



Helping
Sharewares
Move the Sustainability Responsibility
From Customers to Businesses



F&B Retailers
(Businesses)



Drinkers
(Consumers)

1.
Intro

RECOMMENDATIONS

5.
Insights

1.

+

A

FIXED SUBSCRIPTION

- Replace **wash fee** per used cup
- Incentive to **maximize** Sharewares
- **Target-based** discounts
- E.g. 1000 cups for **10% off**

1. Research Question

2.

+

B

PARTNER COMPETITIONS

- Push F&B Retailers to **promote**
- Sales as % to **level playing field**
- **Non-monetary** prizes
- E.g. IG shout-outs & **promotions**

2. Research Question

Green Gestalt

TRACKING TRAYS

- Display with **disposable cups saved from landfill** measure
- **"Skin in the game"** feeling
- **Measurable** impact

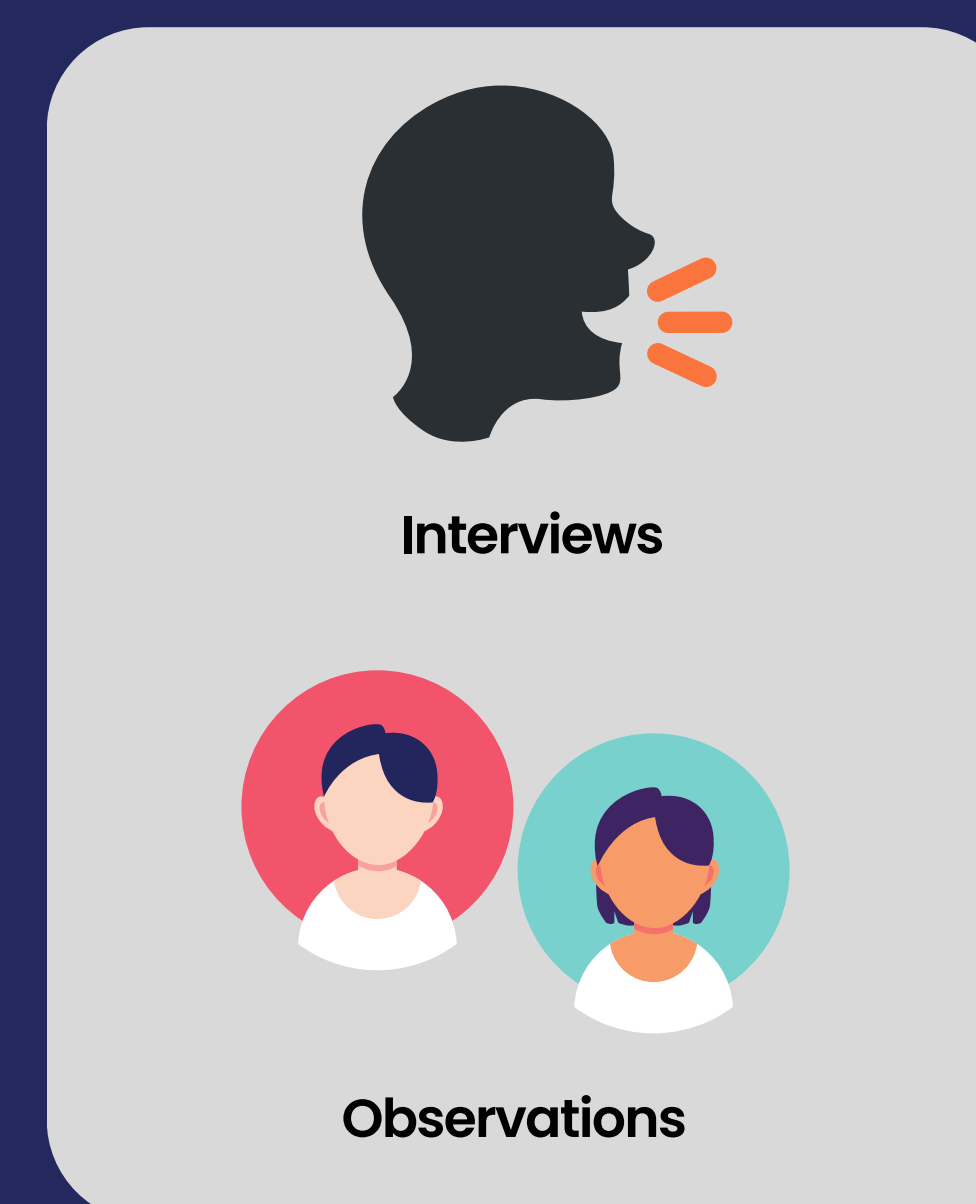
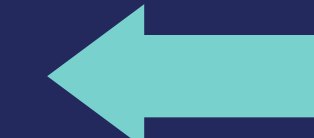
1. & 3. Research Question

3.

Methodology



103 Locations in



2.

Objectives

Analyse **Singaporean B2B2C** sustainability practices to incentivise businesses



1. Research Question:
What can Sharewares learn from cup-sharing initiatives in Singapore?

Provide recommendations from **Southeast Asian market** in relation to Sharewares



2. Research Question:
How to shift the sustainability responsibility from consumers to businesses?

Utilize the **value proposition canvas** to change business practices



3. Research Question:
How to modify the value proposition for active promotion?

4.
Findings

1.

Lack of Marketing Incentive



2.

Quantifiable Goals & Impact



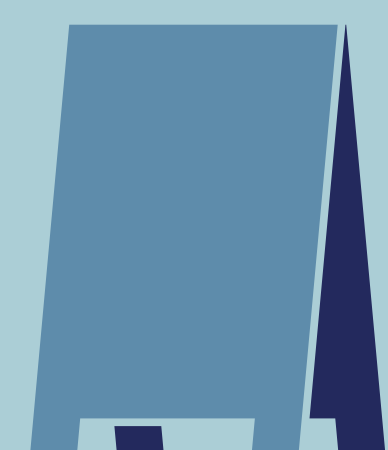
3.

Product Placement Sparks Interest



4.

Mere Signs are Ineffective



A

Fixed vs. Variable Costs

$$f(x)$$

B

Targets = Promotion



C

Turnover Prevents Training

