

# A cup deposit system:

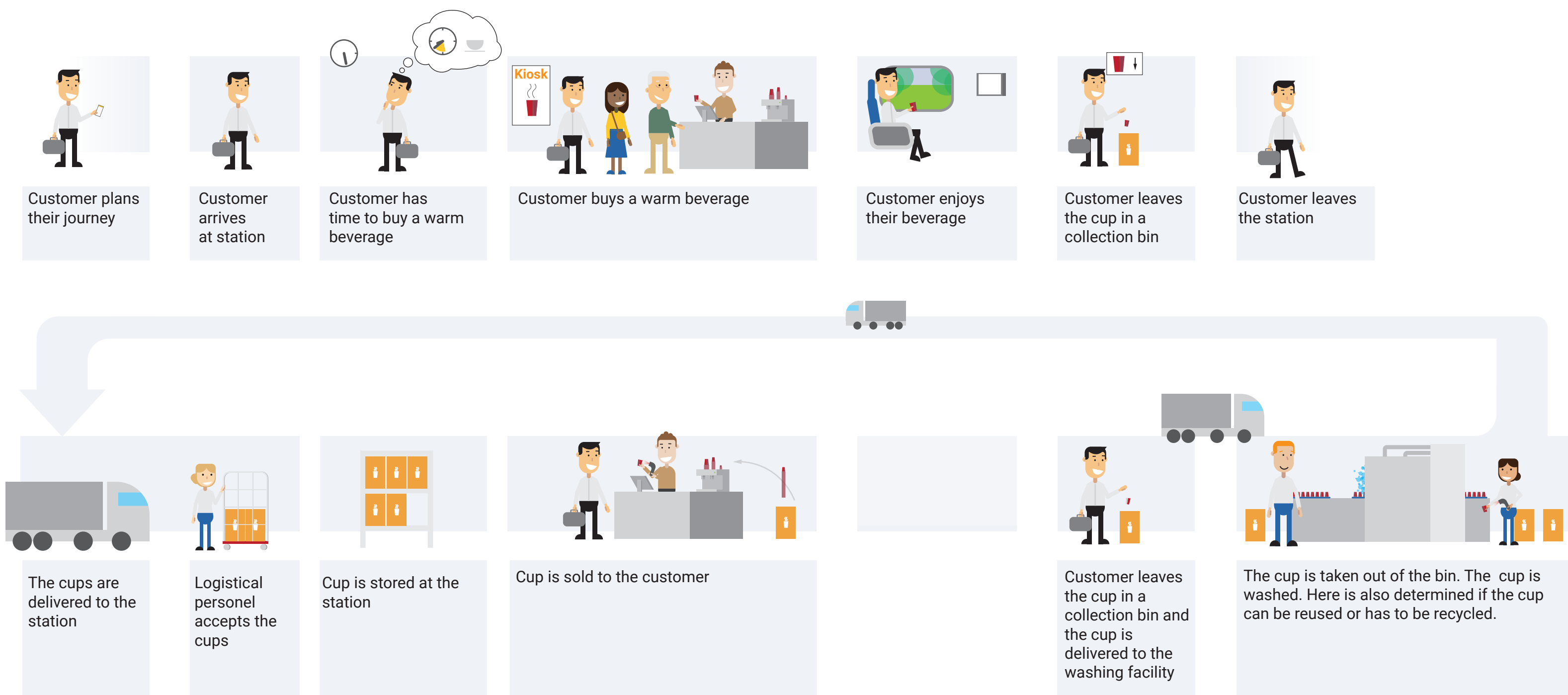
An implementation strategy for NS stations to engage customers to use reusable cups and lower their environmental impact.

### Problem

NS can not motivate their customers enough to use a reusable cup at their stores. At the moment when customers of NS buy a warm beverage at a NS store they use a paper cup instead of a reusable cup. The paper cup has higher environmental impact than the reusable cup.



In this cup deposit system the customer pays a deposit and receives their warm beverage in a reusable cup in an NS store. When they finish their warm beverage they return their cup at one of the bins at the station they arrive at and get their deposit back. NS will pick up the bins and cleans the cups. After the cups are cleaned NS brings them to a NS store where they can be sold again. This sytem can lower the environmental impact of a cup for a warm beverage significantly.



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