



Circular Business Model: A Deposit Return Scheme for Reusable Cups

2GoCup is an Irish company founded in 2018 that provides an easy alternative to single-use waste.

2GoCup operates a reuse scheme, allowing customers to deposit €2, grab a reusable cup and return it to any participating location for a refund.

The cup, manufactured in Ireland, has a lifespan of 1,000 uses and can ultimately be recycled.

2GoCup is now in over 30% of Irish Cafés, and cafés who partner with 2GoCup are saving €24,356 a year on average.

2GoCup featured as a 'Local Circular Solutions' organisation at the EPA Circular Economy Conference in 2022

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