



Impact report 2023



**SIMPLY
CUPS**

An initiative by  **CLOSED
LOOP**



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Acknowledgement

We proudly acknowledge the Traditional Owners of the lands: Aboriginal, Torres Strait Islander and Māori people. We recognise all walks of People and appreciate their deep connections to Country, on which we live and work.

Our head office location is on the land of the Wurrundjeri people of the Kulin Nation.



Image: Simply Cups collection units at South Melbourne Market.

Message from the MD

Year-after-year Australians and New Zealanders voice their concern for the environment and 2023 was no exception.

The community's concern for waste and their increased motivation to recycle has had direct impact on Simply Cups, with on average more than 72,100 individuals recycling paper cups every month across our network of collections in Australia and New Zealand.

2023 was a huge year for Simply Cups and we are excited to share that many long-term projects came to fruition. Simply Cups was approved as an Alternative Destination under the Australasian Recycling Label enabling brands and manufacturers to provide trusted recycling advice on their paper cups, we laid our first public road made with recycled cups, and invited individuals to recycle all types of paper cups, not just coffee cups.

Thanks to the incredibly passionate team, community members and businesses, Simply Cups saved more than 11 million paper cups from landfill and created products such as high-performing roads, lightweight concrete and sustainable building materials. We know communities are choosing to buy recycled products, which is why we continue to develop and invest in upcycling technologies and innovations.

Our achievements would not be possible without the support from our partners, Cup Collectors, community, technology and logistic partners. Our Pioneering Partner, 7-Eleven Australia, makes recycling paper cups accessible to Australians at more than 700 sites.

We proudly see Simply Cups as a vital solution to community lifestyles which largely embraces convenience culture, and we look forward to continuing to collect and recycle as many paper cups as possible.

This year our annual impact report reflects Australian and New Zealand operations.

We are grateful for your continued support,



Robert Rascoe
Managing Director, Closed Loop

2023: A year in review

11,268,915

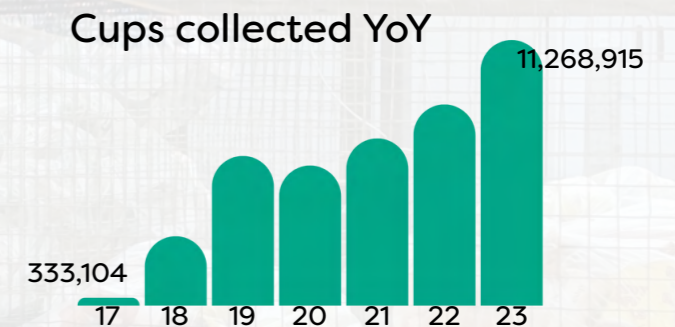
paper cups saved from landfill

72,100

average number of individuals recycling paper cups every month

24.3%

increase in paper cups collected compared to 2022



1,500+

collection locations

62

community and commercial events collected paper cups

103

additional schools collecting paper cups in the 7-Eleven Australia Cup Rescue Schools Program

40,750

additional students with access to paper cup collections thanks to the 7-Eleven Australia Cup Rescue Schools

12,192

page views on Simply Cups collection locations page

Fancy a road trip?

Since 2017, Simply Cups has saved more than

42 million

paper cups from ending up in landfill.

Stacked end-to-end, that is more than 4,300 km's of paper cups or the equivalent to a road trip from Sydney to Perth!



Paper cups can now apply the Drop Off Only ARL to inform consumers how to recycle their paper cups

[Read more on page 8](#)



Simply Cups highlights

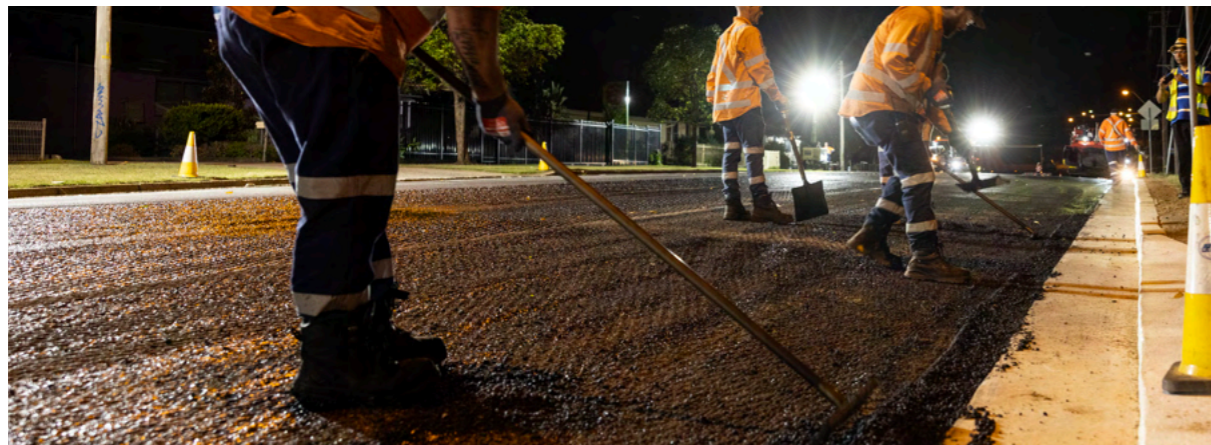
Australia's first road made with coffee cups

The year started strongly with Australia's first public road made with recycled coffee cups and other paper cups laid in local NSW council, Penrith City Council.

Closed Loop Environmental Solutions and further facilitated by the Commonwealths Cooperative Research Centres Program Grant, involving the University of NSW.

PAK-PAVE™ Roads have been developed by State Asphalts NSW in conjunction with

More than 135,000 recycled paper cups were used in the high-performing roads.



Simply Cups recognised as an Alternative Destination under the Australasian Recycling Label (ARL)



The ARL is a recognised and trusted label printed on many packaging products. To be recognised as an Alternative Destination under the ARL program, Simply Cups was required to undergo extensive auditing.

Through this recognition, consumers can now follow recycling instructions on paper cups, making it easier for them to recycle correctly.

Millions of paper cups will apply the Drop Off Only ARL in 2024, increasing awareness of paper cup recycling and reducing coffee cups ending up in landfill.



Simply Cups officially expands to recycle more than coffee cups



After partnering with a number of technologies, Simply Cups found successful recycling solutions for coffee cups, but more importantly all paper cups.

Through a series of tests and trials, Simply Cups has the capability to recycle all types of paper cups including ice-cream, take-away soft drink and the most common paper cup, coffee cups.

170,000+ students have access to a Simply Cups collection at their school

Building sustainable habits amongst our next generations is key to ensuring we save as many cups from landfill as possible.

Through the 7-Eleven Australia Cup Rescue Schools Program, more than 170,000 Australian students have direct access to easily recycle paper cups at their primary, secondary or educational facility.

Eligible schools and educational facilities can sign up for free.



Penrith City Council wins overall 2023 Sustainable Cities Awards



Keep Australia Beautiful (KAB) NSW announced Penrith City Council as the overall winner of the KAB NSW 2023 Sustainable Cities Awards.

Penrith City Council has engaged in a number of sustainability projects such as laying 740m of roads made with recycled coffee cups and implementing recycling program such as Simply Cups.

An initiative by CLOSED LOOP

Closed Loop Environmental Solutions is a circular economy solutions provider, enabling businesses to achieve circularity.

Closed Loop first demonstrated their widespread abilities after successfully creating and implementing strategic recycling frameworks in the 2000 Sydney Olympics, also known as the Green Games.

Over the past two decades, Closed Loop has been paramount in assisting businesses reach their sustainability goals through our practical approach.



Our commitments

Save 100 million cups from landfill

Simply Cups is committed to saving 100 million paper cups from landfill and giving them a second life.

Make it easier for people to recycle paper cups

Every year, we expand our collection locations to make paper cup recycling accessible for those in Australia and New Zealand.

We also work with councils, communities and other public spaces to educate the public about recycling paper cups.

Transform every used cup into an item of higher value

We work with multiple industry partners to use paper cups in practical, sustainable solutions. Currently, these include high-performance asphalt, lightweight concrete and sustainable building material.

Paper cups are traditionally difficult to recycle in kerbside recycling for many reasons, but primarily, their waterproof lining.

We continue to work with industry and government to explore new opportunities to improve and expand existing solutions.

Pioneer a circular economy

We support the circular economy by encouraging the use of reusable cups where ever possible.

Further, the technologies we use and explore are assisting the growth of the overall market for recycled products and recycled materials.

Cup Collectors



... and many more!

Sustainable events

Closed Loop's sustainable event and venue waste management service has been recycling paper cups at events since 2017.

This year, a massive **885,369** paper cups have been collected across a range of events in Australia and New Zealand.

The team aim to save as much waste from landfill as possible, through understanding the value of waste and separating waste into resource streams.

Image: Paper cups on fun run track. Thanks to Simply Cups, more than 184,300 paper cups were recycled at the event.



IRONMAN

Floriade



Fieldays

MELBOURNE INTERNATIONAL FLOWER AND GARDEN SHOW

IRONMAN

ACT Government

Nine

BAY DREAMS

FW FRANK WILD

THE LANE WAY GROUP

WAG

E

MULTI EVENTS LIMITED

CITY TO SURF FOR & activ

PYRMONT FESTIVAL WINE, BEER, FOOD, ART.

KaBloom FESTIVAL OF FLOWERS

SYDNEY MOTOR SPORT PARK

Trademark

Queenstown Marathon

WOMAD THE WORLD'S FESTIVAL

... and many more!

Pioneering Partner

Since 2017, 7-Eleven Australia has saved

10,261,287

paper cups from landfill.

Thank you to our Pioneering Partner, 7-Eleven Australia. With more than 700 of their stores offering paper cup collections, 7-Eleven Australia has helped Australians recycle 1,493,496 cups in 2023.

7-Eleven Australia has commenced applying the Drop Off Only ARL across 7-Eleven Australia branded paper cups.



7-Eleven Australia Cup Rescue Schools Program

The joint 7-Eleven Australia and Simply Cups initiative, 7-Eleven Australia Cup Rescue Schools Program is a free program for eligible schools or educational facilities to help achieve their sustainability goals, and also encourage positive, sustainable behaviours in our next generation.

350 schools and 172,750 students are participating in the 7-Eleven Australia Cup Rescue Schools Program.



“A great program to raise awareness of waste in landfill.”

- Glenallen

“It has been really well received by the school and students. It is an amazing initiative to teach students how to recycle.”

- St. John Fisher College

“The staff and students are big contributors to this amazing initiative.”

- Keysborough Secondary School

“I like how 7-11 has been recycling the cups for a better purpose.”

- Hamlyn Views School

“We are happy to be part of this wonderful program.”

- Albion PS

“Love the message going through and supported through the school. Thank you!”

- Chrysallis Montessori School



Turning paper cups into valuable products

Simply Cups is proudly working with a number of technologies and partners to recycle paper cups.

Over the past 5 years, dozens of recycling solutions have been explored across international and local innovations. We are constantly exploring additional technologies and solutions for used paper cups to facilitate the growing number of paper cups collected within our Australian and New Zealand operations.

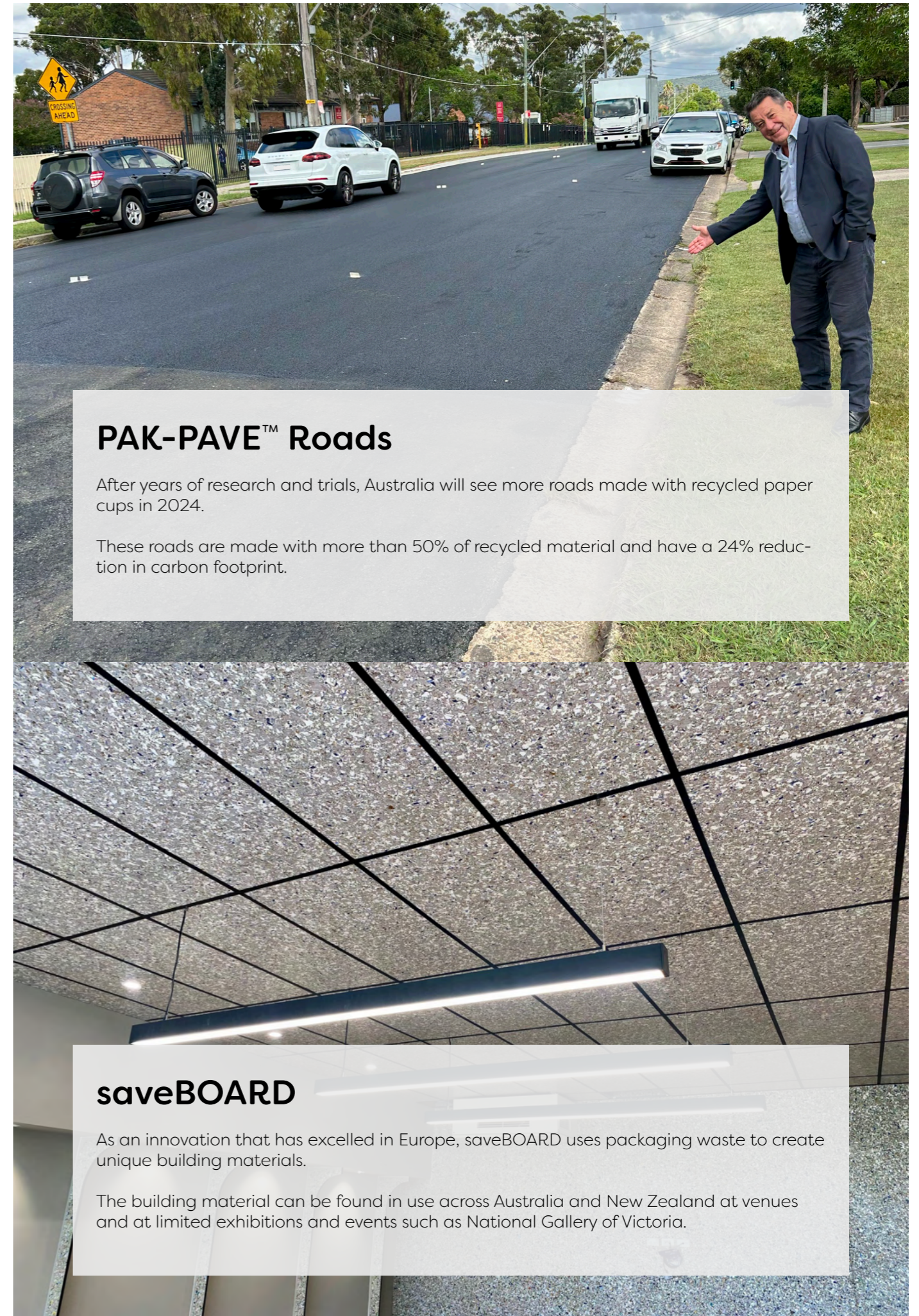
Once paper cups are collected, they may be washed and dried and processed into pellets, flakes, glue or a mix of these. These processed paper cups are then sent to our manufacturing partners to be used, as a valuable additive, in products.



Lightweight concrete products

Gully Concrete's Envirolite range is used by many as they are half the weight of standard concrete alternatives and made with at least 35% recycled materials including paper cups, soft plastics and cabling.

These lightweight products are made in Victoria.



PAK-PAVE™ Roads

After years of research and trials, Australia will see more roads made with recycled paper cups in 2024.

These roads are made with more than 50% of recycled material and have a 24% reduction in carbon footprint.

saveBOARD

As an innovation that has excelled in Europe, saveBOARD uses packaging waste to create unique building materials.

The building material can be found in use across Australia and New Zealand at venues and at limited exhibitions and events such as National Gallery of Victoria.

A great, big, hug-in-a-mug

We extend a heartfelt gratitude to the thousands of individuals, families, friends, communities, businesses and partners who have contributed to the 42 million paper cups we, together, have saved from ending up in landfill.

Image: PAK-PAVE™ Roads in Penrith

