

**Green2Go
Reusables @
Carleton College**

Agenda

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



Timeline

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

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

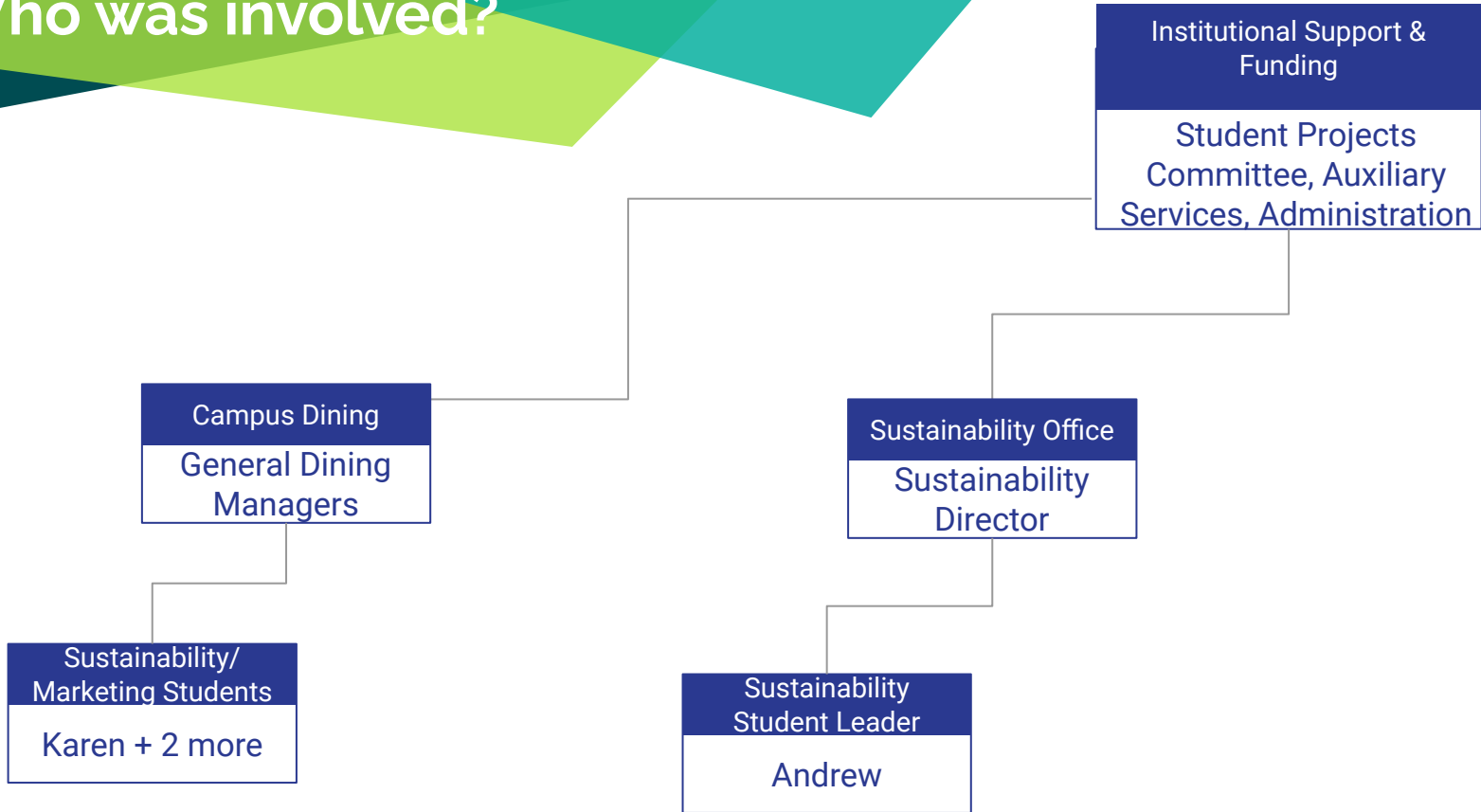
G2G rollout in all dining areas! Positive feedback, publicity, soliciting feedback at end-of-term



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

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

Who was involved?



Getting over hurdles

Hurdle	No ready-made model to follow	Needed thousands of \$ investment	Past reusables failed b/c they weren't returned	Edu/ marketing, distributing exchange cards to everyone	Choosing container (price, ease of cleaning, durability)
Solution	Group research, staff & student troubleshooting	<p>-b/c COVID: breaking even by the end of term (5-10 wks)</p> <p>-multiple possible funding sources</p>	<p>- Must return empty box at dining site to get new one</p> <p>-Intuitive system: easy exchange w/ cards</p>	<p>-Added card & note in COVID "welcome bag"</p> <p>-Posters, all-campus emails, instagram</p>	OZZI brand's boxes (\$4.10 each) but NOT their \$\$\$ cleaning & token machines

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

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

~ \$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