



**SIMPLY
CUPS**

7-ELEVEN.



**Help us save millions
of cups from landfill.**

7-Eleven has partnered with Simply Cups to revolutionise paper cup recycling

COFFEE CUPS
Keep it clean! No liquids

2024 / 2025

Simply Cups

Annual Report

Australia's national paper cup recovery program

SECTION 01 / ABOUT

Purpose of this report

This report covers the outcomes delivered by the Simply Cups national paper cup recovery program across 2024 and 2025. This combined edition covers the full two-year period, focusing on verified recovery, infrastructure maturity and measurable operational progress across the program.

It is intended for current and prospective program partners.

Building a national paper-cup recovery network requires long-term collaboration, operational discipline and shared responsibility between program partners.

The figures and operational detail that follow reflect the work done across the network during the period – together with the improvements underway to strengthen the system for the years ahead.



ACKNOWLEDGMENT OF COUNTRY

Closed Loop acknowledges the Traditional Owners of Country throughout Australia and recognises their continuing custodianship of lands, waters and resources. We pay our respects to Elders past and present, and we honour the deep knowledge systems that have sustained Country for countless generations.

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

SECTION 02 / LEADERSHIP

A note from Lisa Birch

**Lisa Birch**

General Manager – Closed Loop Organics

Paper cups present a straightforward problem at scale. Organisations that sell or serve millions of cups each year have a practical responsibility to consider what happens after those cups are used.

Standard household recycling does not accept paper cups. The lining that prevents leaks also prevents standard recovery. For years, the gap between what was sold and what could be recovered simply went to landfill. Changing the cup material alone doesn't solve that. What is needed is infrastructure – accessible collection, verified processing and genuine end markets for the recovered material.

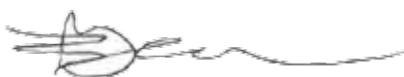
Simply Cups was built to close that gap. It operates as a national shared product stewardship model: collection units open to all cup brands, contracted logistics, verified material pathways and recognition under the Australasian Recycling Label as an approved Alternative Destination.

Our program is designed to work at scale and to be accessible to any organisation willing to participate.

*“Since launch, the program has diverted more than **61 million cups** from landfill. That result is only possible through consistent, long-term commitment from partners – brand owners, retailers, venues and workplaces – who understand that recovery systems need sustained participation to function and improve.”*

Expectations around packaging responsibility continue to evolve. Extended producer responsibility frameworks are maturing. Reporting requirements are tightening. Acting early allows solutions to develop alongside those expectations, rather than scrambling to meet them retroactively.

This report documents what the program has delivered across 2024 and 2025 and sets out the improvements underway to make it stronger. I hope it gives current and prospective partners a clear and honest picture of where the program stands.



Lisa

SECTION 03.1 / PERFORMANCE

Two years in review

Since the Simply Cups program launched in 2017, participating partners have helped build one of Australia’s largest dedicated paper cup recovery networks. The figures below reflect verified collection and service data across the full national program.

2024 saw a recalibration year following the program’s 2023 peak, with collection volumes reflecting network consolidation and a methodology update to weight-to-cup conversion. 2025 returned the program to growth – 10.59 million cups collected, a new all-time high, and clear evidence that the infrastructure built over eight years is performing at scale.

TOTAL CUPS DIVERTED FROM LANDFILL

61.26M

All-time program total · to December 2025

CY2024 - CUPS COLLECTED

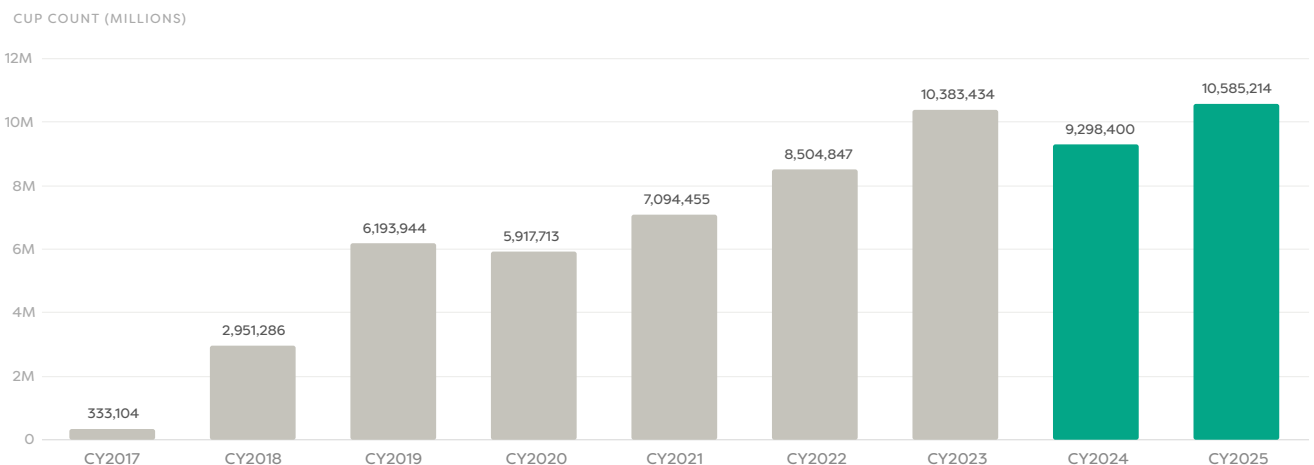
9,298,400

CY2025 - CUPS COLLECTED

10,585,214

Δ 13.8% YoY · new program peak

Cups collected by calendar year



Weight-to-cup conversion methodology was updated in line with audit and verification processes in 2024 to improve reporting accuracy.

SECTION 03.2 / PERFORMANCE

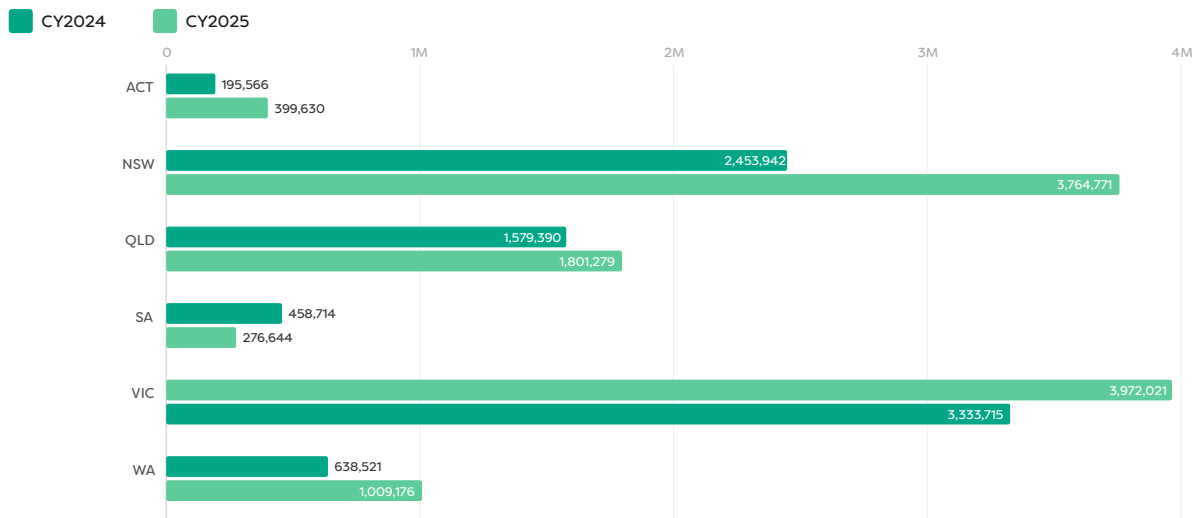
Cups by state

Below is the state-level breakdown across CY2024 and CY2025. Four of six states grew year-on-year, with NSW posting the strongest absolute gain in the network’s history.

NSW’s growth reflects both the maturation of existing partner sites and the addition of new high-volume locations across the state. Victoria remains the second-largest market by volume despite a reduction in 2025. Western Australia and the ACT both recorded strong percentage growth, pointing to real expansion potential in those markets.

State volume comparison

CY2024 vs CY2025



LARGEST STATE 2024

VIC

3.92M cups collected

LARGEST STATE 2025

NSW

3.76M cups collected

BIGGEST YoY GAIN

NSW

Δ 1.31M (+53.4%)

SECTION 03.3 / PERFORMANCE

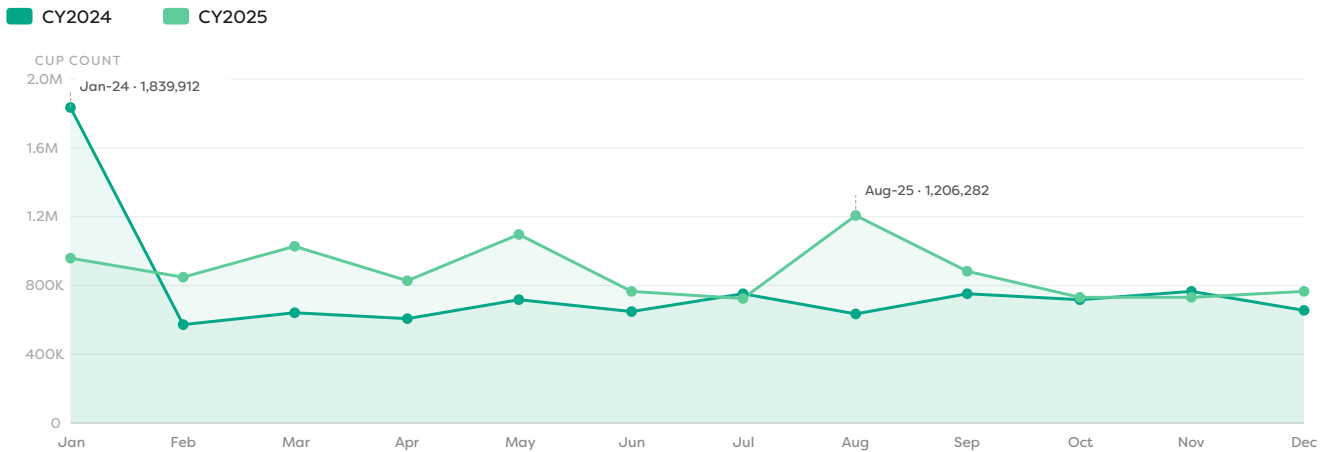
Cups by month

Monthly cup volumes across the calendar year. CY2025 runs persistently above CY2024 across all but the opening months, with the program establishing a higher baseline through the middle of the year.

The relative consistency of monthly volumes through the second half of 2025 – averaging above 880,000 cups per month – suggests the network is reaching a level of operational maturity where collection is less dependent on individual spikes and more reflective of steady, embedded participation.

Monthly volume comparison

CY2024 vs CY2025 - full national network



2024 TOTAL

9.30M

2025 TOTAL

10.59M

Δ 13.8% YoY

PEAK MONTH 2025

August

1,206,282 cups

AVG MONTHLY 2025

882K

vs 775K in 2024

SECTION 04 / OPERATIONAL METRICS

Network operations

Behind these figures is a logistics operation spanning 1,534 active locations, contracted pickup schedules and material consolidation across six states. Every cup collected represents a scheduled service, a verified pickup and a traceable material pathway – infrastructure that has been built incrementally since 2017 and continues to mature.



Sustainable events

A significant and growing share of that collection happens not through fixed bins, but through direct event and venue servicing – where the Closed Loop site services team works on the ground to separate cups from the general waste stream before they reach landfill.



Image: Paper cups collected from a fun run event. Thanks to Simply Cups, more than 184,300 paper cups were diverted from landfill.

Pioneering Partner

Since 2017, 7-Eleven Australia has saved

12,475,398

paper cups from landfill.

Thank you to our Pioneering Partner, 7-Eleven Australia.

With more than 600 of their stores offering paper cup collections, 7-Eleven Australia helped Australians divert **2,203,276 cups** from landfill in 2024 & 2025.

7-Eleven's partnership operates on two fronts. As a Brand Steward, they pay a levy on every cup that enters the market – contributing to the downstream infrastructure that makes recovery possible – and fund collection across their store network. It's a model that connects the cup entering the market to the cup being recovered.

Want your cups to carry the ARL?

7-Eleven's model shows what brand stewardship looks like in practice. Coffee brands that become Brand Stewards don't just collect – they invest in the infrastructure needed to recover and reuse cup material at scale.

As the Simply Cups network grows, we need more brands to step into this role. If your cups are going into market, talk to us about what it means to take responsibility for where they end up.



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.

440 schools and over 200,000 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



SECTION 05 / PROGRAM ACTIVATION

Activation & visibility

Maintaining awareness and correct usage across the network is critical to participation levels and contamination reduction. The program invests across three areas: digital channels to reach the public and drive collection-point discovery; website infrastructure to support partner enquiries and correct usage; and direct communications to the partner network to reinforce program standards on the ground.

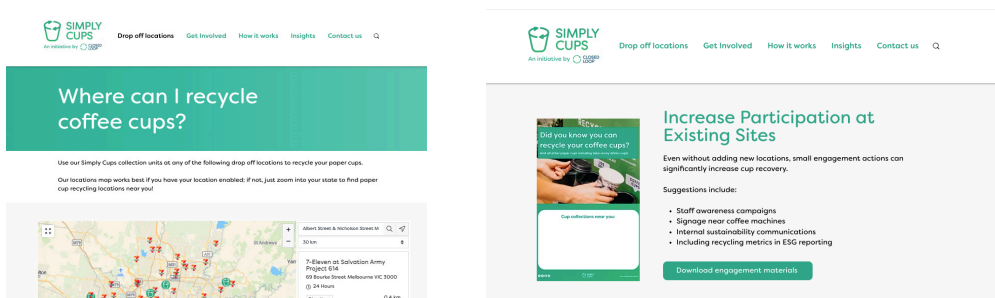
Digital Reach

Social media is the program’s primary channel for reaching employees at participating sites and the broader public. Content focuses on demonstrating the program in action, showing what happens to cups after collection, and helping people find their nearest collection point.



Website

simplycups.com.au is the central destination for program information – how to find a collection point, what cups are accepted, and how to join as a partner. The location finder page is our fastest growing page, reflecting genuine public demand from people actively seeking to divert their cups from landfill.



Partner communications

Direct communications to program partners include service updates, contamination guidance and educational materials for display at collection points.

Signage, digital assets and staff communication kits are available to all participating sites to support correct usage and reinforce program visibility on the ground.

SECTION 06 / OPERATIONAL IMPROVEMENTS

Strengthening the system

Logistics partner transition

In 2025 the program transitioned to eLoop as its logistics partner. The transition improves transparency and operational consistency across all participating sites, and provides a stronger foundation for expanded reporting capability.

As with any major system change, the transition brought its share of process challenges to work through. These were expected, and the program has worked through them methodically.

With eLoop now fully embedded, we're confident in our foundation for continuous improvement in logistics coordination across the national network.



Service scheduling accuracy – consistent pickup cadence across the national network.



Collection traceability – end-to-end visibility of material movement.



Data integrity – structured capture across collection, weight and verification.



Exception management – faster resolution of suspended or contaminated services.

Collection & processing integrity

Simply Cups operates as a verified **Alternative Destination** under the Australasian Recycling Label (ARL) framework. The program maintains structured collection, consolidation and reporting processes across a national network, supported by contracted logistics and Australian manufacturing partners.

Material collected through the Simply Cups network is **traceable, accounted for and directed into verified reuse pathways.**



Recognition as a verified Alternative Destination under the Australasian Recycling Label framework means that paper cups deposited in Simply Cups collection units carry a verified, approved disposal pathway – one that is independently recognised and can be reported against by participating organisations.

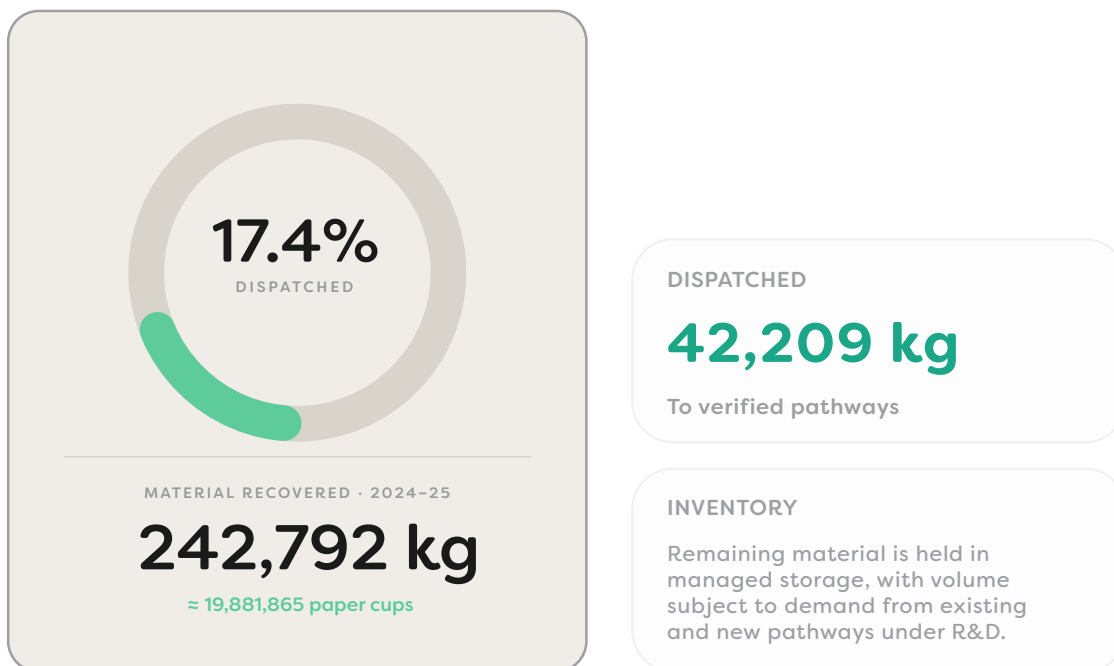
For partners with packaging or waste reporting obligations, ARL verification provides a credible, auditable basis for claiming cup diversion as part of their sustainability reporting.

SECTION 07 / MATERIAL FLOW

Material pathways & stock

Across the 2024–25 program years, the Simply Cups national collection network recovered 242,792 kg of material – equivalent to approximately 19 million paper cups – directed to verified Australian reuse pathways, with the balance held as a managed feedstock buffer aligned to manufacturing demand.

Of the material recovered, 42,209 kg was dispatched to verified end markets during the period. End markets include PAK-PAVE™ roads, EnviroLite lightweight concrete products, and saveBOARD building materials – each manufactured with significant recycled content and lower embodied carbon than standard alternatives.



Verified reuse pathways

Simply Cups works with a number of technologies and manufacturing partners to give collected cups a verified second life. Over the past five years, dozens of recycling solutions have been explored across international and local innovations – and the program continues to develop new pathways as collection volumes grow.

Once collected, cups are washed, dried and processed into flakes, pellets, adhesive compounds or a combination of these. The processed material is then supplied to manufacturing partners as a valuable additive input.



PAK-PAVE™ is a high-performance Stone Mastic Asphalt made from recycled coffee cups collected through the Simply Cups program. Penrith City Council became the first in Australia to pioneer it, **diverting 136,000 cups from landfill** into its collector road network.

The PAK-PAVE™ sections have outperformed standard Dense Graded Asphalt across every performance metric – and paved the way for councils across NSW, VIC, WA, and QLD to follow.

Image: PAK-PAVE™ Roads in Penrith

SECTION 08 / NEXT PHASE

Next phase of infrastructure maturity

The program enters 2026 with its strongest collection year on record behind it and a clear agenda for the infrastructure improvements needed to match that growth. The following initiatives are underway or in development:

**Secure impact reporting portal for program partners**

Partners will gain direct access to their verified collection data – cups diverted, weight recovered and service history – through a dedicated reporting interface. This supports internal sustainability reporting, ESG disclosures and stakeholder communications with auditable, program-verified figures.

**Enhanced material governance controls and verification**

Strengthening the integrity of material tracking from collection through to end market, with improved chain-of-custody documentation and verification at each stage of the pathway.

**Emissions impact reporting methodology development**

Development of a standardised methodology for calculating the greenhouse gas impact of cup diversion – giving partners a credible, consistent basis for including Simply Cups participation in their emissions reporting and reduction targets.

**Expansion of verified reuse pathways across Australian manufacturing**

Active development of additional end markets to broaden the program's dispatch capacity, reduce reliance on individual infrastructure projects and ensure collected material moves efficiently from storage into productive reuse.



The Simply Cups program has now diverted more than 61 million cups from landfill. That milestone reflects eight years of consistent participation from partners who understood, early, that recovery infrastructure requires long-term commitment to function.

The regulatory environment is catching up. Extended producer responsibility frameworks are moving from policy to practice. Reporting expectations are tightening. Organisations that have been part of this program are already ahead – with verified data, established infrastructure and a track record of participation they can point to.

Thank you to every partner, logistics provider and team member who has made this system possible. The work continues.

simplycups.com.au

info@simplycups.com.au

1300 762 166