

1999 EnviroGuard Company Profile

Mid-Size Business Category



Starbucks Coffee Company's guiding principle in their mission statement is to “contribute positively to our communities and environment.” The following is a brief overview of the pollution prevention measures implemented at Starbucks Coffee Company:

- C Each Starbucks store offers reusable serveware for in-store customers. Employees are trained to ask if pastries and drinks are “for here” offering in-store customers glass plates, porcelain mugs, glassware for cold drinks and metal silverware. To ensure consistency in sizes, the in-store mugs and glassware come in the same sizes as the paper cups. Implementing this operational change saved an additional \$568 per year at the Franklin store alone.
- C Recycling Program. Each store recycles plastic, glass, aluminum, cardboard, computer paper, newspaper, CO2 cartridges, bubble wrap, plastic bags and wrap, and spent coffee grounds (offered to public for composting and soil amending). Most materials must be hauled by employees to the nearest recycling center.
- C Purchasers of reusable commuter mugs are rewarded with a free drink, and a 10 cent discount is given each time someone brings in their own mug to be filled.
- C A linen vendor supplies all cleaning towels and mop heads, reducing the amount of paper products purchased and disposed of in the trash.
- C Starbucks Corporate sponsors an environmental award program called the Green Bean Award. The award is given twice per year to a store or employee who exhibits environmental excellence for Reduce, Reuse, Recycle concepts as well as environmental education and community involvement.
- C Strong corporate commitment to environmental issues.
- C Regional and corporate-level Green Teams that address environmental issues and create new ideas, goals and initiatives. Green Team information and ideas are provided to each employee through the publication “Green Team Quarterly Update” where employees learn about new environmental programs and how to get involved.
- C Corporate provides many resources to allow stores to operate in an environmentally friendly manner. Resources include recycling bins, clean-up kits for community events, and labels and signage to notify customers that coffee grounds are available for composting.