



The Betacup™

Project Pitch

Can we find a natural resource that is usually considered waste and turn it into a revolutionary product?

Can we find an integrated approach to enable customers to act sustainably and for a good social cause on top? – Get inspired !

Short Description

A sustainable, fully biodegradable reusable and a naturally compostable disposable coffee cup to go. Both produced from a revolutionary material that is made of rice husks, the waste of global rice production. Additional innovative incentive programmes and payment options with applied social benefit.

Quick Overview

You´ll find a quick response to the jury´ s criteria at the last page of this presentation.

Sidenote

This submission was first and originally invented and designed for the Betacup™ competition, an international contest to find solutions on reducing waste of to-go coffee cups. The betacup by the betacup is licensed under a Creative Commons Attribution 3.0 United States Licence. www.thebetacup.com

I. The Betacup™ – a revolutionary cup

First, we suggest a sustainable, reusable, fully biodegradable coffee cup to go. We propose producing it out of rice husks, the waste of global rice production. Rice is the world's food number one. The largest part of it is sold peeled with the husks generally being dumped/thrown away unused or even being burned.



There are some manufacturers already on the market* that invented different techniques to produce such a material. They invested a lot in experiments with different natural fibres, and finally found a great way to produce an amazing material out of rice husks. It embraces great characteristics: it's solid, heat resistant, reusable, fully biodegradable, nontoxic, tree free, food contact safe, dishwasher safe and antibacterial.

There are other manufacturers that produce a rice husk granulat that might also serve as raw material in the production of cups.

See an amazing video introducing this idea in the attachment.

Now that we have a reusable sustainable coffee cup, how can we motivate people to reuse it? See some great approaches...

II. Innovative Incentive Programms & Applied Social Benefit

Is there another technology that might help to make people reuse their cup or even push and count the success of it?



If you buy your cup there's already credit for another free coffee on your RFID-Chip.

II.1 RFID-Implementation in an additional durable eco-banderole

We suggest to combine a natural material with modern technology such as RFID in order to tag your personal cup with a RFID-banderole from natural colored rubber. Using this technology you can simply pay with your cup or even take your banderole with you.

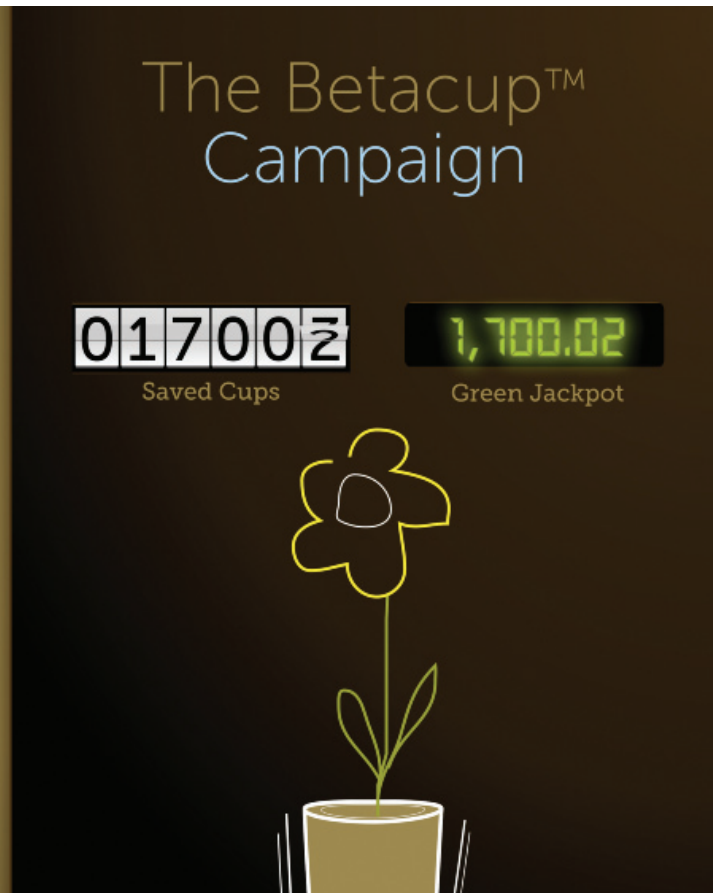
This offers lots of possibilities.

The most simple one is credit on your sleeve for payments and a discount for every time you bring your cup as well as counting the success of the campaign. It might be a good reason to take your cup with you and have a remarkable, extraordinary, easy and modern payment option.

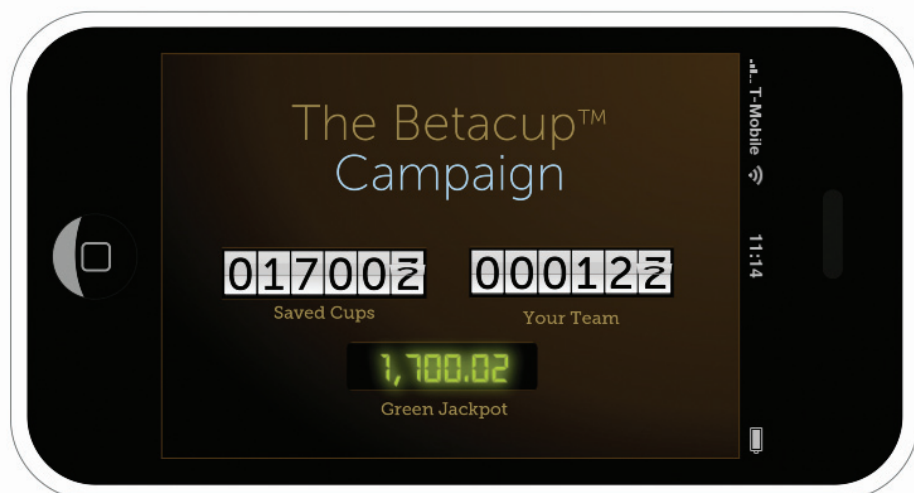
What we like about it is combining "high-tec" and natural materials for the evolution of sustainable solutions.

II.2 Team Competitions & Social Media

Any reused cup counts.



Some people might feel attracted by team competitions. It should be great to see the effort and the success of the campaign in real time. There could be signs in stores and even mobile apps for it. Any reuse will put a small amount into a lottery-pot. Team up with your friends on Facebook and become a monthly, weekly, daily or local champion and the winner of a "green jackpot."



II.3 Adding Remarkable And Meaningful Applied Social Gain

Corporate social responsibility is a huge trend. Consequently, businesses embrace responsibility for the impact of their activities on the environment, consumers, communities, stakeholders and all other members of the public sphere. CSR-focused businesses proactively monitor and ensure their contribution to ethical and ecological standards as well as promoting public interest by encouraging their customers.

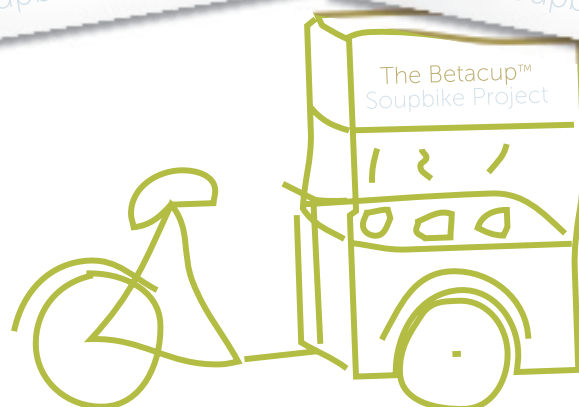
People who buy a sustainable cup and care for their environment might have a significantly higher affection for an additional social benefit and be much more motivated by meaningful additional social gain:

We kept an eye on one-to-one motivations. Every time you remember to bring your cup something else should happen as an extra benefit. Some people care more about others than about themselves. We thought it would be nice to find something really cool, innovative, good and social. Right in our neighborhood we saw those guys who pass "vegetable soups on a bike" to underserved children.

We had a chat with them and they were very open to share and promote their ideas.

To us this seems to be a great motivation to bring your cup with you:

Every time you bring your cup a child will get a good vegetable soup for your effort! Just by transferring your discount on reusing to this beautiful project!



II.4 Child Sponsorship

Another great option for meaningful social gain and CSR encouragement might be a child sponsorship:

The moment you buy your reusable cup you become a sponsor of a child. Simply by transferring the discount for your effort and the saved cup to a donation fund. The most effective way to do it are groups of people sponsoring one child, to give it solid ground. With every coffee you buy, and every time you bring your cup you will help a child - automatically, without any further effort. Doesn't that sound great ?



Child Sponsorship

III Naturally Compostable Disposables For 7-14 Cents

At the end of the contest we kept an eye on disposables. Having reusable cups is great for regular customers of Starbucks –but still – we needed a solution for walk-in customers.

Just one days before the challenge´s deadline – we got amazing news from a manufacturer:



BREAKING NEWS: 100% COMPOSTABLE RICE HUSK DISPOSABLES

Monday, 31th may

Today, one day before the deadline of the betacup challenge we finally got inspiring news for the pricing that suddenly offered new perspectives on our idea: using rice husks, the waste of global rice production for biodegradable to-go cups

We found a revolutionary manufacturer in Europe that offered us best material characteristics with an interesting calculation.

Calculating a high amount of cups, a disposable cup made from rice husk granulat will cost between 7-14 cents. It will be 100% naturally compostable.

There´s no problem with industrial recycling or industrial composting facilities anymore, as it could biodegrade in your backyard. This is their USP.

It´s the initial stage, the lead-in of a new product into the market and there is usually high potential of saving costs in the life cycle of products.

The new disposables can be a relaunch of the well known Starbucks disposable paper cups - trying to reinvent the same size, colour, look and feel with a new material.

The design could also be a natural coloured new edition as the material offers a beautiful natural texture.

We are in close contact with the manufacturer now and got a first equated calculation for all sizes of Starbucks to-go cups.



texture & colour samples



0 % WASTE

IV. THE EARTH AWARDS

And finally – we worked hard and could announce that this submission has been invited and is taking part at the Earth Awards.



BREAKING NEWS II: THE EARTH AWARDS 2010

Monday, 31th may

About three weeks ago, we received a call for entries and an invitation to the Earth Awards 2010 via facebook. Telling us they have seen our betacup submission, and would heartily invite us to the Earth Awards. (www.theearthawards.org)

We felt very honoured and excited, but the deadline should have been the following week and there was a huge list to explain and match your idea according to their jury's criteria, telling you even the amount of letters you should answer them. =)

We decided to buy 200 litres of coffee and spend days and nights and weekends getting everything done.

And, finally, 5 hours before the deadline – pacific standart time – we got everything done.

Thanks a bunch to jovoto and the betacup for amazingly quick intermediation and checking rights and licences of both competitions!

Puh! Let's see... =)

TAKING PART AT
THE EARTH AWARDS
2010



0 % WASTE

V. How will it positively impact our collective quality of life?

Synergy creates gain for any part of its components.

We think that a sustainable product and a synergetic concept putting many aspects together and covering many angles creates huge benefit for all parts and participants. The manufacturer, the customer, the environment, the coffee company as well as underserved children.

We might reduce the waste of millions of to-go cups, save resources and use a natural resource that is usually just burned. At the same time we encourage people to join a sustainable movement with smart ideas and technologies for additional social benefit and a greener future.



VI. Are there any drawbacks or negative consequences?

The only component of the product or concept that is not biodegradable or recyclable is the tiny RFID-chip. It will be placed inside the banderole, an amount of 1kg per 1.000.000 cups and can be easily cut out of it.

VII. How does this submission match the jury's criteria ?

Waste reduction

As we are children of this beautiful planet we decided to take a high goal for this submission: 0% waste.

We introduced a revolutionary material, that is made from natural waste and turn it into great sustainable products: a full biodegradable reusable and a natural compostable disposable cup. – 0% waste ! =)

Ecological

The product is designed to reduce negative environmental impacts. It reduces waste, saves resources, is fully biodegradable and made of a natural fibre.

Achievable

Manufacturers and technology already exist. Rice husks are a resource existing in overabundance. The first scaled calculation for disposables from pilot to world market is already done.

Scalable

The whole concept can be tested in one single coffee shop or area and then be expanded to the international practice of a global player. The calculation for disposables is already scaled from pilot to world market.

Measurable

The specific goal is to reduce production of and waste from standard cups. That can simply be measured or even counted via RFID tracking.

The whole experience

The Betacup™ is a unique reusable and biodegradable to-go coffee cup – and a "do something good" gadget. The disposables are 100% natural compostable and will be served with flower seeds. Plant them in your backyard or just somewhere in your urban neighbourhood. =)

**Thanks for reading and reviewing
and sorry for any spelling or wording mistake!**