



SUCCESS STORIES

We love working with and supporting like-minded people and businesses to go single-use free.



University of Leeds

Leeds, UK

The University of Leeds have diverted over 118,000 single-use cups from landfill since launching KeepCup in 2017, with 63,000 cups saved in the last 12 months alone.



The University of Leeds implemented KeepCup as part of their sustainability initiative in 2017 and have diverted over 118,000 single-use coffee cups from landfill as a result. It's an incredible feat, with 63,000 single-use cups being saved in the last 12 months alone.

Such positive change was achieved through close collaboration between the university's sustainability and catering teams, who were conscious to engage staff and students in their goal of reducing single-use waste on site to ensure maximum involvement.

The university launched their KeepCup initiative through multiple channels, including the display of promotional material about the environmental benefits of reuse, and by offering staff and students a free coffee with purchase.

When talking about KeepCup and their sustainability initiative, The University of Leeds said: **"We carefully chose which reusable cup to provide in our cafés and after reading about KeepCup, seeing the**

quality of the cups and the sustainability credentials, it was decided these were by far the best option – plus they look great!"

Moving forward, Leeds University want to continue to increase reuse rates with the help of KeepCup and their catering team's enthusiasm. The university has found that stocking a wide range of colours and styles aids its reuse initiative, as staff and students can purchase a reusable that is personal as much as it is useful.

Amazing work University of Leeds. We can't wait to see what you achieve next!



63,000
AVG. NO. OF
SINGLE USE
SAVED FROM
LANDFILL
THIS YEAR



26
AVG. NUMBER
OF MATURE
TREES WORTH OF
CARBON SAVED
ANNUALLY



66,008
AVG.
MEGAJOULES
WORTH OF
ENERGY SAVED



The evolution of an icon

Introducing KeepCup Thermal. Made to last, for dependable drinking pleasure on the go.

Use it and join the movement. Reuse it and change the world.

Don't waste today.

This is not business as usual.
The best reusable is the one you use.

We continue to design, engineer and manufacture the best products with a rigorous focus on being fit for purpose, quality and enjoyment. Despite this, in the face of hyper consumption and the climate emergency, they are no substitute for a reusable product you already have.

Buy once. Buy well. Reuse. Repair.