

EARTH CUPS

BY EARTH BRANDS

IMPORTANCE

Earth cups are an important development in sustainable single use plastics. They reduce the environmental impact of businesses. Earth cups made from plant based plastic are designed to be sustainable throughout their life cycle. Their marketing appeals to a wide audience especially young people.



TD GARDEN

The 2024 NBA Champions are living proof that it helps to Drink Sustainably. When you go the extra mile for the planet, it pays off on the court. The world's best cups proudly serving the world's best team!



University of Wisconsin's top spot just became the only spot in town... with Earth Cups. So whether you're a badger crushing the semester, or an out-of-towner bouncing around Madison, swing by KK and Drink Sustainably!



HOTSPOTS

The most important **hotspot** (an area with significant environmental impact) is found in the development stage of an Earth Cup.

One of the main raw materials used in the creation of an Earth Cup is sugarcane, which is why Earth Cups can be compostable. Unfortunately the harvesting and processing of sugarcane is immensely energy intensive and contributes to carbon emissions. Addressing this hotspot would call for systematic and product redevelopment, but is essential for Earth Brands to maintain their mission.

CONSEQUENCES

The positive consequences of Earth cups are less plastic cups ending up in landfills, less plastic being produced, reduction in PFAS, and the promotion of sustainability. The negative consequences are many ECs still end up in landfills, the shipping and production pollution, and higher costs for businesses.

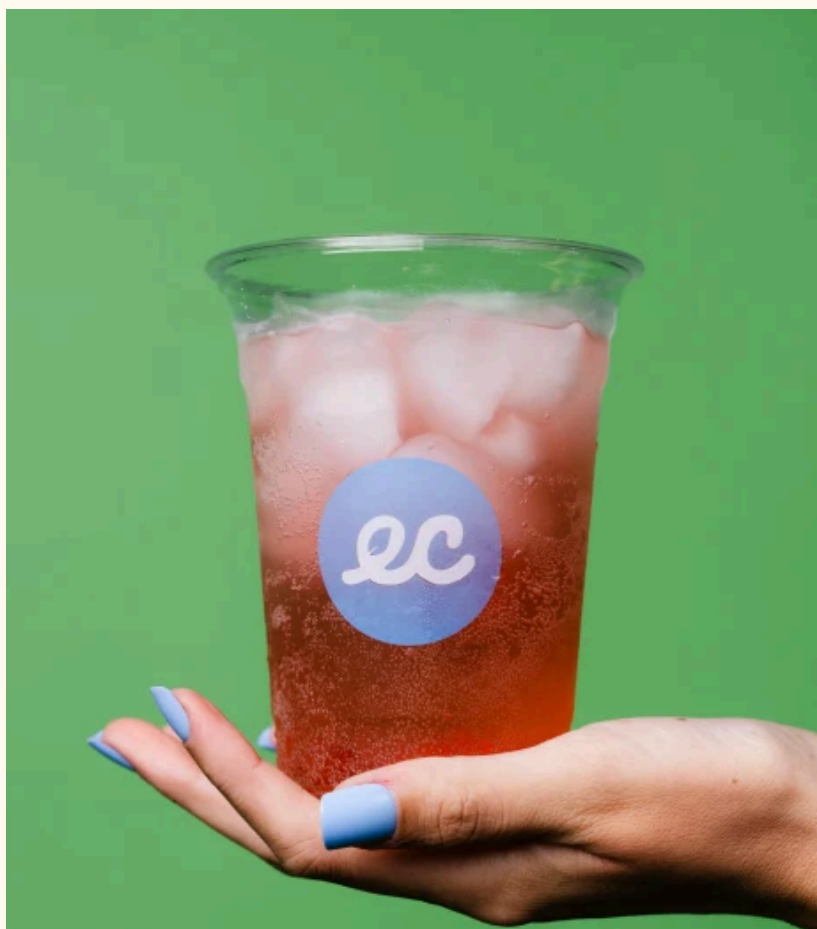
SOLUTIONS

Solutions to consider...

1. Source plant-based polymers from sustainable suppliers *instead* of sugarcane
2. Implementing a Earth Cup “take back” program to ensure that every Earth Cup is being properly disposed of
3. Investing in scalable, renewable manufacturing technologies and targeting markets with strong composting or recycling infrastructure

KEY TAKEAWAYS

- Earth Brands is young and growing, both in terms of operations and popularity
- They offer a feasible solution to single-use plastic cup use in the food and beverage industry
- Focusing on current hotspots and subsequent solutions is the best way to mitigate risk and future proof their overall business plan
- Even with Earth Brands, we all must be cautious of potential greenwashing, so do your research!



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