



Declan - Keep cups to reduce landfill

What was your goal and what did you achieve?

I wanted to achieve people switching to re-usable cups instead of plastic cups because the amount of waste being produced by these cups is absolutely unimaginable, so I'm starting to create more of these user friendly cups for my school as well as for my community.

I make the design of the cup, I send it to a company such as Officeworks and they can mass produce it, because we can't just create a cup for a person at my school, one cup at a time.

This is my own project. There were a few people in my Environment Club at school who sent message to coffee places such as Cibo to sell the cups, so they have been helping with sending messages but the main design and selling of the cups is me.

How have you promoted the cups?

I put these posters up in the front office of the school, and I put posters around the school and people get the idea and go to the front and pay \$15 to get a cup, and lots of people have been going to do that. I've sort of struggled to get the idea out to children because they don't see a huge need for a cup, so the way I did it I started giving the idea to teachers first and we recently sold 200 of them so it has done really well with the teachers.

Biggest outcome?

My biggest success was probably selling them all, I never thought we'd be able to sell more than 50 of them, because we ordered 50 originally but then when the front office called me a few days ago and said all we're out of cups, and I was like 'What?', and I said 'What are we going to do?' and they said 'you tell me' so I had to get more cups done, so we started going online and ordering more of them, and it really turned out to be a huge success, I'm very, very happy with the result.

What will happen now?

It will keep going as long as people keep buying it, it depends on how many people want them, because there are only so many teachers, there are still some that haven't bought one, so we'll just have to wait and see.

What have you enjoyed most?

I've enjoyed the whole experience of it, learning about what can happen to the rubbish in our community, how we can fix it up, and knowing about the statistics which is what we have changed dramatically, and learning a little bit more about how important the environment is, and what we're doing to it. It's really crucial that we understand what we're doing to it when we throw away these cups.

Your advice to other students?

I would say before looking at the price of cups, get an idea of the cups and how you're going to order them. I started with the glass cups and you need to think about which ones are cheaper and which ones aren't, so I would suggest getting maybe 50 and you could get about \$500 out of it, so we're making more profit. Make sure you have a clear understanding of what your product is and how to get it to people.

This case study was transcribed from an interview. These are Declan's words and opinions.