



& Incentivizing Reusables

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Initial Ideas



o **GoBox** reusable to-go container system



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o **Bellingham Bag Ban** price on paper bags

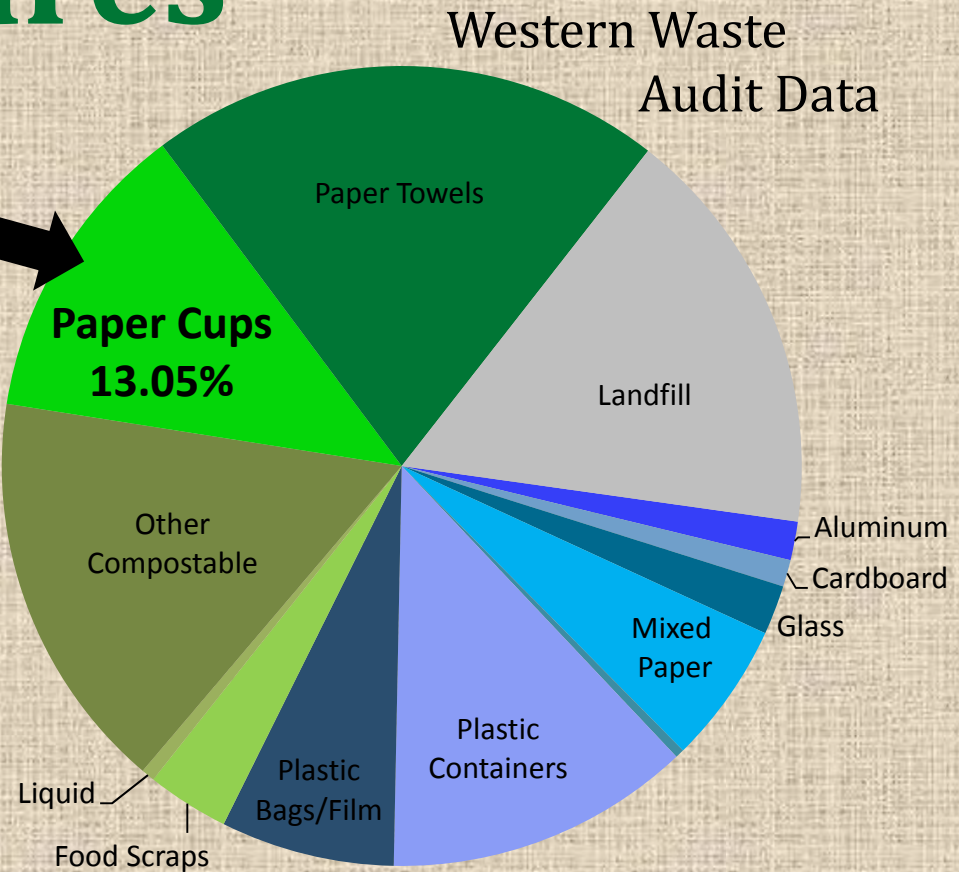


Facts & Figures

o **\$22,000-** disposal costs of paper cups

o **13%** paper cups
o = **24 full dumpsters**

o **Methane** >20x effective than CO₂



24 uses- when stainless steel mugs become more efficient than paper cups

Proposal

- Pilot reusable mug rental system at the VU Café
 - Project MUG
- Single-use cup price separation
 - Incentivizing Reusables



- Goals:
 - Reduce single-use cup waste
 - Encourage sustainable behavior

MUG Rental

Dining Services

- Collect
- Clean
- Redistribute

Assessment:

- MUG use tracked on tally sheet



Details

- **Pilot Location: VU Café**

- 40 participants

- 144 mugs



- **Sign up:**

- Complete survey about hot beverage habits

- Agree to pay \$15 fee if mug is not returned by end of quarter

- **Participant receives MUG card**

- Rental cycle begins

The MUG



- o 16 oz Stainless Steel
- o Hot/Cold beverage safe
- o BPA & Phthalate free
- o Dishwasher safe
- o Logo etched on



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Case Study

- o Already had a 10¢ discount
- o Only 3% sales without cup
- o 5 week price separation study
- o Results:
 - o 8% sales without cup after study
 - o **163%** increase of sales made without cup!



Our hot beverage prices have changed!

We have separated the price of
the cup from the price of the drinks:

<u>Drinks</u>	<u>12 oz</u>	<u>16 oz</u>	<u>20 oz</u>
Speeder & Earl's Fair Trade Coffee	1.37	1.57	1.87
Mighty Leaf Tea	1.32	1.42	1.52
Hot Chocolate	1.33		
Hot Chai	1.33		

<u>Cup Options</u>			
Disposable cup, lid, and holder	0.17	0.17	0.17
Bring your own mug	--	no cost	--



Incentivizing Reusables

○ Price Separation at Western

- 10 cent cost of cup & lid
- Subtract 10 cents from all beverage prices
- *Cost of beverages will not increase*

Current	
Beverage & Cup	\$3.00

Proposed	
Beverage	\$2.90
Cup	\$0.10

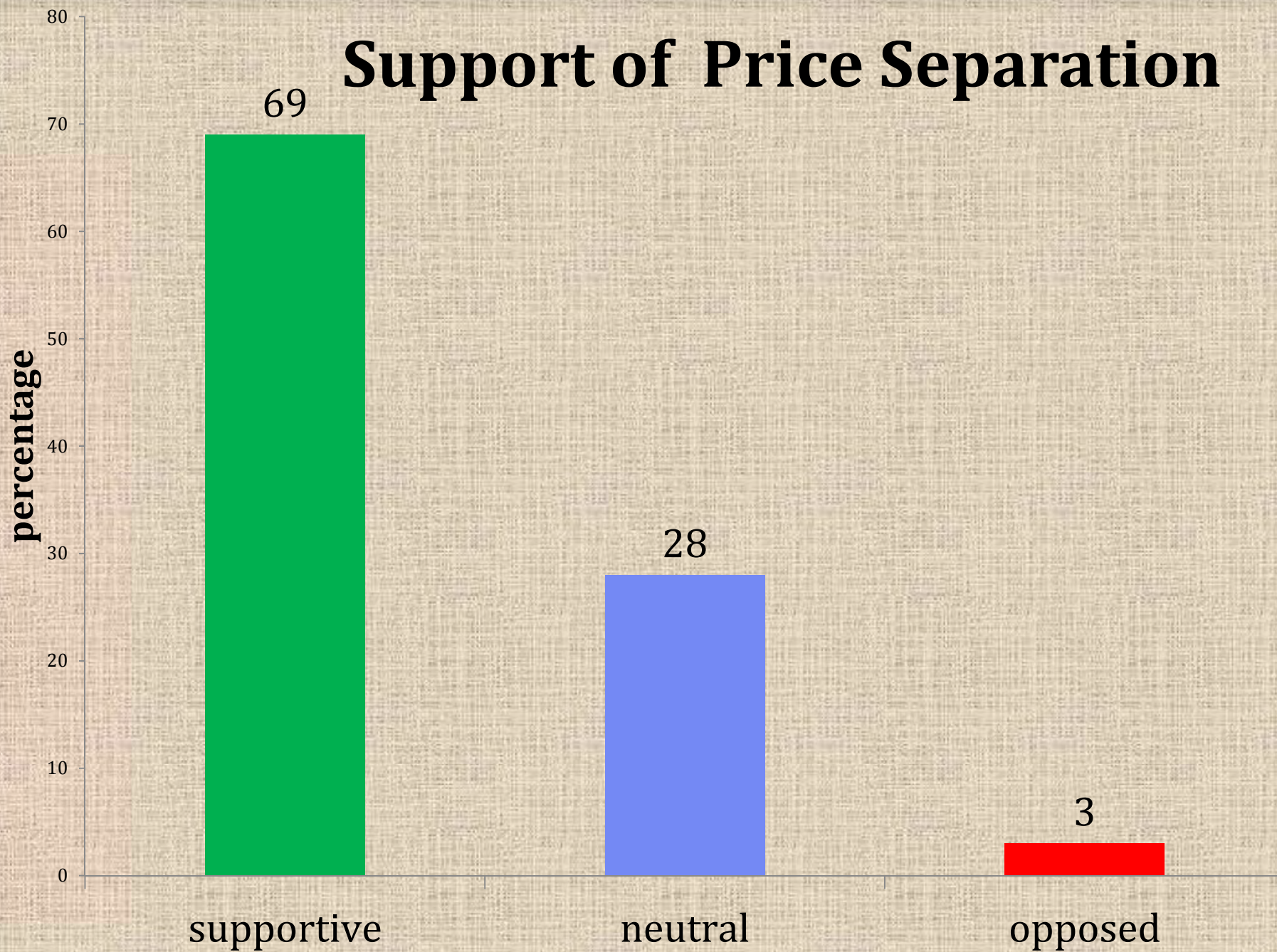
○ Reward and Encourage Sustainable Behavior

- Costs less for those using reusable mugs
- Price Signal encourages the use of reusable mugs
- No penalizations, *no fees or taxes*

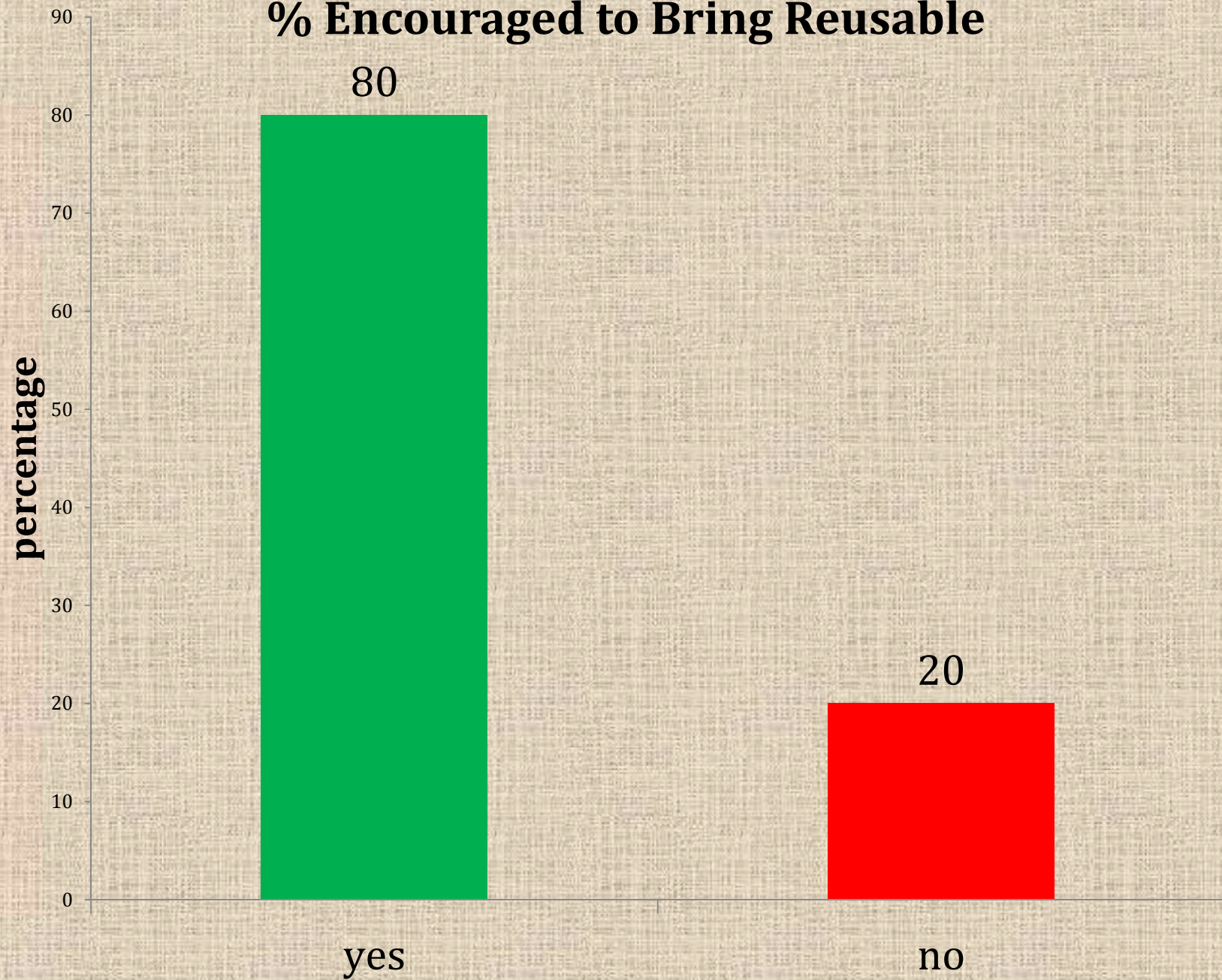
Considering Western's Reactions

- o Survey- 258 respondents
 - o 97 in person
 - o 71 online
 - o 90 online through Huxley

Support of Price Separation



% Encouraged to Bring Reusable



Notable Comments

“Great Idea! Would encourage people like me to get a reusable mug.”

– Recreation Major

“I would probably buy more coffee”

– Business Major

“I love the idea of separating the price of the drink and cup!”

– Human Services Major

Pilot Budget

○ Rental System Cost Estimates:

Mugs \$1,531 (\$10.25/mug + \$55 set up fee)

MUG cards \$30

Advertisement < \$350

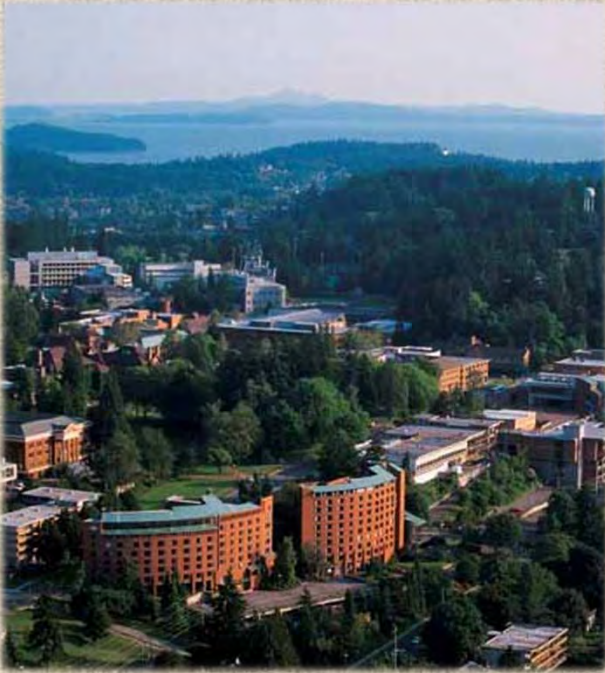
Total < \$2,000



○ **Staff Time:** generously absorbed by Dining Services for pilot program

○ **Funding:** applied for Green Fee Small Projects Grant

Future Vision



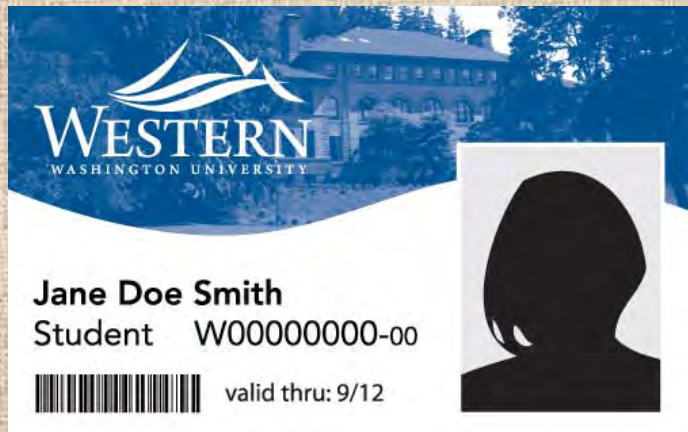
Campus wide rental participation



Multiple mug sizes and hot/cold styles



- o Increase incentive by increasing price of disposable cups



Exchange on ID Card

Conclusion

Benefits

- Reduce Waste
- Reduce costs
- Convenience- Project MUG
- Provides Incentives- Price Separation

Opportunity for Western to enhance sustainable image



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