



Don't you forget about me.



LET'S STAMP OUT SINGLE USE COFFEE CUPS – ONE SIP AT A TIME.

Dear You,

If you're a customer of STREAT's thanks so much for buying our coffee over the last 14 years. We love you, you're a terrific human. And we know you have it in you to make one small change for the sake of our planet!

I wish I could take you back to the start. STREAT was just a tiny handful of people, a shitty little coffee cart, and a collective determination to stop youth homelessness. We are so proud of where we are now, and it's all thanks to the hundreds of group hugs received from you.

A huge cornerstone of what we've been doing has been underpinned by minimising our environmental footprint while raising our social impact. In short,

STREAT = PEOPLE + PLANET.

The climate emergency we're facing relies on all of us to start small, and start repairing the damage done.

Sip by sip we can make a difference.

Our first Siptember campaign, back in 2019 was a huge success and this year we want to do even better, expanding by working with other cafes, coffee carts and customers across Melbourne and beyond. We'd love you to bring your own cup, take on our Tiny Habits challenge, and spread awareness. And if you forget your cup, we've got ideas on how to stay on track and still enjoy your coffee, waste-free.

We'll be tracking progress to see if we can reach our goal of **40% of coffees being in reusable cups** in our non-circular sites and are asking other cafes and coffee carts to set their own targets to beat the disappointing industry average of 3-7%. And let's see if we can take it even further by getting your friends and colleagues on board.

Thanks for making STREAT not only taste good, but also do good.



FOUNDER AND CEO, STREAT

LET'S TREAD LIGHTLY ON THIS LAND

Every choice we make has the potential to help or hurt the planet that we all share. Working with four Melbourne Uni students in 2017 we created a Planet Plan (tinyurl.com/streatplanetplan) which documented our baseline waste and set out actions to green our organisation. We've achieved a lot of our goals and are working really hard to reach the milestones we're currently setting in our 2040 plan that will be out soon, so watch this space .

COMMUNITY & CONNECTEDNESS

WATER

MATERIALS & WASTE PRODUCTS

ENERGY

WASTE

ECO & FOOD SYSTEMS

TRANSPORT

PLACES

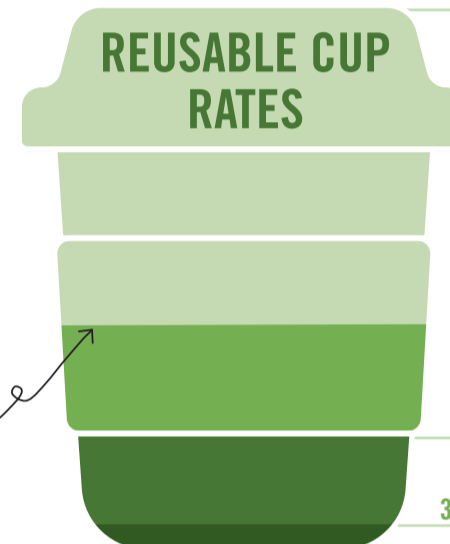
While we would love to eliminate disposable cups, we are all only human. It's hard to break habits of a lifetime, but meaningful change happens in small steps. We can do more together. Check out our eco-friendly ideas below, and turn over to find out how to make these new habits stick.

IT'S OUR PLANET, LET'S SAVE IT TOGETHER

AUSTRALIANS USE ON AVERAGE 1 BILLION DISPOSABLE COFFEE CUPS EACH YEAR.

100% ARUP & HESTA (STREAT'S CORPORATE CAFES)

Melbourne loves its coffee and it's our biggest seller. At STREAT we're proud of our reusable cup usage which compared to the national average is good, BUT we can all do better, and help others to change with us.



YOUR CAFE NAME

YOUR CAFE TARGET %

25% STREAT AVERAGE (1 IN 4 CUSTOMERS) (CROMWELL, GIPPS ST, PARKVILLE, RACV & RMIT CAFES)

3-7% NATIONAL AVERAGE

FOR SIPTEMBER OUR GOAL IS **40%** REUSABLE CUPS OR 2 IN 5 CUSTOMERS

LET'S TALK COFFEE AND OUR PLANET – WHAT WE'RE DOING AT STREAT



Ethically sourced coffee beans from around the world



We have 200,000 new employees (worms!) in our worm farms who recycle coffee and food waste into worm tea and castings which make fantastic fertilizer.

BioPak cups used for takeaways – lets ditch these too!



The packaging, grinding and brewing is powered using renewable energy (partly from 118 solar panels on the roof of our STREAT Cromwell site donated by RACV and green energy through our partnership with Red Energy and RACV)

Used coffee grounds are collected and turned into compost. So far we've diverted 40 tonnes of coffee grounds from landfill and turning it into more deliciousness.



We're striving towards our roastery & cafes being zero waste

Our roastery and cafe use chemical-free sanitising and cleaning technology (thanks eWater!)



TINY HABITS, BIG IMPACT – THINGS YOU CAN DO IN SIPTEMBER AND BEYOND

- BUY A CUP**
Don't lose it, use it. There are heaps of different reusable cups out there to suit your needs. What's your cup?
- BORROW A CUP**
Just like a library, why not start a cup cupboard! Bring in some cups from home and have it as a share cup cupboard for your work mates. So easy, give it a go!
- TAKE YOUR BREAK**
Instead of rushing out of our cafe to your first meeting. Stay a while and enjoy your coffee in a glass or ceramic cup. Or enjoy a quick sip Euro-style at our Espresso Bar at Cromwell Cafe The planet will love you for it!
- BLACK IS ALWAYS IN STYLE**
90% of your coffee's environmental footprint is from the milk. *Did you know ... switching to a non-dairy alternative or drinking black coffee would reduce the environmental impact of your favourite morning brew.*
- TEAM SPIRIT IN THE OFFICE**
Join with work colleagues to create a stash of mugs to use for the morning coffee run.
- JOIN OUR TINY HABITS CHALLENGE**
You can't forget your reusable cup if your keys are on top of it! Turn over to find out how to make new planet-friendly habits.
- DITCH THE DISPOSABLE CUP**
Join the sustainable cup movement this Siptember.
- GIVE THE PLANET A BREAK**
Gift a reusable cup and encourage others to join the cause.
- CELEBRATE YOUR SUCCESS**
Celebrate your success and follow ours as we track our impact this month.
- SPREAD THE WORD**
Imagine if all of the 5.9 billion coffees that Australians drank every year were in reusable cups. Share a pic of you and your favourite reusable cup on social media with the hashtag #rememberSiptember @STREATMelbourne.
- RECYCLE RESPONSIBLY**
If you end up with a takeaway cup, compost it directly into your soil or compost system. And make sure the lid goes into general recycling.
- DON'T STOP WITH THE CUP**
Used coffee grounds can be composted in your garden. Acid-loving plants like azaleas, hydrangeas, rhododendrons, camellias and roses will thank you for it. And worms in worm farms love a regular caffeine fix.

INTRODUCING

S/PTEMBER TINY HABITS



TAKE THE CHALLENGE...

ABOUT S/PTEMBER TINY HABITS

EVER FORGOT TO BRING YOUR REUSABLE CUP FROM HOME?
FORGOT TO WASH IT THE NIGHT BEFORE?
YOU'RE NOT ALONE!

Most people want to remember and use a reusable cup. Many of us fail because we haven't gotten into the habit. There is a way to help change habits to remember! It's called Tiny Habits.

Created by Stanford University behaviour scientist BJ Fogg
- It's effective and is all about starting Tiny Habits!

HOT TIP

If you forgot to bring your own cup you could try borrowing one!

HOW IT WORKS

FORMING A HABIT IS LIKE GROWING A PLANT...



You start with something tiny (a seed or a sprout)



You find a good spot for it in your garden (proper soil, light, moisture)



You nourish your tiny plant so the roots get established

...AS YOU DO THESE THREE THINGS, YOUR TINY PLANT WILL TAKE ROOT AND THRIVE.

FORMING TINY HABITS IN THREE STEPS



STEP 1

FIND YOUR S/PTEMBER TINY BEHAVIOUR (THE SEED)

Some ideas:

- Remember to wash your cup
- Put your cup in your bag at night
- Take your cup with you as you leave the office at work

THE RIPPLE EFFECT

If you master these Tiny Habits, watch how they help you grow bigger, better habits!



STEP 2

FIND A GOOD SPOT (OR ANCHOR) IN YOUR DAILY LIFE WHERE YOUR HABIT CAN THRIVE

For example:

- Brushing your teeth
- Picking up your car keys
- Pushing your chair under your desk at work

PRO TIP

If you're already a pro at remembering your cup, feel free to create habits that will further reduce your environmental impact! e.g. reducing the milk in your coffee, trying a non-dairy alternative milk or switching to black.



STEP 3

TAKE A MOMENT TO CELEBRATE SO YOUR HABIT CAN THRIVE

Something that works for you, for example:

- Smile to yourself and say 'good job'
- Say 'yes!' whilst giving yourself two thumbs up

PUTTING IT TOGETHER – WHAT WILL YOUR S/PTEMBER TINY HABITS BE?

STEP 1 – YOUR SEEDS

What are the September Tiny Habits you'd like to create?

JOT YOUR THOUGHTS

STEP 2 – THE RIGHT SPOT FOR YOU

What existing routines do you already have that you could anchor a habit to?

JOT YOUR THOUGHTS

STEP 3 – HOW DO YOU CELEBRATE

What works for you?

JOT YOUR THOUGHTS

CREATE YOUR S/PTEMBER TINY HABIT RECIPES (UP TO 3)

AFTER I ...

e.g. brush my teeth

I WILL ...

e.g. put my cup in my bag

AND IMMEDIATELY ...

e.g. pat myself on the back

ANCHOR MOMENT
(The good spot)

TINY BEHAVIOUR
(The seed, less than 60 seconds)

CELEBRATION
(Something you do to create a positive feeling)

OUR SURVEY

Top reasons people don't use their cup:

- They leave it at home
- They forget to wash it

LEVEL UP – JOIN THE MOVEMENT

Join our 5 day September Tiny Habits Challenge. Free email reminders and online coaching, Monday to Friday.

Sign up by 7pm each Sunday of September

<https://tinyurl.com/sptember>

Cut out along the dotted line and take your recipe with you!



<https://tinyurl.com/sptember>

