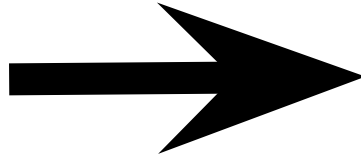


Reducing Source Waste on Campus

Through Single-Use Coffee Cups

Allison Carmody, Kayle Sinnott, Nita Sridharan

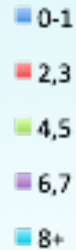
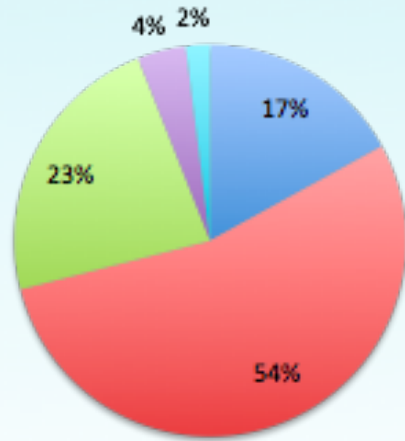


A large, irregular watercolor splash in shades of yellow and orange is centered on a white background. The splash has a textured, painterly appearance with various tones and some darker spots. The text is overlaid on this splash.

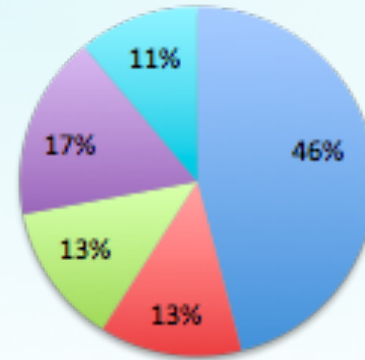
Observations of Mission Bakery Customers

Beverage Purchase Behavior

Beverages purchased in past 3 days



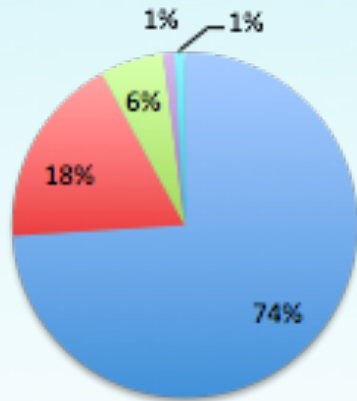
What percent of beverages do you Tapingo?



100 individuals were surveyed

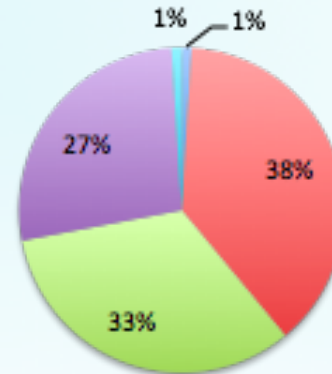
Beverage Sustainability

How often do you bring your own mug?



- never
- sometimes
- usually
- always
- no response

How do you dispose of your coffee cups?

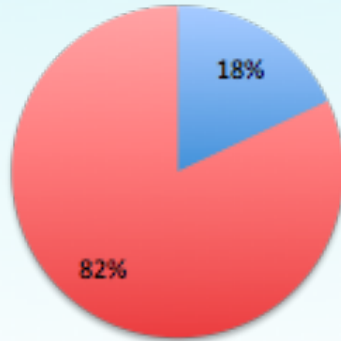


- Landfill
- Recycle
- Compost
- Compost+ Recycle
- no response

100 individuals were surveyed

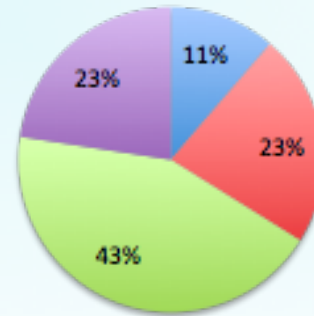
Current Bring Your Own Mug Program

Are you aware of the mug incentive program?



■ yes
■ no

Does it encourage you to bring your own mug?

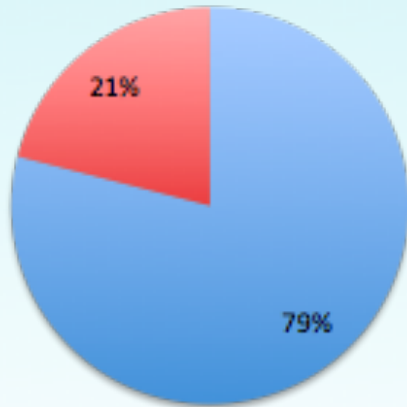


■ yes
■ no
■ now informed, now incentivized
■ now informed, not incentivized
38 chose to not respond

100 individuals were surveyed

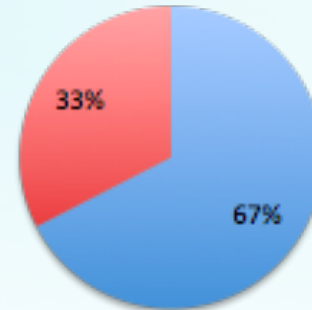
Potential Incentive Programs

Quicker line...more inclined?



■ yes
■ no

Would increasing the 10¢ incentive encourage you to bring your own mug?



■ yes
■ no

14 chose not to respond

100 individuals were surveyed

Group Interviews in Benson: Responses from sixteen randomly selected students

Incentive Responses

"I feel like once you start talking quarters, people start warming up to it."

"I didn't know about the incentive until 20 seconds ago."

"Yeah that's more than Starbucks gives you" (regarding increasing the incentive)

Express Line Responses

"I purposely avoid buying coffee in the mornings because it's busy."

"Absolutely, so D"

jaw drops at express line

Additional Responses from Benson Interviews:

Disincentive Responses

"I get pissed off when I have to pay ten cents for a paper bag."

"If you charge me for the single use cup, I'll just be mad. But getting it off is like a reward."

Other Commentary

--If people are low on dining points, incentive works better--

--Not everyone has a reusable mug--



Save Money.

Save Time.

Sustainability Express Line.

Bring Your Own Mug and save **.10 points**
and ***your time!***

Solutions

Expressline

“Bring Your Own Mug” Mondays

Sell Mugs at Mission Bakery

Increase Awareness of Current
Incentive

Increase Incentive Price