



**Submitted by:** Pete DiGeronimo, [pete@36creative.com](mailto:pete@36creative.com)

**Company/Organization:** 36creative

**Type of organization:** Business

**Number of Employees:** 25

**Category:** environment

**Challenge or Opportunity:**

Our agency runs on coffee, it get's our creative juices flowing. However, we used a Kuerig machine to make all of our coffee, resulting in us using/throwing out a large amount of K-cups every day.

**Approach or Solution:**

We switched to a commercial drip coffee maker that pots of coffee instead does not require any type of filter.

**Impact:**

We've been able reduce our daily coffee waste to just the coffee grounds, which are compostable, and as a result have lowered our K-cup waste carbon footprint from roughly 140+ per month/1,700+ per year, down to 0.