

Reviving a Green Initiative on a City Scale – Lug a Mug II

Proposal Outline

The number of coffee outlets in Bangor University and indeed in Bangor caters for the thousands of staff and students every day. The sale of hot drinks leads to the use of large quantities of paper cups, which end up being recycled or binned within hours of their use. The *Lug a Mug* was a campaign initiated by the Students Union and Catering Services in 2011 and was successful in its promotion. However, the initiative has a lesser presence in the previous and current academic year, with the benefits of the initiative providing a strong basis for a need of its revival. This proposal aims to work on developing a new long-term strategy for this initiative, through working with additional groups to the previous project in 2011 such as the Green Impact programme, some student societies e.g. Bangor Energy & Environment Society (BEES) and local coffee shops. This aims to ensure inputs from a broader range of groups and also extend the programme to coffee shops around Bangor.

The Green Impact programme has been launched this year in Bangor University and this initiative is part of their future plans for a commitment to sustainability. This project proposal is supported by the Green Impact programme and therefore will provide a stronger basis for its continued promotion year on year. This project fits well with reducing waste in the university. The funding for the proposed project will fund several different elements including; a University wide competition to redesign a new 'environmental themed' mug, advertising and promoting for the initiative, purchasing an initial stock of mugs and incentivising the initiative in two stages (i) across the University and (ii) across Bangor.

Bangor University Benefits

In 2013, the university launched the 'binless office' campaign and this has been trialled in several schools/offices in the University. The aim was to promote recycling by removing bins from offices and gets staff to recycle their waste at communal recycling locations. Reducing waste remains the primary objective in any sustainability plan and therefore the re-launch initiative aims to engage students from an early stage through the mug design competition, making the new mugs a symbol for Green Impact and the University's aim for sustainability. There is savings for coffee shops by reducing the number of cups they use, this saving can be shared with mug users, and coffee shops that are part of the initiative will be promoted and help increase revenue for their business.

How the Initiative will be implemented

In collaboration with the Green Impact programme, a competition will be run for the new design and potential renaming of the Lug-A-Mug initiative. This will allow the project to both gain interest in the initiative but also provide a first step for advertising the project. Based on a winning design, with an environmental theme, purchasing initial stock of mugs which sales, subsidising some initial sales and in conjunction with the previous and newly proposed interest groups, the initiative will grow from University coffee shops to Bangor shops and the initiative will be maintained for future years.

Breakdown of Expenditure

The following is the proposed breakdown of expenditure for the £2,000 required to ensure the successful revival and evolution of the Lug-A-Mug Initiative across the University and Bangor:

- University wide competition to redesign a new environmental style mug (£500)
- Purchasing an initial restock of mugs (£1,000)
- Advertise and promote the initiative in 2 stages: (i) the University and (ii) Bangor (£500).