



# Project MÜG

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# Initial Idea



- o GoBox Portland reusable food container system
- o Translated idea to address cup waste at WWU
- o Case Studies: many universities using similar system to GoBox, but none with mugs

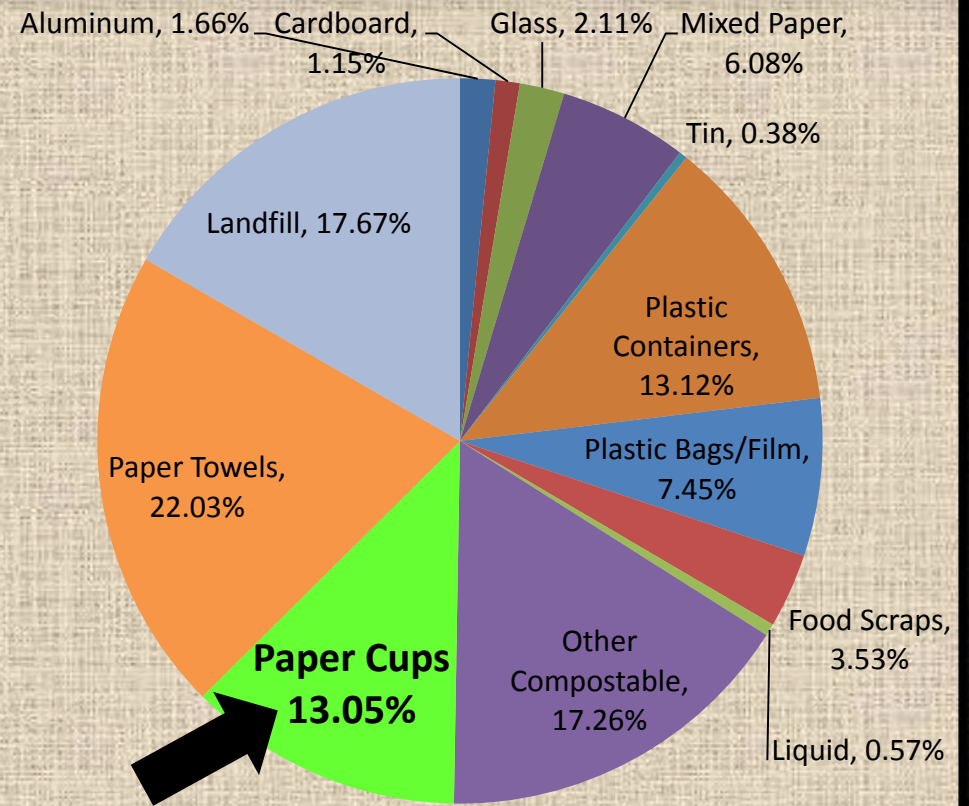


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# Introduction

- o \$22,000 disposal costs in 2011  
(not including compost)
- o 13% WWU landfill bound waste is single use cups by volume
- o 1.6 million ounces of cup waste = 31 full dumpsters
- o Methane > 20x effective than CO2
- o 17 uses: amount of times you need to use a reusable plastic mug to be more efficient than paper cup, in terms of energy to create it





# Proposal



- o Pilot reusable mug rental system at the VU Café
- o Goals:
  - o Reduce single use cup waste
  - o Increase convenience of using reusable mugs
  - o Educate campus on waste reduction possibilities
  - o Reduce cost to university from single use cups  
(disposal, purchase and shipping fees)





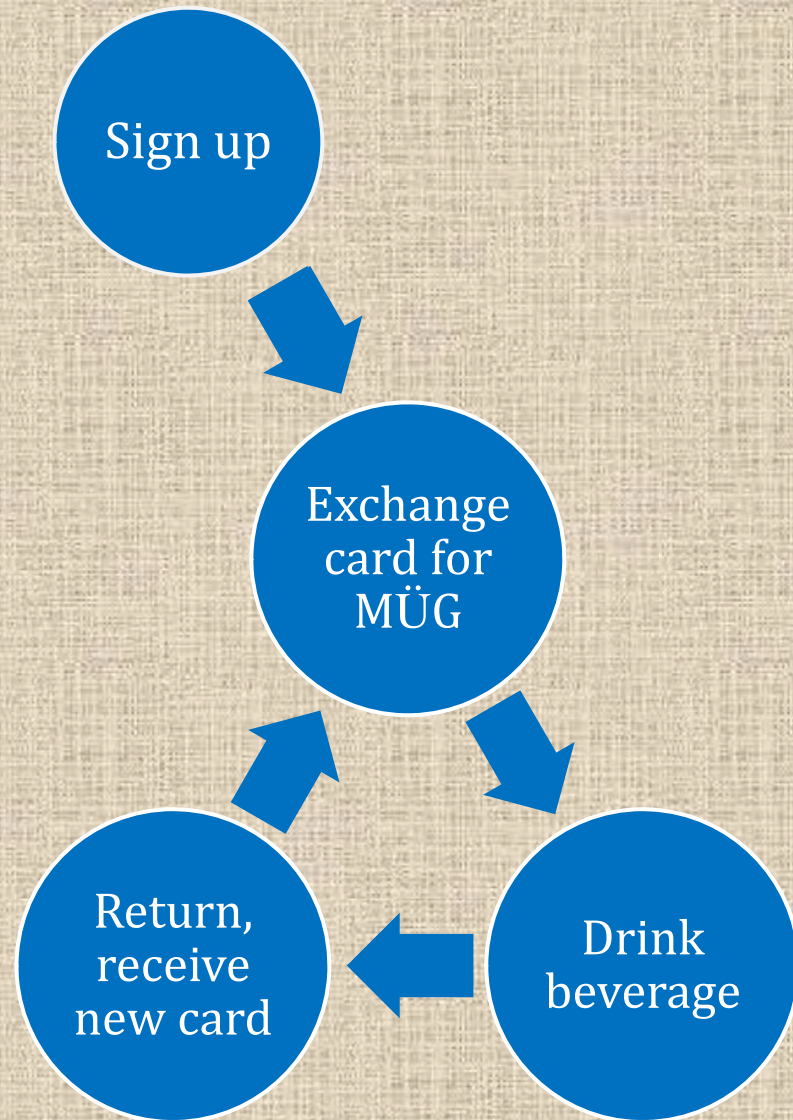
# Process

## Dining Services:

- Collects dirty mugs
- Washes at facility in VU
- Redistributes clean mugs to Café

## Assessment:

- MÜG use tracked on register





# Details



- Pilot Location: VU Café
  - 150 mugs
  - 40 participants
  
- \$10 initial charge on WWU account for participation
  - \$8 refundable deposit
  - \$2 non-refundable service fee per quarter
  
- Participant receives MÜG card
  
- If lost:
  - \$5 non-refundable fee first time
  - Second time forfeit initial deposit, pay new deposit



# The MÜG

- Purchased through Whirley Drink Works
- 20oz: capacity for up to venti purchase
- Hot/Cold beverage safe
- BPA & Phthalate free
- Dishwasher/microwave safe
- Dishwasher/microwave safe stickers applied with MÜG logo





# Focus Group

- Most interested in participating
  - Willing to pay \$2 service fee
- Some said they felt guilty when they forgot their reusable mugs
- “It’d be nice because they’d wash it for you and you don’t have to remember to bring a mug...” – a participant
- They felt a card would be easy to keep track of could keep it with WWU card





# Budget

## ○ Cost Estimates:

Mugs \$350 = 150 cups x \$2/cup + Shipping \$50

Logo Stickers \$150

MUG cards \$50

**Total = \$550**

## ○ Staff Time:

Collecting, washing, redistribution

Estimate 1/2-1 hour, 5 days a week\*

\*Dining Services has agreed to absorb this cost for pilot

## ○ Funding yet to be determined:

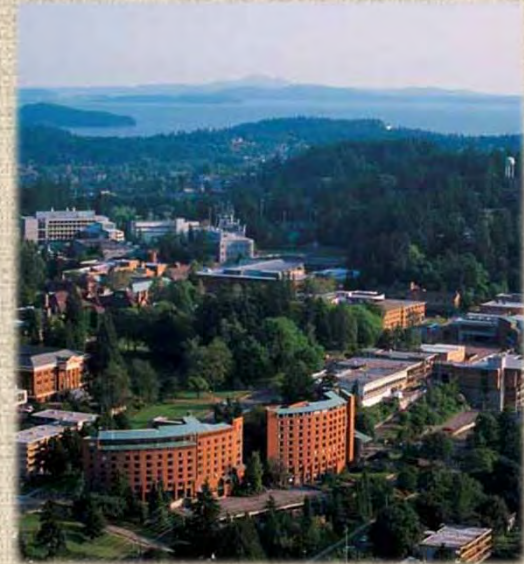
○ Possible sources: Green Fee & Grants





# Future Vision

- o Campus wide participation:
  - o All retail locations involved
- o Drop locations throughout campus:
  - o Machine for easier exchange
- o Exchange done using WWU ID cards
- o MÜG options:
  - o Multiple sizes
  - o Hot/cold drink styles
  - o Geode Industrial Drinkware
- o Option to buy into system at time of tuition payment





# Conclusion

## ○ Benefits:

- Convenience for students
  - Reduce waste
  - Support sustainable image
  - Lower long term costs
- 
- Minimal startup costs will be outdone by the many benefits
  - Serve as model for implementation across our campus and others





# Thanks to:

- o GoBox PDX
- o Steve Wadsworth
- o Dining Services
- o Focus group participants

