Finding solutions together
Over the years, our white cup has become an iconic and integral part of the coffeehouse experience. At the same time, it has become a concern among some of our customers due to recycling challenges. We have learned that applying innovative, responsible business strategies to address the unintended consequences of our business can yield groundbreaking responsible business results.

Starbucks goal is to ensure 100 percent of its cups are reusable or recyclable by 2015. Ultimately we want our cups – which in the United States account for about 95 percent of our in-store beverage packaging – to be recyclable in form and in practice. Federal guidelines do not consider cups recyclable unless they can be collected separately from solid waste for a future use.*

While some communities already recycle our paper and plastic cups, many don’t have the infrastructure in place to handle collection, hauling and processing due to a lack of demand for cup material by the recycling industry. Recycling is also dependent on the availability of commercial recycling services where our stores are located, and for stores operating out of leased spaces, it is the landlords who control waste collection and recycling. These inconsistencies from city to city and from store to store make it difficult for us – with more than 17,000 retail locations globally – to efficiently and effectively implement uniform recycling strategies.

Cup Summit

In 2008, Starbucks engaged the Massachusetts Institute of Technology and the Society for Organizational Learning to help explore a systems thinking approach to cup recycling. They applied a problem-solving approach to analyze how the various segments of a structure are interconnected. This led to Cup Summits in 2009 and 2010, bringing where together government officials, raw material suppliers, cup manufacturers, retail and beverage businesses, recyclers, competitors,

* Source: Federal Trade Commission Green Guidelines
conservation groups and academic experts. The collaboration revealed a fundamental need to improve recycling infrastructures while continuing to explore materials and design.

At the 2011 Cup Summit in Boston, industry leaders will continue to build on the learnings and efforts from past summits to build plans for continued collaboration toward a solution.

**Recycling**
Since 2009, Starbucks has implemented recycling in 18 markets, established partnerships with several municipalities and initiated 3 recycling pilots across the country. Working directly with paper mills around the U.S. and Canada, Starbucks has tested the compatibility of post-consumer cups in their paper recycling operations to create a demand for our cups from the paper and plastics industries.

Starbucks and International Paper (NYSE: IP), with Mississippi River Pulp, LLC., completed a six-week pilot project that—for the first time—proved Starbucks used paper cups can be recycled into new paper cups.

**For More Information**
Further information about Starbucks efforts to reduce cup waste and other environmental impacts can be found in the company’s 2010 Global Responsibility Report. To access the report, visit [starbucks.com/responsibility](http://starbucks.com/responsibility). For news media, please contact us at [press@starbucks.com](mailto:press@starbucks.com).

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