



2017 RecycleMania Case Study Competition

Waste Minimization - Submission Template

(Non-food waste focus)

1. Contact info

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2. What type of material(s) or waste stream did the project target to reduce?

(30 words or less)

This project targeted to reduce cardboard, paper, and plastic waste that is associated with the use of disposable plates.

3. General description of the waste minimization initiative:

(300 words or less)

New to Purdue for the 2016-2017 academic year is our dining facility called "Pete's Za" which is grab and go pizza store where students with on campus meal plans can walk in and get a 12 inch pizza and a drink to go. This quickly became a hit for our students because it provided another "on the go" option as opposed to our normal dining courts where you must eat inside the facility.

However, a sustainability problem began to arise from this new facility, students were buying disposable plates to be able to eat their pizzas and our trash cans were filling up with whole pizza boxes. Realizing that this was quickly becoming a problem the Department of Dining and Catering began to search for an alternative to the normal pizza boxes we had been using and they found a company called Greenbox that produces pizza boxes made from 100% post-consumer recycled materials, is completely biodegradable, and it can be ripped into 4 plates for consumers to use. Transitioning to this box not only allows our students to cut back on the amount of waste they produce, but also it contributes to the market demand for recycled materials.



4. Planning steps & timeline to implement:

List out in bullet format each of the steps involved in planning. Example: 1. Audit to document baseline generation of target material; 2. Research alternative products; 3. Consult stakeholders about changes; 4) Document impact metrics of pilot, etc.

- Pull existing cost records for the pizza boxes and create a budget for an alternative product.
- Research alternative products.
- Present idea to the student dining advisory board and receive student feedback.
- Contact marketing about transition of product. Create an advisement campaign for the new product.
- Teach workers about the new product and its functionality.
- Introduce new product and collect student feedback
- Document usage data and cost analysis

5. Resources and stakeholders involved

Explain what budget or in-kind resources where needed, what if any campus dept's or groups supported the effort, what staff or volunteers were involved.

Pete's Za store functioned for 1 semester with the older traditional style pizza boxes, so there was already a budget in place set by the Department of Dining and Catering. During the second semester, their budget for boxes was set at the same price for the transition. From a business standpoint, this transition to Greenbox saved the department money because it ended up being cheaper than the traditional boxes. In fact, during the second semester the department ended up saving \$1,228 on the 13,650 pizza boxes they used.

The transition of this box was supported from the Department of Dining and Catering from a logistical standpoint because their staff were the ones to make the change. From a marketing standpoint, Dining and Catering and the Department of Master Planning & Sustainability used social media to show off the product to students and educate them on how to use the new box.

6. Describe the Results of the Initiative

- a. General results of the initiative (*ex: attracted attention of campus president, campus paper did a news story on the event, etc.*)

The initiative attracted a lot of student attention on campus. Students were very happy to have the new boxes that could be converted to plates and storage for left over pizza. The student dining



advisory board was often told by other students that they preferred these boxes to the old ones and that it made them more likely to want to go pick up a pizza.

- b. Specific measurable impact figures (*Saved \$7,300 in avoided purchasing costs; Eliminated approx.. 3,500 lbs. of XXX material previously sent to landfill, etc*)

This transition saved the department \$1,228 in just one semester of using the product. At an average weight of 17.2 pounds per 50 box case and using 273 cases, in this semester we have contributed to the use of 4,695 pounds of post-consumer recycled product.

7. How have showcased or communicated the success of the initiative to a broader audience (*Separate from education message itself, to get credit or build support for the initiative*)

The success of this transition is due to the community involvement and interest. On a college campus, pizza will always be a big hit with the students, but we would expect to see a decrease in use if they were against the transition to a different product. That's not the case here, as word the new boxes use spread the amount of pizzas ordered by students did not decrease. The message about this box was sent across social media platforms from the Department of Master Planning & Sustainability and the Department of Dining and Catering.

8. What would you do differently in the future?

In the future, we will be focusing on a stronger marketing campaign for the use of the box. As we receive incoming freshman at the start of the 2017 fall semester, it is important that we show the students how the box works. Making sure that they know what the box is about and what to do with it when they receive their pizza is important.

9. What advice would give to another college that wanted to do a similar project?

If another college or university was wanting to make a switch to this box I would advise that they take a look at their budget and see if this is a viable option. For our dining, it ended up being a great way to save money and encourage the use of post-consumer recycled material. The transition itself isn't a big deal once the product is ordered because it functions just like any other pizza box.

10. Supplemental documents and links



Link to the video of this product appearing on Shark tank

<https://www.youtube.com/watch?v=wPZaRZdUhcY>

Greenbox usage demonstration video

<https://www.youtube.com/watch?v=gQBjJpkjI0>



Students picking up the new boxes from "Pete's Za"



Photo a box disassembled to form pizza plates



Phot of Greenbox with all four plates torn off and the half box leftover storage system folded.

*Please email completed template form and supplemental documents (photos, newspaper articles, website links, etc. to helpline@RecycleManiacs.org with "RecycleMania Case Study submission-Waste Minimization" in the subject line. **Case study submissions are due no later than Friday, May 12, 2017.***