

How we did it/Now you do it!

Basic ask: "Instead of giving a dime when customers bring their personal cups, please give Stars. AND, put a fee on the SUP (single-use-plastic) containers!"

Here's the [initial letter](#) we wrote to Starbucks

Here are some [Starbucks In-person mob ideas](#)

Here's a great [resource](#) from Upstream!

Communications with Starbucks Sustainability Executives:

(we continue to be in contact with them, so join our contact list to get updates)

1. From Michael Kobori, Sustainability Chief:

Hello X1:

I hope this message finds you well. Thank you for taking the time to reach out and share your experience, as well as your ideas to further promote reusables. We love to hear from our customers and cannot thank you enough for being a loyal one!

Thank you for sharing that the 25 Bonus Stars is a motivating benefit for you. It's wonderful to hear that you choose to bring and use your own reusable cup more regularly now too. I'm excited to share that we are actively working on ways to further promote reusables, testing some of the ideas you mentioned, and are collaborating with our store Partners to create innovative solutions & operating models that will help make choosing reusables more convenient and enjoyable.

We're committed to a planet positive future and know we cannot achieve our aspirations without the support of our customers like you. We're proud to serve you and appreciate your shared passion to create a better future for all.

Hope you have a very happy holiday and gain, thank you for your note.

Best, Michael

2. Our response to Mr. Kobori [Starbucks Follow-up Letter Kobori](#),

Mr. Kobori then handed this to Chris, below:

3. Chris McFarlane

<cmcfarla@starbucks.com

Hi X1,

My name is Chris McFarlane and I work on our Sustainability Team. In my role here at Starbucks, I work with my colleagues across the enterprise to reduce waste at Starbucks and partner with waste infrastructure stakeholders to recover more material and keep valuable recyclable material out of landfills.

Thank you for reaching out to us. It is always great to hear from customers that share our passion for the planet and reducing waste. I believe your call to action below rings true and meshes neatly with our own commitments to reduce waste by 50% by 2030. We did promote the 25-star reusable cup benefit to customers during National Coffee Day in October, as well as our holiday promotion in November and Red Cup Day in December. For customers bringing their personal cup to Starbucks, the 25 Star reward for our rewards program members will remain available into the future. This is in addition to the \$.10 discount we've offered customers since 1985.

We will continue to use our biggest moments to highlight our commitment to reduce our carbon, water and waste footprints by half by 2030 and invite our customers to join us in our efforts by bringing in their reusable cup. We know we also have work to do to make reusables even more convenient and accessible to our customers. We have reusable "borrow a cup" tests happening in markets around the world this year. We are learning from these operating models in parallel, so we can design an experience we can scale that lives up to our Starbucks experience and is convenient, easy and enjoyable for customers and partners.

Best,

Chris McFarlane | global responsibility advisor, Waste

Starbucks Coffee Company | Global Sustainability



I'm proud to wear the [Greener Apron](#)

Meanwhile, in Boston:

4. **Boston DM response:** Letter X2 received from Regional Starbucks Manager on January 12th

Hi X2!

First, I want to thank you for being a customer at Starbucks and caring deeply around single-use cups/ recycling. I will connect with my store managers on how we can cascade this information to baristas and how could we display signage in stores. I will bring the information on the fee of single-use cups to my leader and see if this is something we are thinking about as a company. I did not see the picture attached to your previous email but if you send it my way, that would be extremely helpful to show my store managers. Thank you!



Alejandra Martins (*she/her*)
district manager | Downtown Boston
Co-Chair | Hora Del Café Northeast
Starbucks Coffee Company

617-999-4416

5. From Local Mankato Beyond Plastics Group:

I am sending you a picture of a small group of people from our Beyond Plastics group gathered at Starbucks in Mankato after asking the manager to put up our sign to advertise that customers can bring their own cups to refill. There were 5 people.

We asked the manager if she would put up the sign we made. She said she would contact the corporate office and ask. She came back a little later and said the corporate office said no because the sign had their logo. So I suggested she just take off the logo or make a sign herself if they didn't like our sign. She then said they still wouldn't let her. It really makes no sense. Anyway she proceeded to tell us that Starbucks is in the midst of setting up a deposit system for all their stores where the customer pays a deposit on a cup and brings it back to get back their deposit. That sounds really good. She also said they have compostable straws now and have a goal to get rid of all their food item throwaway or plastic containers to be replaced with reusable ones. I hope that is true. It would be so great if they really are working on doing that.

I am sending our letters to the Seattle headquarters and also giving one to this store to pass on to the regional manager. I'll let you know if anything further has happened.

 Starbucks BYO sign.jpg Official Starbucks sign found at some stores

A local company in NH that is doing what we're asking Starbucks to do:

https://drive.google.com/file/d/1_7vfDIqsmN9dDBWsq1t0LqSFx_ogJYfl/view

Additional suggestions from Beyond Plastics:

Write a “Teaser” to the Journalist who wrote this [article](#) (click on 3rd bullet below if you can’t access this) which points out they’ve upped the number of stars to get a free drink.

Teaser for a newspaper:

Re: Starbucks stars:

Let’s connect the “stars!”

Beginning in April of 2022, Starbucks started rewarding people with 25 stars for bringing their own reusable cups. That’s a generous offer given that a customer would have to spend \$12.50 on Starbucks products to get 25 points. While that is certainly good for our health and the environment, it was not generally publicized at Starbucks outlets, which led [this activist group](#) in Colorado to write to Starbucks management in December, requesting them to promote this offer and make it visible at each outlet.

Also in December, Starbucks decided to raise the rewards redemption rates, which makes the rewards points less attractive.

We don’t know how popular the personal cups redemption program has been, but maybe it was very popular? Did our outreach in December trigger more research into this reward, or was it just a coincidence? In any case, this increase in rates is disappointing news.

We’re communicating with Starbuck execs with the following requests:

- 1) just put up signage!
- 2) add a fee to the single-use containers, and
- 3) tell us details about their reusable deposit pilot.

We hope you will do a follow-up article about our outreach efforts to reduce single use waste!

Then, include these talking points if we are able to schedule something with them:

- Be clear about our request: 1) just put up signage! 2) add a fee to the single-use, and 3) tell us details about their reusable deposit pilot.
- Get permission from groups doing the action to send photos.
- <https://mail.google.com/mail/u/1/?ogbl#inbox/FMfcgzGrcFgJGPdKRfTTQQjKfnBGFCQX?projector=1&messagePartId=0.1>

Sample email to your friends/groups

Hello!

Please share it, send it, and BRING IT!

Action:

We nudged Starbucks to *reward their customers 25 stars when they bring their own personal cups AND THEY DID IT! Great carrot, now here's the stick: charge a fee for the single-use cups.* We've already heard back from their Sustainability Chief, so now we're asking you to:

1. Copy, paste and send [THIS](#) to your Starbucks District Manager. You can easily find them by calling your local Starbucks. Modify the letter as appropriate.

2. Have coffee with some friends and use your personal cup. Here are [Event Details](#)

The [small coffee shop JUEL](#) is already doing our idea!



Sign at local Starbucks store in CO