



Karere Pāpāho/Media Release
Thursday 6 December 2018

CupCycling set to take off in Kaikohe

A new CupCycling initiative is set to make recycling and waste minimisation in Kaikohe cool! Several local cafes have partnered with the Te Rūnanga-Ā-Iwi O Ngāpuhi to encourage reusable cups, educate whānau about the detrimental effects that single-use disposable cups have on the environment and how small changes in behaviour can help reduce waste to landfill.

It's estimated a massive 295 million hot and cold disposable cups are used in New Zealand every year, which eventually end up in our landfills.

Julie Harris is owner of Café Malaahi in Kaikohe. "We're taking small steps to educate our customers. We already provide ceramic coffee cups to take away as well as biodegradable plates and wooden cutlery for takeaway meals. Moreover, people are starting to come around, so cup cycling is the next positive and exciting step."

The initiative follows a concept developed by the IdealCup company (idealcup.co.nz) of Motueka, who in less than 11 months diverted 10,663 cups from landfill and 7,000 single use cups diverted in just 4 months at Kanteen Cafe at NZ Post in Wellington.

Taryn Taurima, who is leading out the CupCycling initiative for the Rūnanga says, "with the likes of Countdown Supermarkets removing plastic bags and other retailers and businesses promoting reusable items, we want to encourage our whānau and local communities to reduce waste, support the local cafes and the CupCycling kaupapa."

It's only \$10 to join the initiative, including a CupCycling reusable cup and the first coffee is free. A range of Ngāpuhi branded reusable cups can also be purchased and are an environmentally friendly alternative that can be recycled at the end of its useful life into a new product. The Ngāpuhi branded reusable cups are \$15 and can be purchased from the Ngāpuhi Rūnanga.

Ngāpuhi Rūnanga CEO, Lorraine Toki says “we want to walk the talk on sustainability starting with reducing disposable coffee cups to landfill. If it works here in Kaikohe, then we’ll look at expanding further.”

Participating cafes receive a small return on every Ngāpuhi cup purchased, while saving money from reduced purchasing of disposable cups.

Enquiries

Tio Taiaki, Strategic Communications Manager
027 4165 027
media@ngapuhi.org

Julie Harris, Owner
Café Malaahi, Kaikohe
027 289 5229

Participating Kaikohe Cafes

- Café Malaahi, Kowhai Court
- Café Malaahi, Broadway
- Breaking Bread Cafe

Photos supplied.