

POLICY BRIEF: Reusable Beverage Cup for National Folk Festival



EXECUTIVE SUMMARY

Mayor Day recently announced that the National Folk Festival, held in the City of Salisbury this fall, will be a zero waste event. Beverage vending at festivals creates both the potential for large amount of waste generation as well as a waste reduction opportunity. Selling a souvenir reusable beverage cup will reduce waste generation while providing revenue to support zero waste efforts. A souvenir cup also provides a branding opportunity for the City of Salisbury.

To incentivize purchasing the cup, the first pour of the cup will be included in the cost of cup purchase. The city of Salisbury will communicate with participating vendors to ensure this discount. This discount will encourage patrons to purchase the cup and free advertisement on the cup will encourage vendors to participate.

CONTEXT AND IMPORTANCE

Zero waste is the diversion of non-hazardous waste from landfills through recycling, composting, reducing, and reusing. Economic, environmental, and social benefits to zero waste events include lowering event costs by reducing garbage expenses, diverting recyclable and compostable materials from entering the landfill, and reducing methane generation from landfills by diverting and composting organic materials. A zero waste National Folk Festival will increase public awareness of recycling, composting, and waste diversion while promoting a positive sustainability image for the city. Waste reduction will also save the city money by reducing the cost to dispose of garbage sent to the landfill. Hosting a zero waste event conveys leadership in waste reduction and has the ability to protect community health (ZeroWasteNEO, 2015).

POLICY RECOMMENDATION

The sale of a reusable souvenir beverage cup will aid in achieving the goal of zero waste at the National Folk Festival. The design of the cup provides an opportunity for the City to promote its sustainability image by featuring the City of Salisbury, zero waste language, and the National Folk Festival on one side of the cup. The other side of the cup will feature vendor logos as an incentive for the vendors to participate in the cup program.

The cup will be sold to patrons at the point of sale for beverages and the first fill of the cup will be free. This fill is “free” for two reasons. First, placing logos on the cup will encourage vendors to participate in the program. Second, the free fill provides an incentive for patrons to purchase the cup.

The 32-ounce cup will be sold for \$5.00. Dynamic Drinkware is one company producing a viable “stadium cups” for this program. To order 32 ounce cups with flat graphics cups from this company, a minimum of 5,000 cups is required. The cost for this purchase is \$0.87 per cup. If the order increases to at least 10,000 cups, there is price breaks of \$0.70 cents per cup. Patrons will purchase the cup and take it home with them for reuse, reducing the amount of waste at the National Folk Festival. Cups may also be recycled onsite if the patron opts not to keep the cup. The revenue raised by selling the cup will be used to offset the cost of the cup as well as other zero waste expenses resulting from waste the National Folk Festival.

FOR MORE INFORMATION CONTACT:

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REFERENCES:

Z. (2015). Zero Waste Event Planning Guide [Pamphlet]. Cleveland, Ohio: ZeroWasteNeo.

RECOMMENDED RESOURCES

Seventh Generation Zero Waste Event Planning Guide:

https://sevendgenerationsahead.org/images/work/zerowaste/SGA_ZW_Event_Planning_Guide_FINAL.pdf

Dynamic Marketing product information:

<https://static1.squarespace.com/static/5845d0626a4963b72114056f/t/58cc03c59de4bb2b7e9b76fc/1489765318129/Protected-INK-Info-Sheet.pdf>

Zero Waste Event Planning Guide Compiled by ZeroWasteNeo:

https://d3n8a8pro7vhm.cloudfront.net/sustainablecleveland/pages/149/attachments/original/1461797795/Zero_Waste_Event_Planning_Guide.pdf?1461797795