

 **SIMPLY
CUPS**

**RECYCLE YOUR
COFFEE CUP HERE**

Australia's leading cup recycling program, diverting millions of cups from landfill.

SIMPLYCUPS.COM.AU

COFFEE
CUPS


LIDS
ONLY

COFFEE
CUP

Impact report 2022



**SIMPLY
CUPS**

An initiative by  **CLOSED
LOOP**

LIQUIDS ONLY

At Simply Cups, we proudly acknowledge the First Peoples of Australia and recognise and appreciate their deep connections, spiritual, cultural and educational to Country.

We pay respects to past, present and future Traditional Custodians and Elders of this nation.

Our head office is located on the land of the Wurundjeri people of the Kulin Nation.

Message from our MD

2022 has been an interesting and progressive year: recycling and the circular economy have created waves in the industry! It's fantastic to see more and more individuals and businesses getting behind responsible consumption and creating a demand for products made from recycled materials.

Simply Cups collected 8,512,147 cups in 2022, an incredible 20% increase on 2021. Over our 5 years in operation, we have collected more 31,158,098 cups, which is equivalent to approximately 3120 km and to the length of driving from Perth to Brisbane! We have also expanded our accessibility and have onboarded 233 additional locations in 2022 to a total of 1,501 collection locations Australia-wide.

The most recent statistics on coffee cups (not paper cups in general) are from 2017 and estimate that in Australia, more than 1 billion coffee cups end up in landfill each year. With coffee culture growing, as well as the emergence and popularity of other take-away hot and cold drinks, the detrimental impact paper cups are having on the environment and the sheer waste of resource is likely to be significantly greater than the suggested 1 billion. While in total proportions the volume of cups collected is relatively small we are so enthused at the significant volume growth and impact the Simply Cups program is having.

Our goal is to ensure that the Simply Cups program is capable of collecting, processing and transforming every used cup into an upcycled, Australian-made product. This year we have seen incredible results in our Australian upcycling technology partners State Ashpalts, Gully Concrete and Upcycled Building Materials (saveBOARD).

A big thank you is needed for our pioneering partner, 7-Eleven. 7-Eleven have been instrumental in the growth and achievements of Simply Cups, with cup collections available at more than 680 of their convenient locations. Our logistics partner, Shred-X has been an integral part of our processes and we would not be saving cups without their expertise. Simply Cups would also not be able to upcycle cups without the support of all other locations including schools, offices, community groups and event spaces and each individual recycling cups.

2023 is looking very bright; we are looking forward to working with more Cup Collectors to collect cups, continue to improve the presence of upcycled material in the market and continue investing and researching more potentials for traditionally difficult-to-recycle paper cups.

Thank you for your continuous support,



Robert Pascoe
Managing Director of Closed Loop



Our commitments

Save 100 million cups from landfill

Simply Cups are 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 locations to make it accessible for everyone in Australia to recycle cups.

We also work with councils, communities and other public spaces to educate the public about recycling paper cups, such as coffee cups and take-away soft drink cups!

Transform every used cup into an item of higher value

We work with multiple industry partners to use paper cups in practice, sustainable solutions. Currently, these include high-performance asphalt, lightweight concrete and sustainable building material. Paper cups are traditionally difficult to recycle for many reasons including their waterproof lining. We continue to work with industry and government to explore new opportunities to improve the existing solutions.

Pioneer a circular economy

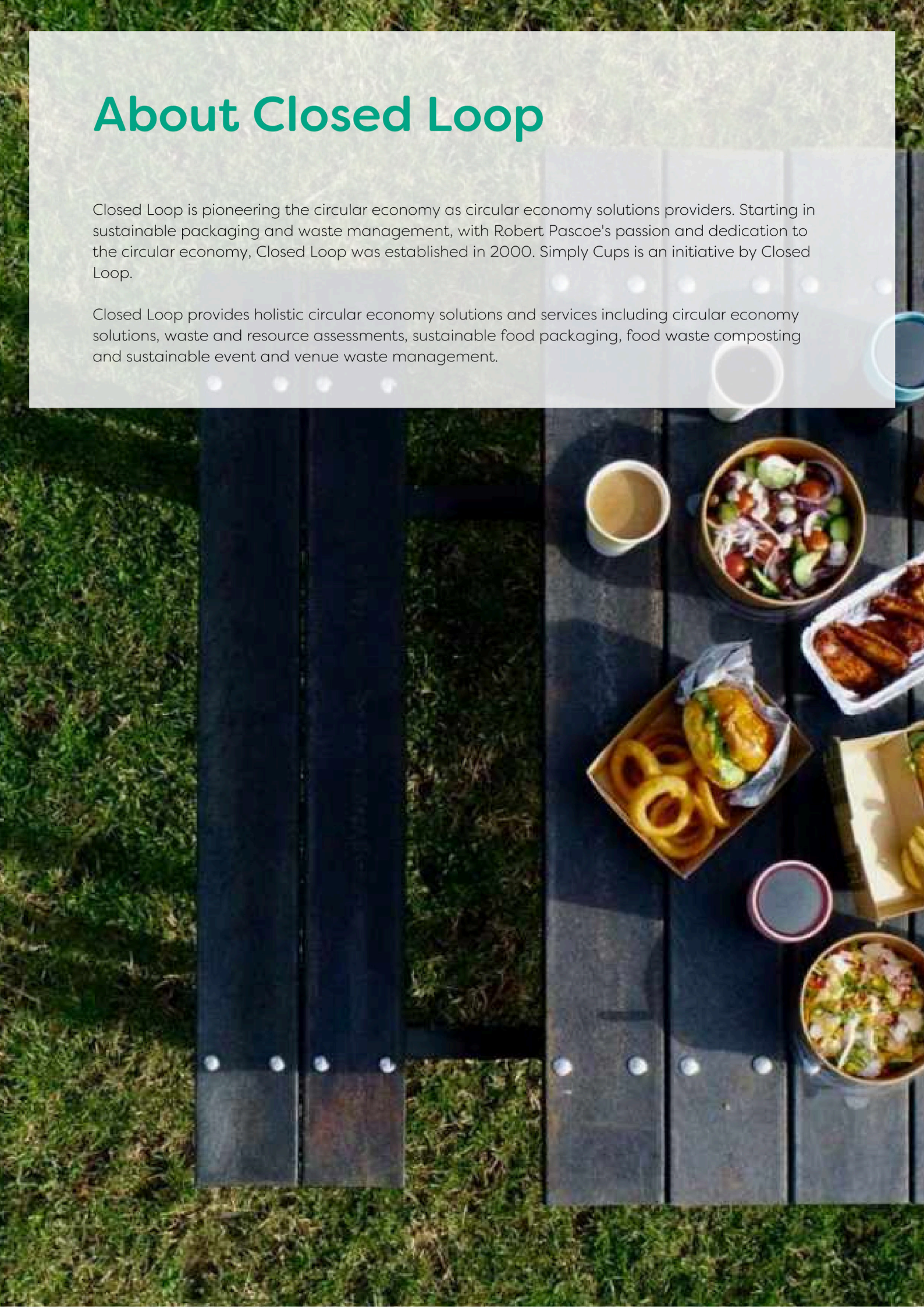
We support the circular economy and recommend avoiding single-use paper cups in all cases and using reusable cups including mugs and other branded reusable cups. Simply Cups cup recycling should be considered as a last resort.

In addition supporting avoidance and reuse and lastly recycling cups, we are building markets for upcycled products and demonstrating that recycling happens when you buy recycled products.

About Closed Loop

Closed Loop is pioneering the circular economy as circular economy solutions providers. Starting in sustainable packaging and waste management, with Robert Pascoe's passion and dedication to the circular economy, Closed Loop was established in 2000. Simply Cups is an initiative by Closed Loop.

Closed Loop provides holistic circular economy solutions and services including circular economy solutions, waste and resource assessments, sustainable food packaging, food waste composting and sustainable event and venue waste management.



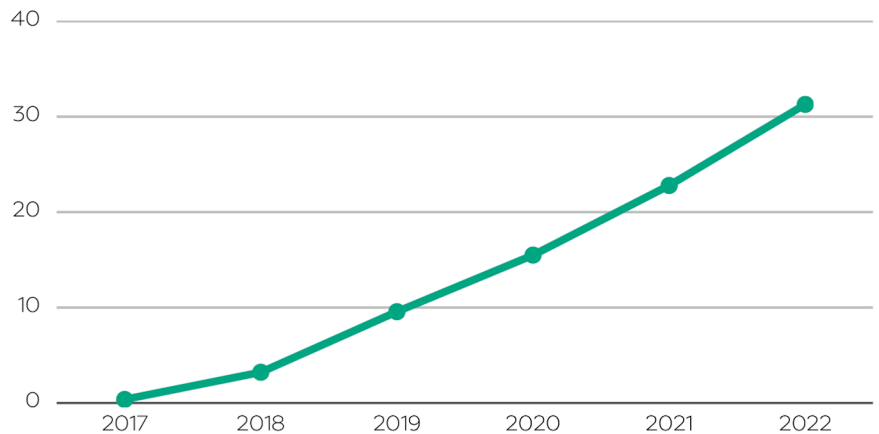
Our impact

31.1m+

**total cups saved
from landfill**

(2017 - 2022)

Cups saved from landfill (million) by year (cumulative)

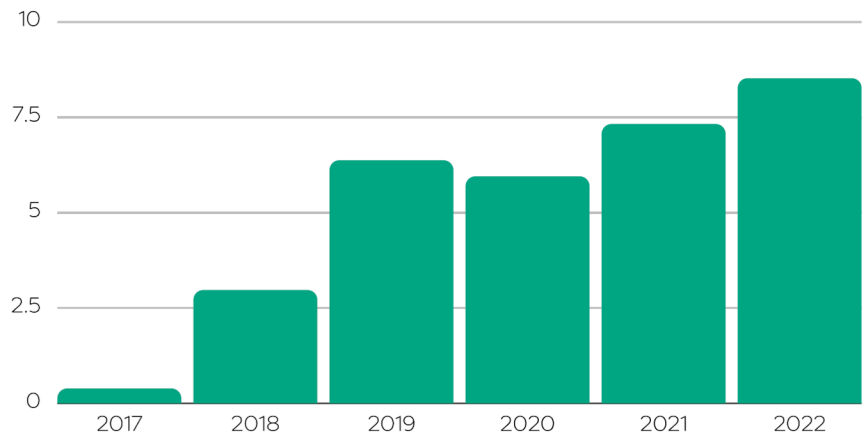


8.5m+

**total cups saved
from landfill**

(2022 only)

Cups saved from landfill (million) by year



1,501

**total collection
locations**

102,120

**total bins
serviced**

257

**schools
collecting cups**

25+

total upcycled
products

(2017 - 2022)

59,511

website
page views

2,186

social followers

Award winners

Simply Cups, an initiative by Closed Loop was honoured to be nominated and win the "Improved Collections and Recycling Systems" Award at the Australian Packaging Covenant Organisation (APCO) Our Future Awards.



More than cup numbers

Simply Cups was created to combat the single-use coffee cups that end up in landfill and their primary and secondary environmental impact. In addition to limiting environmental impacts, Simply Cup has created community, behaviour and financial benefits for businesses, schools, community groups and all our other Cup Collectors.

Reduction in greenhouse gas emissions

Through the collection of paper cups, Simply Cups is reducing the greenhouse gas emissions these cups would have emitted through their very slow decomposition in landfill. Simply Cups is proudly fighting climate change every day.

Encouraging positive behaviour change

Most Australians do not know that paper cups, such as coffee cups, cannot be recycled in traditional kerbside recycling. Educating and encouraging Australians to recycle their single-use cup creates the preferred behaviour of recycling and not disposing.

Reduction in general waste costs

Many businesses that collect cups for Simply Cups save costs from general waste services and management.

Reduction in virgin material required for production

The innovative use of paper cups in upcycled products reduces the demand and need for virgin material. Paper cups provide high quality replacement for a range of materials required for manufacturing and product development.



Innovation & research

In 2022, our Australian technology and research partners saw incredible achievements and milestones within current product development and research.

PAKPAVE™ Roads

PAKPAVE™ Roads is one of the first road surface made with recycled paper cups. Lab testing was successfully completed in 2021 and in 2022 we conducted field testing at a number of locations in NSW. These tests have demonstrated that PAKPAVE™ Roads exceed national performance requirements. PAKPAVE™ Roads will be laid in local councils in NSW in early 2023.



EnviroLite Concrete

In conjunction with our partner, Gully Concrete, lightweight concrete products have been rebranded as EnviroLite Concrete to demonstrate the key development of the product; almost half the weight of standard concrete due to the innovative use of paper cups. Our EnviroLite Concrete range includes slabs and blocks that are made for use as bases for mounting air-conditioning units and other equipment.

saveBOARD

Closed Loop and Simply Cups have successfully imported a new technology into Australia with the assistance of generous grants from the federal and state governments. The first saveBOARD plant opened in NSW in late 2022 with two more facilities approved for building in 23/24.



Our Pioneering Partner: 7-Eleven

Thank you to our Pioneering Partner, 7-Eleven. Without their daily support and more than 680+ of their stores collecting cups, Simply Cups would not be where we are today. 7-Eleven directly saved **2,045,103** cups in 2022, bringing their overall total to **8,767,791!**

7-Eleven has supported Simply Cups through collection units available at stores nationwide, and through the 7-Eleven Cup Rescue Schools Program. More information on this free program can be found on page 11.



7-Eleven Cup Rescue Schools Program

The joint 7-Eleven and Simply Cups initiative, 7-Eleven Cup Rescue Schools Program has been championed by many schools (pre-schools, primary and secondary) to help achieve their sustainability goals and teach students and teachers positive recycling behaviours.

More than 300 collection tubes have been donated to 257 eligible schools across Australia under the 7-Eleven Cup Rescue Schools Program since the program started in September 2020.

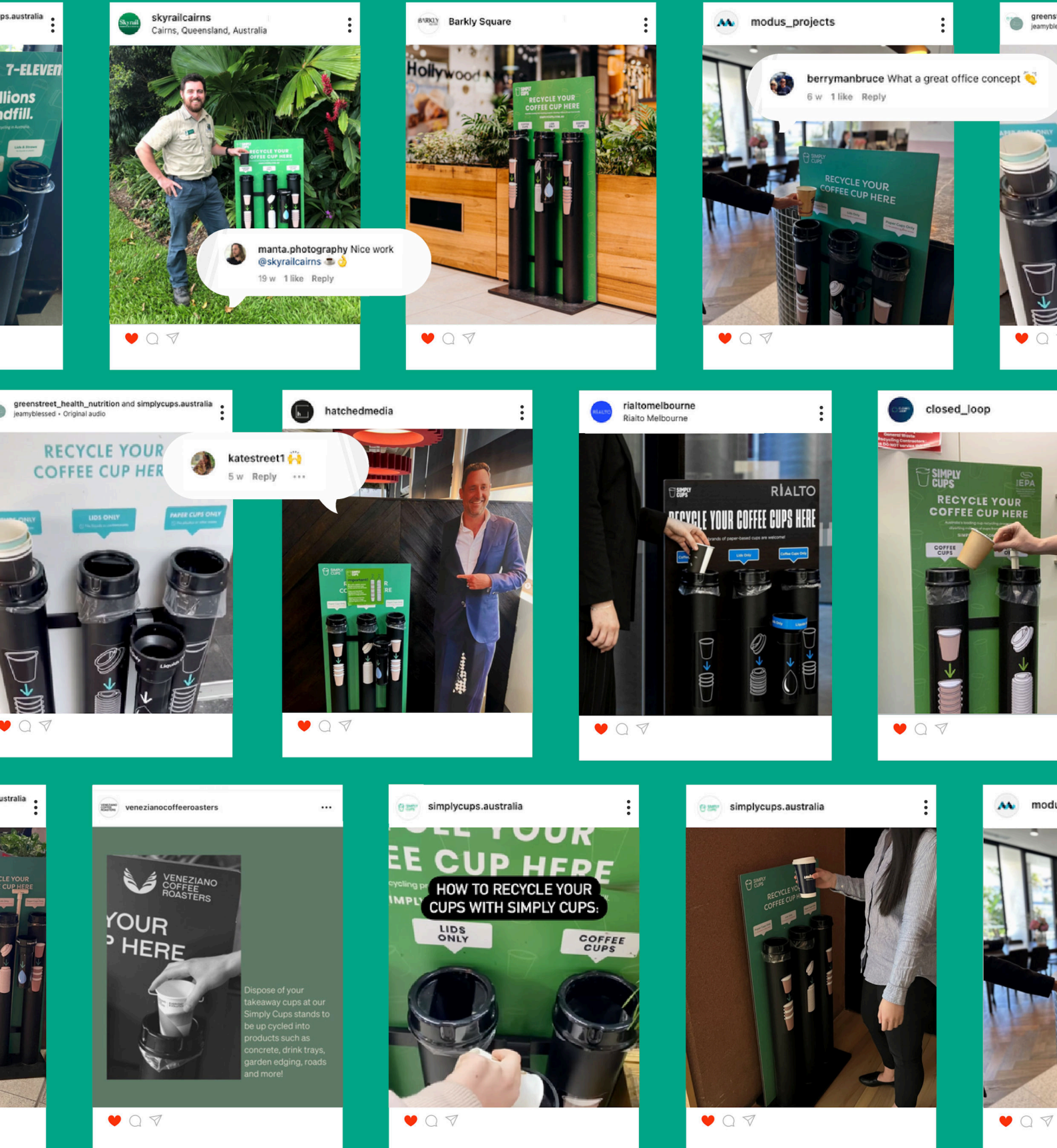


257
schools
collecting cups



Your social shares

Whether you are sharing your amazing cup numbers or want to find like-minded environmentally friendly businesses and individuals - join the conversation on LinkedIn, Instagram, Facebook or TikTok.



Our Cup Collectors



2,045,103 cups



794,674 cups



508,352 cups



475,094 cups



270,167 cups



235,731 cups



173,878 cups



171,223 cups



170,170 cups



166,865 cups



145,664 cups



BGIS

IPG

Skyrail
Rainforest Cableway

EML
Mutual since 1910

NSW GOVERNMENT | Planning, Industry & Environment

WorkCover
QUEENSLAND

FLIGHT CENTRE

THALES

Deloitte.

Hilton
BRISBANE

THE UNIVERSITY OF NEWCASTLE AUSTRALIA

HSW

accenture

tradeflex

VENEZIANO COFFEE ROASTERS | EVERYDAY EVOLUTION

GROSVENOR PLACE

CUTGEN
KINGSLIFF BEACH
HEADLAND SLSC
100 YEARS

ASIC
Australian Securities & Investments Commission

HORIZON

CBRE

HANES Brands Inc

GATEWAY
ALFRED ST, CIRCULAR QUAY

JOHN HOLLAND

Westfield

IMAX

SPOTLESS

Australia Post

ERINA FAIR

Officeworks

Cancer Council

... any many more!



Made from paper cups

saveBOARD displayed at exhibit at National Gallery of Victoria.





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