

# Curby

## Aluminium coffee capsules pilot program

Mosman COUNCIL



### Before the pilot

**65%**

Recycled their coffee capsules by taking back to a retail store or using other recycling solutions



### During the pilot

**87%**

recycled their coffee capsules only with the Curby pilot program

**13%** of them keep using other recycling solutions and the Curby pilot program

## Survey Results

**97%**

found easy to register to participate in the Curby pilot program



**97%**

agreed that the Curby pilot program was an easy and convenient way to recycle coffee capsules



The Curby pilot program experience got rated with a

**4.75**



out of 5 stars

**98%**

Would like to continue using the Curby program as an on-going solution in their area



**65%**

will continue recycling their coffee capsules using other recycling options



**35%**

will continue recycling their coffee capsules ONLY using Curby because is convenient

### Prefer methods to obtain CurbyBags

**60%**

request through the Curby app



**26%**

delivered with their coffee capsules order



**11%**

collect from a retail store where they purchase coffee capsules



**3%**

Collect from a local collection point, e.g. Council office



## Reasons why our members love the Curby program

"Convenient disposal. No carrying full bag to retailer."

"Everything is just as easy as ABC from the start to the end."

"It is more convenient than any other recycling options."

"Gives me no reason to not recycle."

"I found this preferable to taking the filled container into the store which wasn't an option during lockdowns."

"Convenience of having the bags delivered to my home."

"Simple recycling in my own bin."

"Curby lets me do it regularly."

"You don't have to remember to take the capsules to the store."

**Thank you to all our members!**  
**From the Curby Team!**



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#Curbyit #CapsulesforCurby

Curbycycle

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