& Incentivizing Reusables

Kali Levy
Lauren Murphy
Jaymes McClain
Initial Ideas

- GoBox reusable to-go container system
- Bellingham Bag Ban price on paper bags
Facts & Figures

- $22,000 - disposal costs of paper cups
- 13% paper cups
  - = 24 full dumpsters

- Methane >20x effective than CO₂

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

0 Pilot reusable mug rental system at the VU Café
   – Project MUG

0 Single-use cup price separation
   – Incentivizing Reusables

0 Goals:
   0 Reduce single-use cup waste
   0 Encourage sustainable behavior
MUG Rental

Dining Services
• Collect
• Clean
• Redistribute

Assessment:
• MUG use tracked on tally sheet

Sign up

Exchange card for MUG

Return, receive new card

Drink beverage
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

- 16 oz Stainless Steel
- Hot/Cold beverage safe
- BPA & Phthalate free
- Dishwasher safe
- Logo etched on
Already had a 10¢ discount
Only 3% sales without cup
5 week price separation study

Results:
8% sales without cup after study
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:

<table>
<thead>
<tr>
<th>Drinks</th>
<th>12 oz</th>
<th>16 oz</th>
<th>20 oz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speeder &amp; Earl’s Fair Trade Coffee</td>
<td>1.37</td>
<td>1.57</td>
<td>1.87</td>
</tr>
<tr>
<td>Mighty Leaf Tea</td>
<td>1.32</td>
<td>1.42</td>
<td>1.52</td>
</tr>
<tr>
<td>Hot Chocolate</td>
<td>1.33</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hot Chai</td>
<td>1.33</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cup Options</th>
<th>12 oz</th>
<th>16 oz</th>
<th>20 oz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disposable cup, lid, and holder</td>
<td>0.17</td>
<td>0.17</td>
<td>0.17</td>
</tr>
<tr>
<td>Bring your own mug</td>
<td>--</td>
<td>no cost</td>
<td>--</td>
</tr>
</tbody>
</table>
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*

- **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*

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverage &amp; Cup</td>
<td>$3.00</td>
<td></td>
</tr>
<tr>
<td>Beverage</td>
<td></td>
<td>$2.90</td>
</tr>
<tr>
<td>Cup</td>
<td></td>
<td>$0.10</td>
</tr>
</tbody>
</table>
Considering Western’s Reactions

- Survey - 258 respondents
  - 97 in person
  - 71 online
  - 90 online through Huxley
Support of Price Separation

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Supportive</th>
<th>Neutral</th>
<th>Opposed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>69</td>
<td>28</td>
<td>3</td>
</tr>
</tbody>
</table>

Note: The percentages represent the support for price separation, with 69% being supportive, 28% neutral, and 3% opposed.
% Encouraged to Bring Reusable

- Yes: 80%
- No: 20%
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

0 Rental System Cost Estimates:
   Mugs $1,531 ($10.25/mug + $55 set up fee)
   MUG cards $30
   Advertisement < $350

   Total < $2,000

0 Staff Time: generously absorbed by Dining Services for pilot program

0 Funding: applied for Green Fee Small Projects Grant
Future Vision

Campus wide rental participation

Multiple mug sizes and hot/cold styles

- 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
Special Thanks to:

- Steve Wadsworth
- Kurt Willis
- Chuck Parsons
- Dining Services
- GoBox PDX
- Laur Fisher - Tufts University
- Survey participants
- Former team members Libby Hale & Alyssa Bettinger