

MISSION 1



MISSIONS AGAINST EMISSIONS

FIELD GUIDE TO SURRENDERING SINGLE USE ON EARTH DAY 22nd APRIL

Communicate to the Troops in advance

Make sure your regulars know to BYO cups on Earth Day

- Display your Single 0 supplied tent card
- Share on your socials (head [here](#) for some pre-prepared propaganda)
- Deploy your compostable Missions against Emissions stickers on cups, grinders & machines

Deploy these tactics to maximise surrender.

Single 0 HQ has the following suggestions for replacing single use.

PROVIDE LOAN-A-MUGS

The easiest way to encourage surrender! Get your staff to bring in their old & spare mugs. The uglier the better.

SINGLE 0 KEEP CUPS

You'll be armed with 5 Single 0 branded KeepCups to deploy tactically to surrender resistant individuals.

PROVIDE SPACE FOR DINE-INS

Cordon off an area & encourage your customers to hang for a while.

RETURNR

We've collaborated with [Returnr](#) to provide you with access to their returnable cups system at a discounted rate.