A cup deposit system:

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

Problem

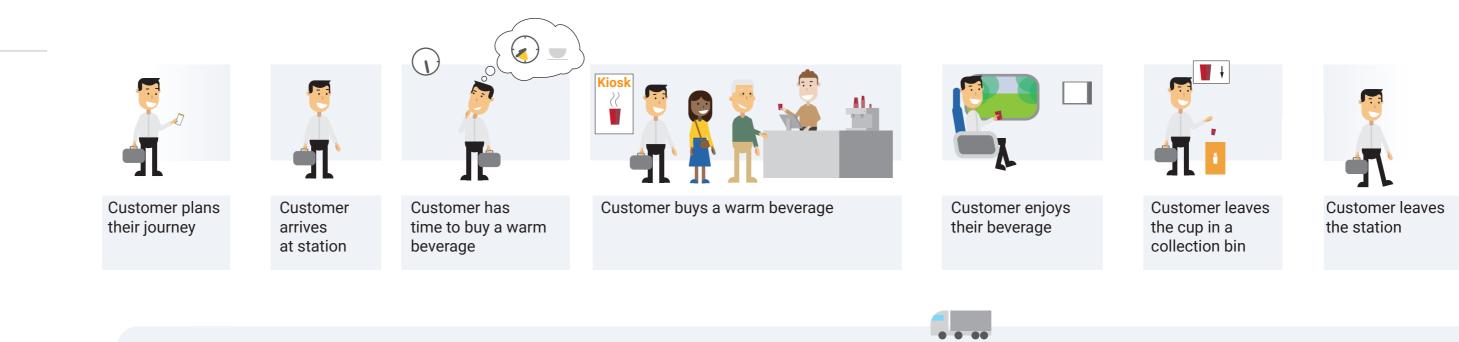
NS can not motivate their customers enough to use a reusable cup at their stores.

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.



Lekker warm wakker worden met een kop koffie

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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The cups are delivered to the station	Logistical personel accepts the cups	Cup is stored at the station	Cup is sold to the customer	ti c ti d	Customer leaves the cup in a collection bin and the cup is delivered to the washing facility	The cup is taken out of the bin. The cup is washed. Here is also determined if the cup can be reused or has to be recycled.

Fijne dag!

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ers to use reusable cups and lower their environmental impact.		_	
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