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Title of Entry
Sustainability & Coffee
Category of Entry
Sustainability
Project Timeframe
October 16th to October 22nd
Brief Summary (please limit to two sentences)
<p>The purchase of one cup of coffee every morning in a disposable cup, would create 23 pounds of waste per year. With a downtown full of on-the-go business women and men, we knew we needed to raise awareness and change behaviours around using disposable cups (and other items) Throughout Sustainability & Coffee initiative, we were able to raise awareness and change behaviours around using disposable cups.</p>
Opportunity/Need
<p>The Kamloops Central Business Improvement Association (KCBIA) with the presenting brand name of Downtown Kamloops, has been serving its community since February 2002. In that time, we (along with many other businesses) have noticed a tremendous shift from trying to do things because they work (and may not be sustainable or environmentally friendly) to shifting to things that are a little more sustainable, and finally, a shift that is sustainable for the environment and for business efficiency. As such, the KCBIA adopted new core values in 2018 to represent our shift to 'get with the times'. The new values implemented: collaboration, dedication, creativity, genuinely and sustainability.</p> <p>Our downtown community includes several coffee shops. Each day, the coffee shops see hundreds of business men and women heading to or from work, for meetings or for a quick office break away. Downtown Kamloops decided to investigate the amount of waste that came from a paper cup and were shocked by the results.</p> <p>The purchase of one cup of coffee every morning in a disposable cup, creates 23 pounds of waste per year. In 2011, there were 6,335 residents living downtown. If each person bought one coffee a day for a year, the entire community would create 145,705 pounds of waste. In September of 2018 the team developed a new program promoting sustainable choices, Sustainability & Coffee. We implemented a new project, Sustainability & Coffee.</p> <p>Working along with the local coffee shops, Thompson Okanagan Tourism Association, the City of Kamloops and Taking It Global, we were able to come up with a successful project to do our part in reducing disposable coffee cup waste.</p>
Goal/Objectives
<p>Objective: Create a program that would gain awareness around the detrimental cost to using disposable cups</p> <p>Goal: Make a FUN program to educate the public on how bad disposable cups could be to the</p>

environment and the myths of recycling coffee cups

Goals: Work with local coffee shops to offer incentives to pledge. This also created extra foot traffic in their stores

Goals: Push the City of Kamloops' #BYO (Bring Your Own) Campaign and get as many pledges as possible from individuals

Goals: Brand Downtown Kamloops in the community and as a destination.

"SMALL ACTIONS HAVE A HUGE IMPACT". ~ City of Kamloops, BYO Pledge.

Audience

We wanted to promote a sustainable and environmentally responsible community by giving out reusable coffee cups and asking everyone to pledge giving up the alternate, outdated and wasteful paper cups and pushing the City of Kamloops' BYO initiative; a program encouraging people to "Bring Your Own" reusable item (i.e. a coffee mug, straw etc.).

We are aware that Downtown Kamloops is a place for social gathering and family time, we know that a high percentage of people who shop at the walk-in coffee establishments downtown are employees of the local business. These individuals are running to (or from) the office, are in between meetings, need a pick-me up or are looking to work in a different setting.

Other people that we targeted during this campaign were tourists and customers of Downtown Kamloops.

Implementation

This initiative was intentionally aligned with TOTA's Biosphere Project. After reading the Thompson Okanagan Tourism Association's Biosphere Adhesion Guide, we knew we needed to do our part to help get the (section/ part number).

In 2018, Thompson Okanagan Tourism Association (TOTA) released a Biosphere Adhesion Guide for its stakeholders. This guide explained TOTA's drive for sustainability and the encompassment of all aspects of cultural, social, environmental and economic health. Falling in line with TOTA's drive, Downtown Kamloops committed to creating a sustainable community and took another leap to leaving a greener tomorrow for future generations - starting right in the core of the City of Kamloops.

We drafted different ideas that we could do to with a big idea and a little budget.

The plan:

- Research on the importance of using non disposable cups.

- o We did this by reaching out to the City of Kamloops' environmental team who offered us a display. The display included one months' worth of disposable cups on one side and one to go cup on the other side. This demonstrated the impact of having one coffee a day for the month. The City of Kamloops had launched a new campaign, #BYO (bring your own) reusable item. That campaign encourages people to pledge to always bring reusable products.

- Encourage traffic flow through businesses.

- o We did this by working with local coffee shops to offer free coffees to people who brought in a reusable mug on certain days.

- We cross promoted our Neighbourhood Alliance members with coffee shops and set up an education station in front of their business.

- Created social media adds to increase awareness of the project.

- o This was a great opportunity to thank our partners, sponsor and advertise our businesses location.

- Lastly, develop a communication strategy to attract people to our location and to encourage them to pledge to make a change to #BYO whenever possible. One of our team members applied for a community grant and received funding to take the lead on this project. With the funds, the KCBIA was able to purchase re-usable to go cups.

Partners:

We promoted this initiative to multiple community partners:

- City of Kamloops – who offered us knowledge on the subject, iPad to get pledges, and some display items.

- Taking It Global – fund youth lead initiatives and saw value in our program. Their contribution was \$1,500 toward the program.

- o Several local coffee shops worked with us to offer free coffee to people who brought in their new

cup.

Results

Pledge sign-ups through the City of Kamloops' BYO Pledge page:

Over the span of one week (October 16th to October 22nd) we successfully gathered 141 pledges. Social media campaign with no boosting and not including analytics from live stories:

Overall reach: 6290
Overall engagement: 539
Overall shares: 11
Overall comments: 16
Saves: 4
Pinned: 3
Follows: 1
Detailed Expands: 12

Victory Statement

The purchase of one cup of coffee every morning in a disposable cup, would create 23 pounds of waste per year. With a downtown full of on-the-go business women and men, we knew we needed to raise awareness and change behaviours around using disposable cups (and other items) Throughout Sustainability & Coffee initiative, we were able to raise awareness and change behaviours around using disposable cups.

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Please upload a PDF file of your submission: (must be 2mb or less in size, please reduce graphics file size if necessary)

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