

Huskee.™

Turning Waste to Worth: Huskee's Journey in Sustainable Coffee Consumption

Brewing change

The coffee industry faces significant environmental challenges, including the disposal of waste coffee husk, an abundant by-product of coffee production, and the prevalent use of disposable single-use coffee cups, both contributing to landfill. By turning waste coffee husk into reusable coffee cups, Huskee tackles two problems. This initiative has been a major success, with around 2.67 million Huskee cups sold in 57 countries, diverting 600 tonnes of waste coffee husks from landfill, showcasing the substantial impact of their approach.

Reduce, reuse

The HuskeeSwap program is a key initiative, designed to make reusable cups more convenient and accessible. The program allows customers to swap their used HuskeeCup for a clean one at participating cafes, making reusable behaviours easy and reducing reliance on disposable options. This system is in over 1,100 venues globally and supports both cafes and consumers in transitioning away from single use, contributing to a significant environmental and financial benefits.

The adoption of reuse systems actively reduces the dependency on single-use options, minimising waste at the source.

The program is an example of how Huskee aligns with ANZPAC Target 2, focusing on the development of reusable systems to curb waste.

Over 1.6 million single-use cups have been eliminated through the HuskeeSwap program.

Corporate collaborations

Canva adopted HuskeeCups across three office and café environments. In 2022 alone, this effort saved over 3 million single-use items and up to \$400,00 in packaging. The collaboration serves as a model for corporate sustainability and reduces impact by adopting waste reduction solutions.

This partnership reflects both companies' commitment to environmental responsibility and showcases the potential for impactful corporate collaborations in promoting sustainability.

Through partnerships, Huskee demonstrates the scalability of their impact, illustrating how businesses can contribute to a broader cultural shift towards sustainability.

Huskee's core programs, like [HuskeeSwap](#), align with the broader goals of a circular economy, emphasising the importance of product stewardship and the reduction of waste. Their efforts showcase how innovative solutions can inspire businesses and individuals alike to adopt more sustainable practices.

More information

For more information about joining the ANZPAC community visit www.anzpac.org.au

For more information on Huskee. visit www.huskee.co

Read the full Canva case study [here](#).

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