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How the First Mile tactics led to

# 92% REUSABLE WATER BOTTLE ADOPTION ON CICLOPOSSE TOURS



# RIDE, SIP, REFILL, REPEAT



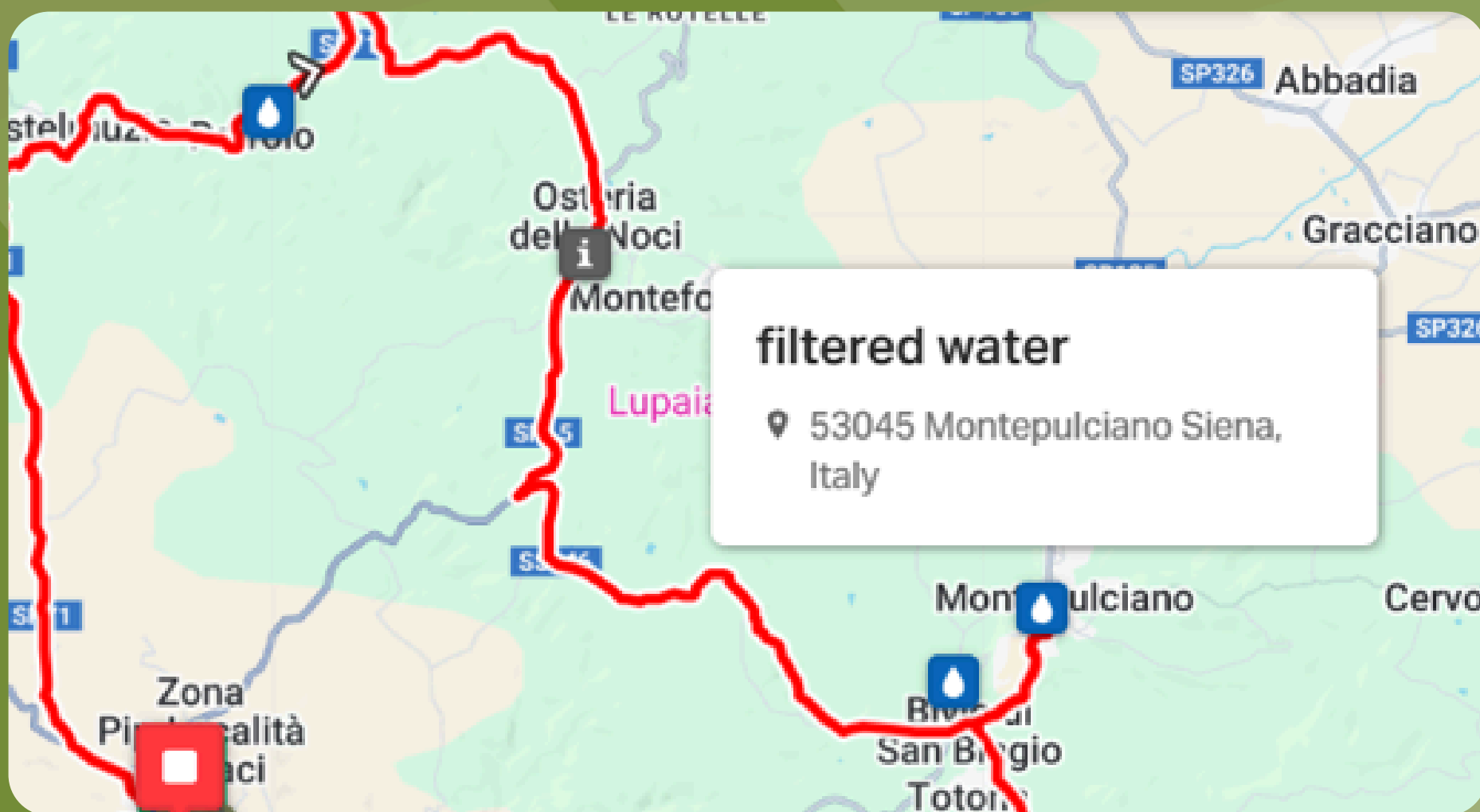
To reduce single-use plastic waste on their cycling tours, Cicloposse **invited participants to bring their own reusable water bottles or use one provided by the company,** which customers could keep as a souvenir or leave behind to be reused.

This initiative was **shared before the start of the trip, with regular reminders,** and reinforced again upon arrival.



# THE KEY TO REFILL

Providing bottles is an important step, but the most crucial one was **highlighting public fountains and refill spots in the navigation app used on all tours.** This made using the reusable bottles effortless and seamless for every participant.



# REFILL SUCCESS



Pre-tour meetings proved essential to check that participants had a bottle and knew where to refill it.

**92% of tour participants have since been using reusable bottles, reaching 100% in regions with better public fountain infrastructure.** At the end of tours, most participants kept the bottles provided, while 10% returned them.



# MEET CICLOPOSSE

Tour operator specializing in cycling tours,



located in Pienza, Italy



*More at [cicloposse.com](http://cicloposse.com)*



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