

# **sustainable design at starbucks**



## *Plan of Action*

1. biodegradeable 4 cup carrier
2. seed containing fiber sleeve
3. non-bleach processed hot cups
4. improved "grounds for your garden" station

# environmental mission statement

Starbucks is committed to a role of environmental leadership in all facets of our business. We fulfill this mission by a commitment to:

- 1 Understanding environmental issues and sharing information with our partners.
- 2 Developing innovative and flexible solutions to bring about change.
- 3 Striving to buy, sell and use environmentally friendly products.
- 4 Recognizing that fiscal responsibility is essential to our environmental future.
- 5 Instilling environmental responsibility as a corporate value.
- 6 Measuring and monitoring our progress for each project.
- 7 Encouraging all partners to share in our mission.

# four areas of improvement

## 1. biodegradable 4 cup carrier

The current cup carrier is made out of recycled pulp. It is 100% biodegradable, but the shape and the material are not optimal for plant growth. The new design and fiber grow material will be sturdy enough to work as a cup carrier and then be used as a planter that will not disintegrate when the seeds are watered. The new line of fiber-based growing containers are designed to offer you all the benefits of peat, without destroying the peat bogs. Fiber Grow is an eco-friendly alternative to peat based products. This long-lasting, earth-friendly material is made from recycled paper products that can be composted at year end into nutrient rich bedding material. The material insulates and allow roots to breathe just like clay pots.

## 2. seed containing fiber sleeve

The current insulating hot cup sleeve is the first to contain 60 percent post-consumer recycled fiber. On the back of the sleeve, it states that each sleeve is "Intended for single use only". The new insulating sleeve will be constructed out of the same fiber grow material as the redesigned cup carrier. The sleeve will also contain seeds, so that it can be placed in the cup holder/planter after its original use as an insulating sleeve. The seeds will be combined into the fiber mixture during the manufacturing process. Once the seed containing sleeve is placed in the cup holder/planter, soil should be added into the planter, covering the top of the sleeve. Water the seeds regularly and they will grow into the flowers or herbs specified on the sleeve.

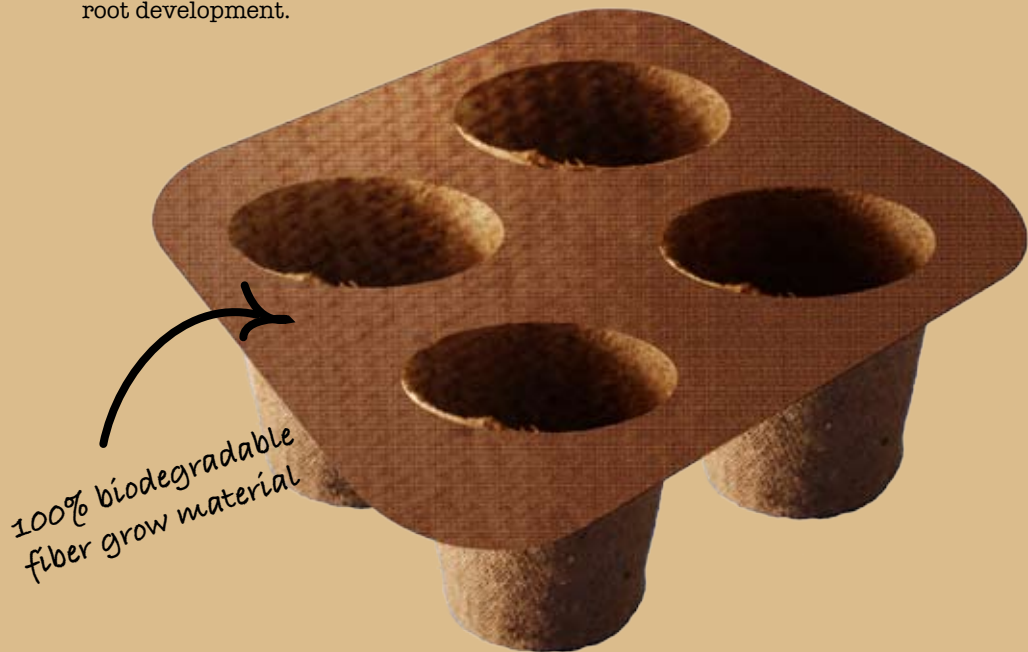
## 3. non-bleach processed hot cups

## 4. improved "grounds for your garden" station

# biodegradable four cup carrier

The cup carrier will be converted into a flower pot after use. It is made out of an environmentally friendly fiber grow material that is sturdy and will hold the cups in place. The fiber also breathes like clay for healthy plant and flower root development.

The soil, when mixed with the complimentary “grounds for your garden” coffee grounds, will provide optimal growing results for any seedling, flower, or herb.





Use #1:  
biodegradable  
4 cup holder



Use #2:  
biodegradable  
flower pots

# seed containing fiber sleeve

The corrugated cup sleeves previously being used are made from 60% post-consumer recycled fiber. The new hot beverage sleeve will be made out of the same biodegradable fiber material that the 4 cup carrier is made out of. Various flower and herb seeds will be integrated into the fiber material during the

manufacturing process. The sleeve will continue to serve its purpose as an insulator. After its use, the sleeve can either be recycled, or can be planted. The variety of seeds contained in the sleeves will change with the Starbucks' changing promotional phases.



# **redeigned hot beverage sleeve**

The sleeve works perfectly with the 4 cup carrier/flower pots. It fits perfectly into the carriers cup holders. Once placed into the cup holders, the sleeve should be covered with soil mixed with “grounds for your garden” coffee grounds. Water regularly and the seeds will begin to grow.





# non-bleach processed hot cups

According to the 2002 Waste Audit, hot beverage cups contributed to 9% of Starbucks' total volume of waste. In trying to lower the environmental imprint left by the company, in 2006 the first commercial paper hot beverage cup made with 10% post-consumer fiber was introduced.

The cup continues to be produced through a bleaching process. The new hot beverage cups will not be put through a bleaching process. They will remain a natural brown hue. The other inks printed onto the cups will continue to be soy ink.



## improved “grounds for your garden” station

Starbucks Coffee developed “Grounds for Your Garden,” an initiative to reuse coffee grounds, the largest portion of its waste. It’s a year-round program that offers complimentary bags of spent coffee grounds to customers, parks, schools and nurseries for composting. The waste reduction has become a popular way for North American gardeners to enrich their soil. Coffee grounds act as a green material with a carbon-nitrogen (C-N) ratio of 20-1. The grounds are packaged in recycled coffee bean bags and made available on a first-come, first-served basis to customers.

The program was started by a team of store employees who were inspired by the numerous requests for the store’s organic waste. Coffee grounds make up the heaviest portion of the waste (37%) in Starbucks stores making the “Grounds for Your Garden”


program a significant waste-reduction effort. The soil, when mixed with the complimentary “grounds for your garden” coffee grounds, will provide optimal growing results for any seedling, flower, or herb.




# current grounds station

The current “grounds for your garden” station consists of two worn out kitchen size trash bins, two milk crates, and one stainless steel milk pitcher (used as a scoop). The full bags of grounds are then placed in a steel bucket near the front door.

*preparation station*



*“grounds for your garden” pick-up*





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