

Mug Shots

Effort and Resources

Easy. Low to no cost.

Objective & Overview

The objective of this activity is to promote the use of reusable mugs as a normative behavior at work. To do this, photograph employees holding their reusable mugs and post them on “mug shot” flyers around the office, on your company Facebook page, or next to the office coffee station. For an added dose of company spirit, give out mugs with your company logo when you challenge employees to have their “mug shot” taken.

Step 1: Prepare

Customize the “Wanted: Reusable Mugs” flyer on the next page with your company logo or a reminder about your office’s commitment to reducing waste and recycling. Consider sending out an email to let your staff know that volunteers or the green team will be on the lookout for employees using reusable mugs. You could even offer a prize for those who avoid using a disposable mug for the whole week.

Step 2: Point, Shoot, and Post

Take photos of employees posing with their mugs. Try making the rounds in the morning or when people are hitting their “afternoon slump.” Post photos in the office, online, or include them in a newsletter to recognize staff members for their efforts to reduce.

Step 3: Take it to the Next Level

Encourage participation by featuring well-known, recognizable company figures – the CEO, the office manager, or the “office clown” striking a funny pose.