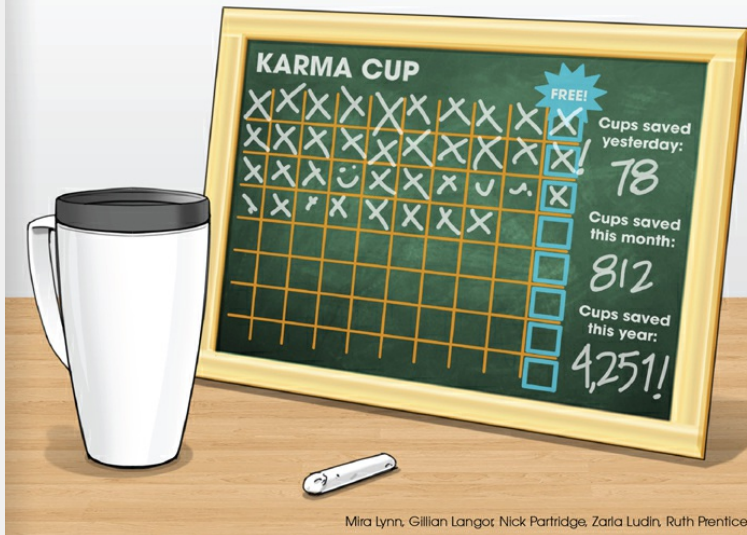


1/2 **Karma Cup**

Think of it as one big rewards card for all of us.

Small investment, Big impact

There are plenty of great reusable mugs out there, perfect for one's unique needs. But what people really need is an incentive to make the behavior change—a free cup of coffee and a bit of peer pressure. Giving incentives to use reusable mugs doesn't have to be costly to implement or complex to manage. (ie RFID)



Mira Lynn, Gillian Langor, Nick Partridge, Zaria Ludin, Ruth Prentice

Tall, Grande or Venti?

Shift your priorities and see a whole world of possibilities. Here are a few for example.



Just bring it back.

Starbucks should simply manage the recycling of used paper cups.



Washing Stations

Managing a dirty reusable cup is one of the biggest challenges to wide spread adoption.



Starbucks Reusable Cup

A system in which Starbucks only serves coffee in reusable cups that Starbucks owns. Return a cup at your convenience to any Starbucks. They're everywhere!



3rd Party Reuse Service

Just like the Starbucks Reusable cup idea but not specific to a chain. Convenience is increased by creating more return locations.

-  Drip
-  Single Shot
-  Doppio

Solution
A collective approach for increasing reusable cup usage with a bit of further solution exploration.

Status: 18.06.2018

Drink Sustainably

betacup

2/2

Karma Cup

Creative's profile

mira



mira **PRO**