



## Time to wake up and smell the coffee (cup waste)

**25th July 2022:** Plastic Free July invites coffee lovers to break their addiction to disposable coffee cups by upping their coffee cup game.

Despite strong interest and momentum from individuals, businesses and communities to reduce plastic consumption and increase reusables, coffee cups remain a key environmental concern.

Every year billions of takeaway coffee cups are consumed worldwide making them one of the most used single-use plastic items. The vast majority end up in landfill and many are littered and become plastic pollution.

“Paper-based disposable coffee cups are commonly thought to be recyclable, but they’re usually lined with a membrane of polyethylene (plastic) that is not readily recyclable with paper or cardboard or biodegradable. Fortunately there are plenty of solutions to overcome the devastating impact of our daily disposable addiction.” said Rebecca Prince-Ruiz, Founder and Executive Director of Plastic Free July.

In response to more people realising that single-use cups aren’t readily recycled and looking for easy ways to avoid them, Plastic Free July is launching [Choose to Up Cup coffee cup challenge](#) between 25th - 31st July. The challenge aims to help people, businesses and cafes avoid the billions of single-use coffee cups that end up in landfill and litter each year.

“By switching from the disposable cup and lid we use for a couple of minutes to instead bringing our own cup for takeaways or choosing to dine-in, the average coffee lover can avoid 200-500 single-use cups a year!”

“It’s as easy as choosing to ‘Bring, Borrow or Stay. To up your cup game, bring your own cup from home, borrow or swap one from some cafés, or take ten minutes and stay and enjoy your favourite cuppa in-store” said Prince-Ruiz.

WWF-Australia and the Plastic Free Foundation have released a new briefing paper ‘[Disposable Coffee Cups: Our Unhealthy Addiction](#)’ to coincide with the Choose to Up Cup challenge outlining the problem and policy options to increase reuse and decrease consumption of single-use cups.

“The majority of single-use coffee cups end up as landfill or as litter on our beautiful beaches and in our oceans. Once in the environment they break up into microplastics, which cause lasting harm to wildlife and marine ecosystems,” said Kate Noble, No Plastics in Nature Policy Manager, WWF -Australia.

“It’s great to see the impact Plastic Free July is having at community level, but we need more concerted action from governments and businesses to drive the reuse economy and ultimately phase out harmful, disposable products.”

In addition to the environmental impacts, there is increasing concern and research being done on the human health impacts of single-use plastics to be taken into consideration.



“Switching from single-use to reusable cups made from ceramics, glass or stainless steel coffee drinkers is a healthier choice which can avoid microplastics entering drinks and the potential leakage of harmful chemicals that could be in plastic cups or plastic linings. In general, avoiding plastic cups is another way we can reduce both harmful chemicals and microplastics in the environment and in our bodies,” said Prof. Sarah Dunlop, Head of Plastics and Human Health at Minderoo Foundation

Join the [Choose to Up Cup coffee cup challenge](#) taking place between 25th - 31st July and invite friends, family and colleagues to get involved too.

## Notes to editors

### Sustainability of single-use coffee cups

Opting for a bio-friendly disposable cup doesn't sound too bad but sadly there is no 'good' disposable cup that fits with the principles of a circular economy as single-use cups aren't readily recyclable and too few compostable cups currently end up in composting facilities - meaning most end up in landfill or are littered and become plastic pollution.

Paper-based disposable coffee cups are generally made with virgin paper and lined with plastic (petroleum-based or bioplastic). They are not widely accepted for recycling with paper and cardboard. They are used for several minutes, then the cup and lid are discarded.

### COVID Safety

Use of disposable plastic products has increased during the global pandemic, due to uncertainty about safety of reusables and confusion over regulations and requirements.

However in 2020, around 120 health experts from more than 20 countries endorsed a [Statement Addressing Safety of Reusables and COVID-19](#). This evidence-based statement found surface contact to be relatively low risk for transmitting COVID-19 and that disposable products have a similar risk profile to reusable ones. They argued 'it is clear that reusable systems can be used safely by employing basic hygiene' and set out best practices for reusable products in the retail space.

An epidemiologist Professor Mary-Louise McLaws stated at the height of the pandemic that 'As long as baristas are practising good hand hygiene ... are regularly washing their hands and not touching the rim of the cups then they should still be used. ... We can do two things at once – take care of our health and reduce our impact on the environment. There is simply no excuse.'<sup>1</sup>

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<sup>1</sup> Atherfold Finn, J. and Prince-Ruiz, R. (2020). Plastic Free: The inspiring story of a global movement and why it matters. 244-255



## About the Plastic Free Foundation

We're a not-for-profit global social movement that stops around 300 million kgs of plastic polluting the world each year. We share Plastic Free solutions with people and organisations so that we can all take action to end plastic waste and enjoy a healthy world. In 2021, an estimated 140 million people from 190 countries worldwide choose to refuse single-use plastic in July and beyond.

## Contact details

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