Green2Go
Reusables @
Carleton College
Agenda

- Overview & Timeline
- Support & Coordination
- Mini Guide: Problems & Solutions
Timeline

Green2Go idea first introduced, meeting with stakeholders, research and proposal

ONE YEAR AGO
Fall 2019

Securing funding, planning for the pilot, researching options, choosing OZZI brand

Winter 2020

COVID-19, food is to-go only, new incentives for piloting with 300 G2Gs. 2-3 students join team

Spring 2020

Planning, purchasing, logistics for scaling up to 1,500 students

Summer 2020

G2G rollout in all dining areas! Positive feedback, publicity, soliciting feedback at end-of-term

THIS YEAR
Fall 2020
Who was involved?

Institutional Support & Funding
  Student Projects Committee, Auxiliary Services, Administration

Campus Dining
  General Dining Managers

Sustainability/Marketing Students
  Karen + 2 more

Sustainability Office
  Sustainability Director

Sustainability Student Leader
  Andrew
<table>
<thead>
<tr>
<th>Hurdle</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>No ready-made model to follow</td>
<td>Group research, staff &amp; student troubleshooting</td>
</tr>
<tr>
<td>Needed thousands of $ investment</td>
<td>- b/c COVID: breaking even by the end of term (5-10 wks)</td>
</tr>
<tr>
<td>Past reusables failed b/c they weren't returned</td>
<td>- Added card &amp; note in COVID “welcome bag”</td>
</tr>
<tr>
<td>Edu/ marketing, distributing exchange cards to everyone</td>
<td>- Posters, all-campus emails, Instagram</td>
</tr>
<tr>
<td>Choosing container (price, ease of cleaning, durability)</td>
<td>OZZI brand’s boxes ($4.10 each) but NOT their $$$ cleaning &amp; token machines</td>
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</tbody>
</table>
Sustainability Wins

- G2Gs as default (no single-use option)
  - Waste elimination (compostables)

- Shifting COVID plans
  - Adaptability

- Sustainability culture shift
  - Reusable thermoses
Publicity Materials

◆ Website & posters
◆ 3-step process

◆ School newspaper & dining magazine articles; Post-Action Landfill Network case study
In a 10-Week Term

**Reusables**

- **Green2Go**
  - 3,500 containers (One-time Cost)
  - $14,350 Total

**Disposables**

- **Compostables**
  - 126,000 containers (Ten weeks (12,600/week))
  - $32,718 Total
Expenses Tracking

<table>
<thead>
<tr>
<th>Category</th>
<th>Item</th>
<th>Quantity</th>
<th>Cost per unit</th>
<th>Total cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing &amp; Signage</td>
<td>Stickers- Pizza Boxes (25)</td>
<td>25</td>
<td>$3.54</td>
<td>$88.49</td>
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<tr>
<td>Printing &amp; Signage</td>
<td>Pizza Boxes- Plexiglass &amp; hangers (3)</td>
<td>3</td>
<td>-</td>
<td>$31.00</td>
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<tr>
<td>Printing &amp; Signage</td>
<td>Posters: 3-Step Process (20)</td>
<td>20</td>
<td>$0.13</td>
<td>$2.60</td>
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<tr>
<td>Printing &amp; Signage</td>
<td>Posters: General poster (20)</td>
<td>20</td>
<td>$0.13</td>
<td>$2.60</td>
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<tr>
<td>Printing &amp; Signage</td>
<td>Posters: To-Go Only in Dining Halls (10)</td>
<td>10</td>
<td>$0.24</td>
<td>$2.40</td>
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<tr>
<td>Printing &amp; Signage</td>
<td>Exchange cards (1850)</td>
<td>1,850</td>
<td>$0.67</td>
<td>$137.35</td>
</tr>
<tr>
<td>Printing &amp; Signage</td>
<td>Table Tents (100)</td>
<td>100</td>
<td>$0.13</td>
<td>$4.81</td>
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<tr>
<td>Printing &amp; Signage</td>
<td>Stickers- G2G logo (1,000)</td>
<td>1,000</td>
<td>$0.12</td>
<td>$123.62</td>
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<tr>
<td>Infrastructure</td>
<td>Containers- Ozzi Round 1 (3500)</td>
<td>3,500</td>
<td>$4.10</td>
<td>$14,350.00</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Containers- Ozzi Round 2 (500/500)</td>
<td>1,000</td>
<td>$4.10</td>
<td>$4,500.00</td>
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<tr>
<td>Infrastructure</td>
<td>Bus tubs</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Wire Shelving</td>
<td>12</td>
<td>-</td>
<td>$887.88</td>
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</tbody>
</table>

$20,000
Random Logistics

- Summer meetings every 2-3 weeks
- $5 for replacement card
- Box with compartments

Poster from the Pilot
Next Steps - Improvements

- Tracking Green2Go Containers
- Increased Traffic Flow
- Beginning of the Year Communication
- Surveying
- School newspaper & dining magazine articles; Post-Action Landfill Network case study
Thanks!

Any questions?

- You can email us at chenk@carleton.edu and fariasa@carleton.edu
- Follow Bon Appétit @carletondine
- Follow the Sustainability Office @carletonsustain