

Title: Use your bean: There's a better way to joe!

Lead-in: Is your coffee habit burying the planet? Read why coffee pods are not good for the environment or your health.

Story:

Are you one of the millions of coffee drinkers who own a single-serve, pod-style coffee brewer?

Because we care about the health of our people and our planet, we do not permit the use of these coffee pod machines in our offices. Here's why:

- **Your health matters.** Heating plastic is a dicey business, releasing potential toxins into our food and drinks. Coffee pods are made from an unclassifiable composite of plastics, which can contain potential carcinogens (such as polystyrene).¹
- **The planet's health matters.** More than 13 percent of Americans drink coffee from single-cup brewers every day, creating waste that mostly cannot be recycled.² Coffee pods are made from a mixture of paper, plastic and aluminum, which means they are not recyclable. So our coffee-drinking habits are flooding our landfills with huge amounts of trash.³ In 2011, discarded coffee pods could have circled the planet six times. Last year, the most popular coffee pod company sold 8.3 billion cups, which, end to end, could encircle the earth in waste 10.5 times.⁴
- **Single-serve coffee pods cost two to three times more than other options.** Not taking into account the cost of the coffee machines, individual coffee pods cost about US\$0.50-\$0.60/cup versus \$0.25/cup for coffee beans. If you already own a coffee pod machine, you could save US\$200 to \$600 just by switching to a reusable coffee filter!
- **Our clients count on us to walk our talk.** We all contribute to a corporate culture where we show our clients that environmental efforts matter. Choices, like the types of coffee makers that we use, reinforce our global commitment to sound business practices and environmental care.

The infographic is divided into two main sections. The top section, titled "Is your coffee habit burying the planet?", features a blue header and four numbered points: 1. "Waste from coffee pods used in 2013 could circle the planet 10.5 times" with a globe icon; 2. "Heating plastics increases their health risks" with an icon of a person and a child; 3. "Lifecycle of a coffee pod: The pods are composed of a mixture of paper, plastic, and aluminum, and cannot be recycled" with a flowchart showing the process from oil to landfill; 4. "Watch your wallet:" with a list of cost-related facts. The bottom section, titled "Use your bean: there's a better way to joe!", features a white header and promotes alternatives like pour-over, French Press, and reusable filters, with a comparison of costs and environmental benefits. The CH2MHILL logo is at the bottom.

But let's talk quality. And speed.

You crave speedy, delicious coffee. We're investigating options to deliver high-quality coffee in the office, while continuing to walk our sustainability talk. So, stay posted! In the meantime, we'd be grateful for your support in ridding our workplace of coffee pod machines that don't fit our corporate commitment to healthy people and a healthy planet.

In the meantime, the good news is you can enjoy fresher coffee for much less money by drinking the coffee in the office (free!), or using a single-cup drip filter or French Press that you bring from home for your personal use. Fast, easy, awesome cups of joe.

This message is brought to you by [Enterprise Sustainability](#). Our vision is to solve the world's complex problems in water, energy, environment and development one project at a time.

¹ Oatman, Maddie. 2014. "Your Coffee Pods' Dirty Secret" in *Mother Jones*. <http://www.motherjones.com/blue-marble/2014/03/coffee-k-cups-green-mountain-polystyrene-plastic> March 19.

² Ferdman, Roberto. 2014. "The World's Growing Love Affair with the Most Wasteful Form of Coffee There Is" in *Quartz*. <http://qz.com/193138/the-worlds-growing-love-affair-with-the-most-wasteful-form-of-coffee-there-is/#193138/the-worlds-growing-love-affair-with-the-most-wasteful-form-of-coffee-there-is/>. March 30.

³ CNBC. 2012. "Spent Keurig K-Cups Filling Up U.S. Landfills." <http://video.cnbc.com/gallery/?video=3000072389>. February 9.

⁴ Oatman, 2014.