

SAMEN MAKEN WE  
MORGEN MOOIER

**OVAM**

# Roadmap: Reusable Cups

BY TYPE OF EVENT (IN FLANDERS)



This roadmap has been created by Ecofest commissioned by OVAM (Openbare Vlaamse Afvalstoffen Maatschappij).

With this information, we provide event organisers a short guide for the use of reusable cups.

If you wish to receive additional information, please visit the website [groenevent.be](http://groenevent.be). Check also the [cup guide](#) from Powerful Thinking!

Special thanks to Alex Camacho for the translation.

**We wish every success in organising your (almost) disposable free event!**

*Ecofest is a non-profit organisation that focuses on change in the event industry.*

*We combine knowledge about circularity and sustainability with hands-on waste management at events. Ecofest supports organisers with implementing green initiatives. We assess current activities, present a solutions strategy and connect event organisers with potential suppliers (e.g. reusable cups). You can follow us on [LinkedIn](#), and [Facebook](#) and find us on [www.ecofest.be](http://www.ecofest.be).*

*OVAM, short for Openbare Afvalstoffenmaatschappij voor het Vlaams Gewest, is the Public Waste Agency of Flanders and is responsible for waste management and soil remediation in Flanders.*

# “What type of event do I organise?”

OUTDOOR FESTIVAL

INDOOR PARTY / CONCERT

FREE EVENT ON ONE LOCATION

FREE EVENT ON VARIOUS LOCATIONS  
(E.G. CARNIVAL PROCESSIONS)

TOUR SPORTS (RUNNING, CYCLING, WALKING), WITH SUPPLY ZONES

NEIGHBOURHOOD PARTY/SCHOOL PARTY



The links above will take you directly to the right roadmap.



# 1 Roadmap for an outdoor festival

## 1 Check the availability of cups.

Firstly, check with your beverage supplier(s) or drink sponsor(s). Secondly, check with your local authority, other organisers or nearest cup service provider.

## 2 Determine if you can easily rinse the cups during the event.

Calculate the costs of additional staff and a temporary washing facility, compared to the rental costs of additional cups (1 cup for each sold drink).

## 3 Check if all drinks can be served reusable.

Serve drinks on tap where possible. For soft drinks consider soda guns (water/syrup mix) or use large (glass) bottles to fill the cups, ...

## 4 Define the required number of cups, plus the delivery and pick-up date. Order the cups.

## 5 Determine how the deposit scheme will operate.

The ideal system is one drink voucher per cup. This is simpler for the bar staff to manage. A deposit system is also recommended for single-use packaging (PET bottles, cans, etc.).

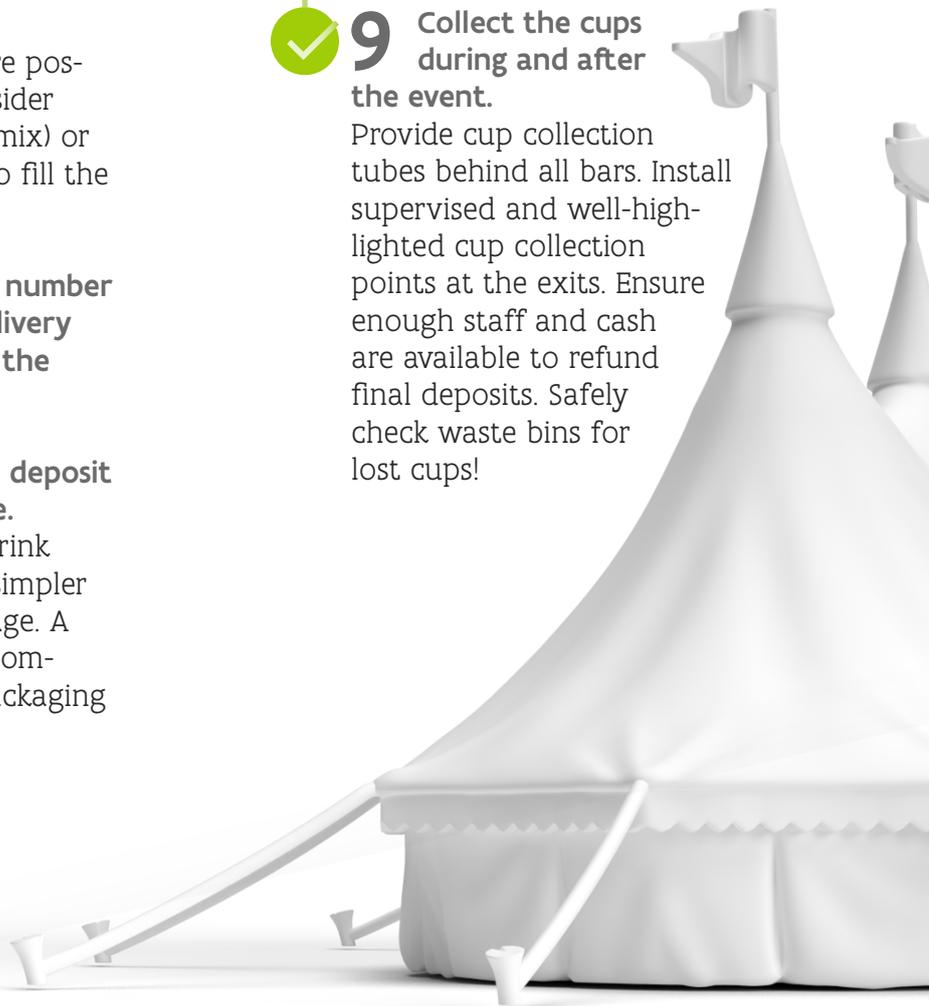
## 6 Organize the logistics (a collection system at the bar, required space). Consider possible measures to prevent fraud and theft.

## 7 Prepare a communication plan for the cup system and share the information via your website, social media and on-site at the event.

## 8 Provide a briefing for the entire team, including the security staff, just before the start of the event.

## 9 Collect the cups during and after the event.

Provide cup collection tubes behind all bars. Install supervised and well-highlighted cup collection points at the exits. Ensure enough staff and cash are available to refund final deposits. Safely check waste bins for lost cups!



## 2. Roadmap for an indoor party / concert

### 1 Check the availability of cups.

Firstly, check with your beverage supplier(s) or drink sponsor(s). Secondly, check with your local authority, other organisers or nearest cup service provider.

**2 Determine if you can easily rinse the cups** during the event. Calculate the costs of additional staff and a temporary washing facility compared to the rental costs of additional cups. Avoid using regular (glass) rinsing brushes, as these damage reusable cups!

### 3 Check if all drinks can be served reusable.

Serve drinks on tap where possible. For soft drinks consider soda guns (water/syrup mix) or use large (glass) bottles to fill the cups.

**4 Define the required number of cups plus the delivery and pick-up date. Order the cups.**

### 5 Determine how the deposit scheme will operate.

The ideal system is one drink voucher per cup. This is simpler for the bar staff to manage. A deposit system is also recommended for single-use packaging

(PET bottles, cans, etc.).

**6 Organize the logistics** (collection system at the bars, required extra space). Consider possible measures to prevent fraud and theft.

**7 Prepare a communication plan** for the cup system and share the information via your website, social media and on-site at the event.

**8 Provide a briefing for the entire team**, including security, just before the start of the event.

### 9 Collect the cups during and after the event.

Provide cup collection tubes behind all bars. Install supervised and well-highlighted cup collection points at the exits. Ensure enough staff and cash are available to refund final deposits. Safely check waste bins for lost cups!



### 3. Roadmap for a free event on 1 location

#### 1 Check the availability of cups.

Firstly, check with your beverage supplier(s). Secondly, check with your local authority, other organisers or nearest cup service provider.

#### 2 Determine if you can easily rinse the cups during the event.

Calculate the costs of additional staff and a temporary washing facility compared to the rental costs of additional cups (1 cup for each sold drink).

#### 3 Check if you can serve every drink in a reusable cup.

Serve drinks on tap where possible. For soft drinks consider soda guns (water/syrup mix) or use large (glass) bottles to fill the cups.

#### 4 Determine the required number of cups, plus the delivery and pick-up date. Order the cups.

#### 5 Determine how the deposit scheme will operate.

The ideal system is one drink voucher per cup. This is simpler for the bar staff to manage.

#### 6 Organize the logistics (collection system at the bar, required space). Consider possible measures to prevent fraud and theft.

#### 7 Prepare a communication plan for the cup system and share the information via your website, social media and on-site at the event.

#### 8 Provide a briefing for the entire team, including security, just before the start of the event.

#### 9 Let's party!



#### 10 Collect the cups during and after the event.

Provide cup collection tubes behind all bars. Install supervised and well-highlighted cup collection points at the exits. Ensure enough staff and cash are available to refund final deposits. Safely check waste bins for lost cups!

## 4. Roadmap for a free event on various locations (e.g. carnival procession)

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**1 Check the availability of cups.**  
Firstly, check with your beverage supplier(s). Secondly, check with your local authority, other organisers or nearest cup service provider.

**2 Determine if you can easily rinse the cups during the event.**

Calculate the costs of additional staff and a temporary washing facility compared to the rental costs of additional cups (1 new cup for each sold drink). Rinsing cups at an event with numerous distributed catering points is more challenging.

**3 Check if the various catering points can all serve drinks in reusable cups.**

Serve drinks on tap where possible. For soft drinks consider soda guns (water/syrup mix) or use large (glass) bottles to fill the cups.

**4 Determine the required number of cups, plus the delivery and pick-up date. Order the cups.**

**5 Determine the amount for the deposit.**

If the catering points are organised by different organisations, set up a single, unified system for all of them. Determine the cost for the deposit and make sure the cup can be handed in at each bar.

**6 Organize the logistics** (collection system at the bars, required space for clean and dirty cups). Consider possible measures to prevent fraud and theft.

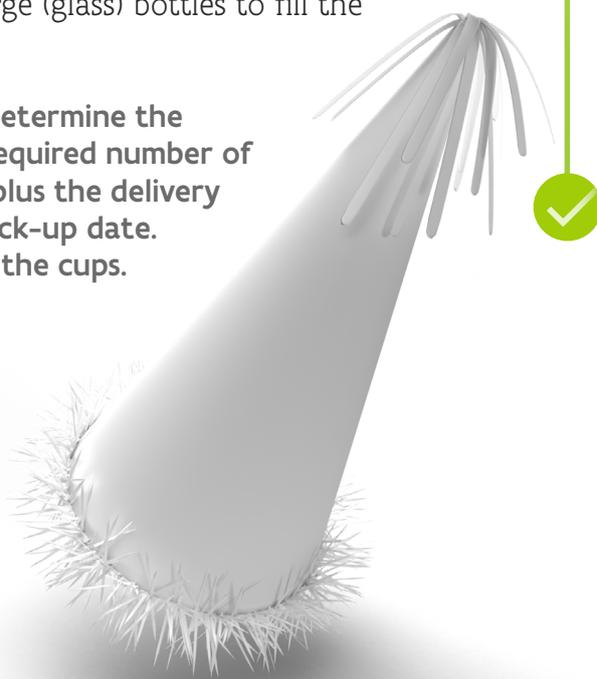
**7 Prepare a communication plan** for the cup system and share the information via your website, social media and on-site at the event (e.g. on the drinks list).

**8 Provide a briefing for the entire team**, including security, just before the start of the event.

**9 Let's party!**

**10 Collect the cups during and after the event.**

Provide cup collection tubes behind all bars. Install supervised and well-highlighted cup collection points at the exits. Ensure enough staff and cash are available to refund final deposits. Safely check waste bins for lost cups!



## 5. Roadmap for tour sports (running, cycling, walking)

### 1 Check the availability of cups.

Firstly, check with your beverage supplier(s) or drink sponsor(s). Secondly, check with your local authority, other organisers or nearest cup service provider.

### 2 Check if you can serve every drink in a reusable cup

Serve drinks on tap where possible. For soft drinks consider soda guns (water/syrup mix) or use large (glass) bottles to fill the cups. Check if every supply zone is necessary. A lower number of supply zones reduces the amount of cups needed.

### 3 Determine the required number of cups, plus the delivery and pick-up date. Order the cups.

### 4 Organize the logistics

(collection system, necessary space for clean and dirty cups). A deposit is not possible at this type of event. So you will have to collect the cups after each supply zone.

### 5 Prepare a communication plan

for the cup system and share the information via your website, social media and on-site at the event. Indicate that the cups must be deposited in individual 'throw zones' at the end of the event.

### 6 Provide a briefing for the entire team

(just before the start of the event). Make sure cups are not taken home at the end of the event.

### 7 The race can begin!

### 8 Collect the cups during and after the event.

Make sure you provide collection tubes for dirty cups. Safely check waste bins for cups: each lost cup is a cost for the organisation. If the cups have to be returned clean and dry (often the case if borrowed), dry it through the "pyramid system". Stack the still-wet, cleaned cups upside down in a triangle formation. They will be dry after one day. Do not dry with a drying cloth as hygiene cannot be guaranteed.



## 6. Roadmap for a neighbourhood party/school party

### 1 Check if you can offer the drinks in glass.

Serving beer, fruit juice or other soft drinks in glass bottles is the most sustainable way of partying. If you're working with plastic reusable cups, continue to step 2.

### 2 Check the availability of cups.

Firstly, check with your beverage supplier(s). Secondly, check with your local authority, other organisers or nearest cup service provider.

### 3 Determine whether or not you want to rinse cups at the location itself.

Sometimes the cost of renting more cups is less than rinsing cups between drinks. For hygiene reasons, rinsing has to be done via a catering dishwasher, rather than sinks with brushes as these damage the cups.

### 4 Determine the required number of cups, plus the supply and pick-up date. Order the cups.

### 5 Set up the cup system.

A deposit is often not necessary

at this type of event. The cups are easy to collect and the visitors will likely cooperate and return them.

**6 Prepare a communication plan** for the cup system and share the information via your website, social media and on-site at the event. Indicate that cups do not belong in the waste bins. Indicate this clearly either directly above or on the bins themselves.

### 7 Provide a briefing for the entire team.

The cups may have no deposit but still have value: each lost cup is a cost for the organisation. Try to avoid visitors taking cups home.

### 8 Let's party!

### 9 Collect the cups during and after the event.

Provide cup collection tubes behind all bars. Install supervised and well-highlighted cup collection points at the exits. Ensure enough staff and cash are available to refund final deposits. Safely check waste bins for lost cups!

