



The first and most succinct way to do this involves using what is already in existence. It involves first locating a space in your café where traditional, pre-loved mugs can be displayed or hung.

- **Next**, you need a sign – **“Forgot your keep cup? Please help yourself to one of our mugs, and return when you can”**. Secure your first stash of mugs by a visit to op-shops etc., and simply keep it real, by asking friends and family (and requesting the same from any willing staff) to donate those mugs that loiter at the back of the kitchen cupboard. There is also a wonderful opportunity here to connect and engage with your local community: contact the principals of local schools, reach out to local environment groups, *place signage in the café*, **“Please donate unwanted mugs to the re-use revolution”**. Cafes who operate mug libraries report that not only do they receive their mugs back, but certain customers delight in contributing.
- **Along the same lines** as the pre-loved mug library, is a jam jar loan. A shelf or basket of peanut butter jars with lids, wrapped with string or elastic bands gets the job done, especially for those driving or who want to place the container in a bag. Again, there is potential here to work with local schools and the wider community to keep stocked up. Diverting unwanted jars from the waste stream has the secondary effect of conserving energy and adding to a mindset of re-use, re-purpose, and re-fill – priceless!
This system also brings personality to the experience.
- **Many cafes** have taken it a step further, by purchasing branded, main-stream reusables, glass, bpa free plastic, stainless steel, etc. They loan these to customers in exchange for a deposit. The benefit to the customer is that they use a main-stream product, which (as with the mug and jar libraries) they can return to the café unwashed, to be processed by staff. Thus option requires financial buy-in from the café, with slightly more risk attached than mug or jar, but provides the opportunity for brand promotion, associated with responsible business practice, as their customers walk down the street or have the cup on their workplace desk.
- **There are several business models** on the market at the moment (**e.g. Cupcycling, Again Again, Swap A Cup**) that can sell your café a mug loan/cycling system. There are various factors when considering if this will be more beneficial and effective for your café, depending upon demographic, location, and the existence of other cafes in your vicinity who are also working with that particular initiative. All these systems involve the ability of the customer to return the cups (branded with the loan company’s logo) to any café within “the family”.

