We hope that by partnering with Simply Cups to lead the cup recycling revolution in Australia we will inspire other companies and organisations to implement a Simply Cups program in their local community.

### **How can a customer's workplace get involved?**

We encourage any other organisations to join us leading the cup recycling movement and sign up for a collection service! Head to <https://www.simplycups.com.au/get-involved> for further details.

## **OTHER**

### **But... no one drinks their coffee in a 7-Eleven store?**

That's true! But we hope our customers can do their bit by saving up their cups at home or in their car, to deposit in our cup recycling units next time they're in store – similar to how supermarkets do this with plastic bag recycling through REDCycle.

7-Eleven is funding the recycling of the equivalent number of cups put into market. We currently sell 70 million coffees and Slurpees per year, so we will fund 70 million cups to be rescued from landfill and recycled locally in Australia. The big challenge is to collect the 70 million cups and we need your help; get your workplace, school or other organisation on board and start collecting!

### **My local store doesn't have a cup recycling unit! Why not install units in all stores?**

7-Eleven is funding the recycling of 70 million cups (of any brand – not just 7-Eleven branded cups) per year, or equivalent to the number we sell in our stores. To achieve this we need the community to get on board and set up collection points in office buildings and community locations. We have also chosen over 200 7-Eleven stores to have a cup recycling unit, ensuring a wide geographic spread, so most areas will have access to a cup recycling store nearby. More stores and other locations will be considered later this year, depending on what is most effective to achieve our target.

### **Why not just encourage the use of reusable cups?**

We do! This is always the best option and we communicate this on our coffee machines. We will also be introducing our own reusable cup, hitting stores later this year. However, a problem of this size requires multiple solutions. We understand it's not possible for all customers to use a reusable cup every time, hence why one billion coffee cups still go to landfill in Australia each year. We want to lead a behaviour change and help people dispose of their take-away cup responsibly by setting up a new recycling stream in Australia.

### **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 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?**

Some councils accept coffee cups in their kerbside recycling bin, however this is not currently available with all councils across Australia. We've partnered with Simply Cups to support a dedicated coffee cup recycling program that is more widely available and collects cups from workplaces, schools and events where they are used the most. By collecting coffee cups as a separate waste stream, Simply Cups and their recycling partners can provide high grade paper and plastic materials, which is more favourable for end-use products.

### **Will the cups be recycled in Australia?**

Yes. Simply Cups is committed to establishing a circular economy and supporting local recycling programs and initiatives. All cups collected through Simply Cups will be processed and recycled here in Australia.