

Ditching single-use takeaway cups

Sustainable Queenstown Charitable Trust is on a mission to rid Arrowtown of single-use takeaway cups, one hot drink at a time.

Lana Cruickshank from Sustainable Queenstown said the idea to encourage Arrowtown to be SUCfree (single-use cup free) originated over the hill.

Wānaka Wastebusters, Plastic Free Wānaka and local businesses initiated a successful, community-led SUCfree Wānaka campaign aimed at making reuse the norm.

Thanks to the campaign, twenty-four cafes and caravans in Wānaka have now implemented cup-lending schemes or libraries and eleven are completely SUCfree, saving 180,000 cups from landfill annually.

"It was a no-brainer to leverage off their experience to tackle single use cups on this side of the hill," said Ms Cruickshank.


"There are also a number of reusable cup initiatives throughout the country which we drew inspiration from, including UYO, a free use-your-own resource hub, and some very accessible loan cup services including Chunky, Wanakup, and AgainAgain."

Sustainable Queenstown received funding from Queenstown Lakes District Council's (QLDC) Waste Minimisation Community Fund to support an Arrowtown focused campaign.

They have been working in partnership with the Arrowtown Promotion and Business Association to develop a functioning model of a SUCfree town which can then be applied to the wider Whakatipu area.

"The funding we received from QLDC has really helped kick-start our campaign," Ms Cruickshank said.

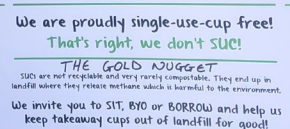
"We contacted local Arrowtown businesses, shops, and offices, to discuss single use plastics, and invited them to take a pledge to make their office completely SUCfree."



Lana Cruickshank leading by example



The Gold Nugget doesn't SUC!



We are proudly single-use-cup free!
That's right, we don't SUC!
THE GOLD NUGGET
SUCs are not recyclable and very rarely compostable. They end up in landfill where they release methane which is harmful to the environment.
We invite you to SIT, BYO or BORROW and help us keep takeaway cups out of landfill for good!

“For initiatives to be successful we need to engage and celebrate the community, so we ran a prize draw for those that participated, and the winner was rewarded with a local cafe voucher. We’ve done a similar thing with residents who have joined in, sharing photos of their delicious takeaway drinks in a reusable cup. Needless to say, there are lots of happily caffeinated Arrowtown people as a result!”

“We’ve also ensured that every Arrowtown hot drink vendor has been given access to information around how to implement SUCfree options and offered ongoing support if needed.”

Ms Cruickshank said ditching single use cups is an easy first step when it comes to sustainability.

“An estimated 300 million cups go into landfill, litter our streets and waterways in Aotearoa each year. Contrary to popular belief, takeaway cups can’t be recycled and are rarely compostable - you need a commercial compost facility for this. Inevitably customers will put them in the bin for landfill, or into recycling which contaminates the rest of the contents,” said Ms Cruickshank.

“If you don’t have a keep cup already, there are lots of affordable options out there, even preloved cups from the thrift shops. You can also use a mug or even a mason jar. Or treat yourself and take five minutes to sit down and enjoy your drink at your café of choice. Choosing not to use single cups is one of the simplest sustainable swaps you can do that will definitely make a difference.”

Rationale in Arrowtown is proudly single-use-cup free!

