



FROM
DISPOSABLE
COFFEE CUP

TO
PERMANENT
COFFEE CUP



Brainstorming

reusable cups

glass cups
at schools

stainless steel
cups

porcelain
cups

returnable
cups

thermo-mug

Our school cup



Use

- every day life
- branding
- presents, souvenirs
- as planting pots
- pen holder



Encourage responsible consumer behaviour

- explain health benefits
- environment friendly product
- we don't produce waste
- long life cycle
- benefits: free cups of coffee - when using school cups, collect points
- school canteen and cafeteria - we use glass and porcelain cups

