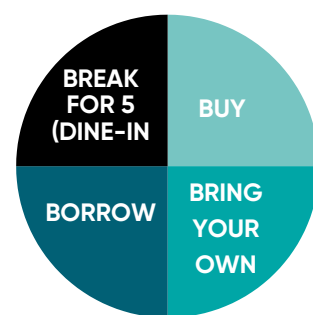




HOW TO INCREASE REUSABLES

The **4B's** are choices that we make everyday as business owners or customers. To increase reusables, we need to facilitate these choices by making the choice easy, attractive and satisfying.

- 1. BREAK FOR 5 MIN:** Encourage your customers to dine in, minimising single-use items.
- 2. BRING YOUR OWN (BYO):** Encourage customers to BYO reusable takeaway cups, bottles and bags. Establish systems to accept and promote BYO.
- 3. BORROW:** Offer borrowable reusable options.
- 4. BUY:** Sell reusable items with incentives like refills and in-store promotions, encouraging ownership.



Select your sector: [HOTELS](#) | [TOURISM](#) | [CAFES](#)

HOTELS

COFFEE CUPS

For hotels, focus on implementing a Borrow Cup system:

- **Self-managed:** Cups are hotel property, ensuring guests return them at check-out to avoid charges; OR
- **Externally managed:** Partner with third-party provider for cup tracking and management via an app. Participating businesses handle washing, while the provider facilitates cup redistribution.

WATER BOTTLES

- Provide self-managed reusable water bottles in rooms, prominently placed for guest convenience.
- Ensure bottles are easy to clean and sanitise, with clear in-room signage, bottle tags and guest communications indicating 'free to borrow/pay to keep'.
- Alternatively, offer refillable aluminium bottles with a Port Douglas Refill Map QR code and Reuse/Refill message, but charge if removed from the room.
- Ensure there are bottle refill stations on the hotel grounds (ie. lobby, hotel floor) or attractive refill taps in hotel rooms.

BAGS

- Offer self-managed reusable bags, such as grocery and/or shopping bags, in hotel rooms, positioned prominently for guest use ie. back of hotel door or kitchen bench.
- Use clear messaging, such as 'free to borrow/pay to keep' bag tags, signage, guest communications or hotel branding, to encourage reuse.

TOURISM

COFFEE CUPS

For Tourism Destinations in Port Douglas with on-site cafes:

- Join Port Douglas's Borrow Cup system for tourists to borrow reusable coffee cups and use the third-party app provided for cup tracking and management. Cafes handle washing, while the provider manages cup redistribution.
- Focus on increasing dine-in opportunities for tourists with a 'break for 5' (minutes). Reserve tables for tour groups to reduce single-use takeaway. Promote messages, incentives, or unique opportunities to encourage dine-in over single-use takeaway.

For Tour Operators visiting cafes:

- Allow enough time for your patrons to 'break for 5' and enjoy a dine-in coffee and meal with a glass of water during your tour. Coordinate with the café to reserve a table for your arrival time.

WATER BOTTLES

For Tourism Destinations:

- Accept tourist's BYO reusable water bottles for refills on-site.
- Sell empty reusable water bottles on-site for tourists to buy, such as branded or unbranded stainless steel or glass bottles, with free water refills on-site.

For Tour Operators:

- Encourage your tourists to BYO reusable water bottles to refill on tour and/or provide a mobile bottle refill station on tour.

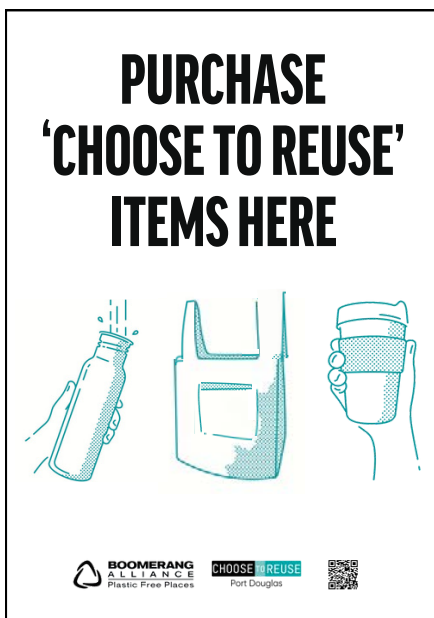
BAGS

For Tourism Destinations:

- Accept tourist's BYO reusable bags.
- Sell reusable bags for tourists to buy, they can be branded or unbranded, accompanied with in-store promotions.

For Tour Operators:

- Encourage your tourists to BYO reusable bags on tour (ie. for shopping at souvenir stores or visiting shopping destinations)



CAFES

COFFEE CUPS

- Support participating hotels and customers by implementing the borrow cup system to provide both locals and tourists an option to borrow, swap or return reusable cups.
- For cafes in Port Douglas, partner with a third-party provider for cup tracking and management via an app. Participating cafes handle washing, while the provider facilitates cup redistribution.
- Consider ways to incentivise a 'break for 5' minutes, e.g., a reserved short-term breakout bench close to the coffee machine for quick dine-in service. Maintain the area with clear signage and prompt clearing.
- Actively encourage and promote increased use of Bring Your Own (BYO) reusable takeaway coffee cups.
- Sell reusable takeaway coffee cups for customers to buy with in-store offers and promotions.

WATER BOTTLES

- Accept customer's BYO water bottles for refills in-store.
- Sell reusable empty water bottles for customers to buy, such as branded or unbranded stainless steel or glass bottles (similar to your table water bottles, with lids), with free refills.
- All bottle options should be advertised with free refills.
- Make a refill station with reusable cups easily accessible for customers so they can 'break for 5 and get hydrated while they wait for their coffee.

BAGS

- Ask regular customers to BYO reusable bags when making takeaway orders.



INCENTIVES TO INCREASE BYO REUSABLE CUPS

- BYO loyalty cards
- BYO cup discounts, discounted Happy Hour or special branded café cup discount offers
- Bring a BYO Buddy to enter draw to win incentives
- Print or stamp a 'BYO cup next time' reminder message on single-use cups
- Publicly promote your business reusable BYO targets
- Apply a single-use cup surcharge