



Reusable Pint Cups



Workers Beer Company in association with Eco Cup piloted a Re-usable Pint Cup at Latitude Festival in 2007.



Beer cups waste is a significant waste stream at outdoor events. If managed efficiently paper cups can be recycled or composted. However, without careful management, they invariably end up in landfill.

Given the right audience and festival environment, putting in place a re-usable pint cup is an environmentally sound option.

Customers pay a £2 deposit on their cup, which is refundable. About 15% of total cups required were branded Latitude Festival. More than half kept as souvenirs and the remaining will be re-used by the festival in 2008. The remaining unbranded cups are on hire from the contractor, who arranges washing and re-use of these cups. Each cup can be re-used up to 100 times.



The project prevented approximately 2 tonne of waste at this year's festival.

With the Latitude Festival a trial for the UK, it is now likely investment will be made in washing facilities across the country, enabling many outdoor events to use this system.

Notes to Editors

Information supplied by Meegan Jones, Sustainability Co-Ordinator, Festival Republic.

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