



USU X Sustainability

May 2019





Coffee Grounds

In 3 days we supplied, **45kgs** free used coffee grounds to staff & students to recycle in their home gardens



We created the opportunity to redirect **14 Tonne** of Ground coffee waste annually while supporting USYD Grounds team + community giveaways

18

Hoodies Swapped in 1 day! Allowing us to start the USU "The USU Hoodie Library" Check Out a Hoodie when you need it ...



1st

Australian Uni to launch Biotrem, a 100% biodegradable tableware! Made all from wheat bran, it only takes 30 days to completely breakdown.

Coffee Kilos over 3 days = \$392 to OzHarvest directly, yearly this amount is over

\$15K



In addition MAD received 3 days Of Citizen Blue recycling rebates, + Calligraphy Club cup branding

200

 USU Members Enjoyed Free Breakfast

SOLD OUT

\$5 Plant Based Burgers all day x 210 by 1.30pm Launched Juice for Good a healthy option while reducing food waste



85

 Attendees at **How to Life** reflected the interest on campus

USU Clubs & Societies X 5 attended University support: FoodLab, SEI, Enactus & the Grounds Team USU acknowledged by City of Sydney in Top 10 Reduce Single Use Plastic Pledges

We saved **52kgs** of signal use plastic containers from landfill in **Courtyard Cafe** in 3 days



2400

 Single use cups were recycled

Big Impact From one small event

Courtyard Mug Wall – forgot your reusable cup just borrow one for the day

Go Liddless – do you really need a lid? Great way to save plastic waste

Bring your container save 50c off your meal at Courtyard/ABS/ Laneway

Simply Cup recycling bins are here to stay, paper cups are one of our largest contributors to waste

Positive feedback and strong student engagement has guaranteed sustainable practise is part of the fabric of our business

800

Hot Beverages were given away to everyone who bought their own cup to campus on Wednesday 29th May + 1 lucky Student won **Free Coffee for a Year!** 2419 students entered great result



we sold 45 re usable cups from the pop up increased reusable cups usage by **8%**



Our Community Contribution

Partners



Key partnerships that added support, supplies and credibility to our event included: Bread & Butter Project, Vittoria, IKEA, For Purpose Co, Biotrem, People Parkers, Parmalat, Simply Cups, Citizen Blue, Farmwall, Milk Lab, Naked Foods, Untrashy, Ywaste, Six Simple Machines Premier Northpak

Key Initiatives:

USU X SUSTAINABILITY

PLASTIC FREE COURTYARD



BYO cup & bowl to save
No lids on drinks
Biodegradable tableware

28-30 May

usu.edu.au/sustainability



“Love to see USU stepping up and taking initiative in promoting sustainability in their outlets – like going lidless, plastic free and using metal straws.”
Student comment



Key Initiatives:



For Purpose Co.™

THE BUSINESS OF IMPACT

Courtyard launched an innovative new vending machine that uses rescued oranges and provides a delicious, healthy alternative drink made with 100% oranges and nothing else. Even more special is that all profits go directly to Oz Harvest to help feed people in need. Full of vitamin C goodness - it is good for you, good for the planet and good for people!



THERE'S NO PLANET B

PLATES GOOD ENOUGH TO EAT!

Our takeaway packaging is fully biodegradable and compostable, 100% natural, and it's made from wheatbran so you can also eat it*

*100% contains gluten

We are trialing some new initiatives to improve our environmental impact and appreciate your support.

Plastic Free Courtyard
28- 30 May

USU X SUSTAINABILITY

1st Australian Uni to launch Biotrem, a 100% biodegradable tableware! Made all from wheat bran, it only takes 30 days to completely breakdown.

Students
Loved it
Its Staying

THERE'S
NO
PLANET B

Lidless is the way... make a change today!

This small change means we can
save 600* pieces of plastic a day
at Courtyard and you can help.

You can help by only requesting a lid for your coffee or iced drink
if you absolutely need it. We are trialing some new initiatives to
improve our environmental impact and appreciate your support.

Plastic Free Courtyard
28- 30 May

USU X SUSTAINABILITY



THERE'S
NO
PLANET B

BYO BOWL or PLATE

Help the planet &
your pocket - Save
50c on your hot meal

We are trialing some new initiatives to improve our environmental
impact and appreciate your support.

Plastic Free Courtyard
28- 30 May

USU X SUSTAINABILITY

Students
Loved it
Its Staying



"Sustainability is everything. Consuming less, being smart with our waste and being conscious of the environment in every step we take is so important to the University of Sydney Union, which is why we devoted an entire week to celebrate and educate on all that we do for our wonderful planet."

Lachlan Finch
Environment Portfolio Holder

USU Food Truck Eastern Ave Take Over



THERE'S NO PLANET B

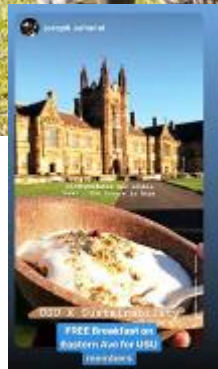
FREE BREAKFAST
 ALL USU MEMBERS (8-10am)
 Toast w/ Toppings
 OR
 Granola

\$5 LUNCH
 (11 TO 3PM)
 Vegan Chicken Burger w/ shoestring fries | \$5
 Vegan Beef Burger w/ shoestring fries | \$5

SOLD OUT

USU X SUSTAINABILITY

200
 USU Members
 Enjoyed Free Breakfast



"I hope other students enjoyed Sustainability Week as much as I did. USU is heading in the right direction, I hope we all can follow suit!"
 Student feedback

Eastern Ave Take Over



“Championing what we believe in is at the core of our mission here, and with sustainability week we managed to do just that whilst creating some awesome student experiences along the way. What could be better!!”
LACHLAN FINCH
USU | BOARD DIRECTOR



“USU’s taken such a proactive approach in slowly but surely transforming USYD into a sustainable and environmentally friendly campus.”
Student Feedback

USU X Sustainability Wk. 2019

Key Initiatives:

USU X SUSTAINABILITY

BRING YOUR CUP TO CAMPUS DAY*



*BYO reusable cup for a free coffee all day

WEDNESDAY

Eastern Ave, 29 May.

Thanks to Vittoria Coffee & Pauls Milk
usu.edu.au/sustainability

2020
Run a larger program in all USU outlets make 1 day famous in the year, reward USU members



800

Hot Beverages were given away to everyone who bought their own cup to campus on Wednesday 29th May

We sold 45 re usable cups on the day, for a \$1.00 donation to MAD the USYD Calligraphy club personalised your reusable cup



Supporting Partners for Eastern Ave Take Over



USU X Sustainability Wk. 2019

Key Initiatives:

USU X SUSTAINABILITY

HOODIE EXCHANGE

High impact on digital channels
strong engagement top 3 in both
Facebook & Instagram

18

Hoodies Swapped in 1 day! Allowing us to start the USU "The USU Hoodie Library"



Donate an old USYD hoodie to get 50% off a new one!

Eastern Ave, 29 May.

usu.edu.au/sustainability

2020
Run a larger program with branded and non-branded Hoodies



7 stallholders attended
71% of stallholders would do it again!
Sales exceeded stall holders expectations
Looking to include in Monthly Markets



Key Initiatives:

HOW TO LIFE

Think sustainably



"I don't think there was a moment when I wasn't smiling during the event. There are so many green companies out there with amazing innovations which I only discovered on the night, and it gave me renewed hope for the future of our planet. I'm grateful that the USU was able to provide such a platform."

Sarah Cutter- Russell
Student

Sustainability was the topic ... from start ups to global giants the goal remains the same a foundation for a better tomorrow. Industry leaders shared their stories with student to inspire change.

"Sustainability: Treating the world as if we planned to stay"

"The How to Life Sustainability Event showcased some of the amazing sustainable organisations that we work with, who genuinely care about our future on this planet. It was heartening and eye-opening to see!"

Maya Eswaran
USU - BOARD DIRECTOR

85 attendees



How to Life: Sustainability



I thought USU's How to Life session was such a success! Great inspiring speakers and the grazing table was a feast. Look forward to more of these events to come.
Student Feedback



Digital Wrap Up:

Total Posts = 49 / 67 (including posts in the Facebook event) Total Reach = 183, 576

Total Engagement = 7, 133

Total Growth In Following (3 days): 330 Facebook/Instagram

	Facebook	Instagram	Twitter	Facebook Event	Instagram Stories
Total Posts	17	14	18	18	50
Total Reach	71,070	34, 583	16, 494	9, 300	52, 029
Total Engagement	4, 372	1, 792	81	788	
Growth	124	206			



Top Performing Posts			
Post			
Topic	Introduction to Hoodie Exchange	Introduction to free coffee and free breakfast for the Wednesday Eastern Ave Takeover.	Social push to use the Mug Wall that featured current students.
Reach	9, 011	9, 330	3, 720
Engagement	905	749	457

Top Performing Posts			
Post			
Topic	Introductory post to the week.	Introducing Biotrem; the USU is the first organisation to use this innovative product.	First post for the Hoodie Exchange.
Reach	3, 555	3, 299	3, 860
Engagement	339	212	203



Top Instagram Stories			
Instagram Story			
Topic	Pre promo of free breakfast the day before. Pre promo helped to draw attention, giving away 200 free breakfasts in the morning.	Featured students in front of the Mug Wall. After this story went up, it saw an increase in use of borrowing from the mug wall (was informed the Italian Society all purchased a coffee in a borrowed mug).	Featured our President and Vice. President trying out the new Biotrem. Recap of user generated content.
Impressions	1, 910	1, 626	1, 592
Reach	1, 429	1, 182	1, 131

1st

USYD Digital Collaboration

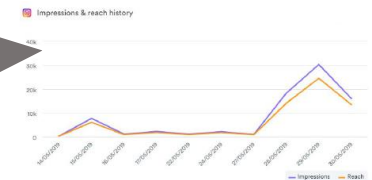
For the first time ever the USU was granted access to the USYD Instagram account, for an Instagram Takeover featuring Board Director, Maya Eswaran.

The larger audience, guaranteed higher viewership performing on par with other USYD stories starting at 5k declining to 3.5k - a great start to an ongoing partnership



Total Number of Stories = 3
 Total Impressions = 12, 951
 Average Impressions per story = 4, 317
 Average reach per story = 3, 804

USU Stories - We saw a dramatic increase at the start of Sustainability week, jumping to 14,091 at the beginning of the day and reaching a high of over 24,000. Drawing in on average 1,100 viewers per story posted due to the organic content - relevant and relatable.

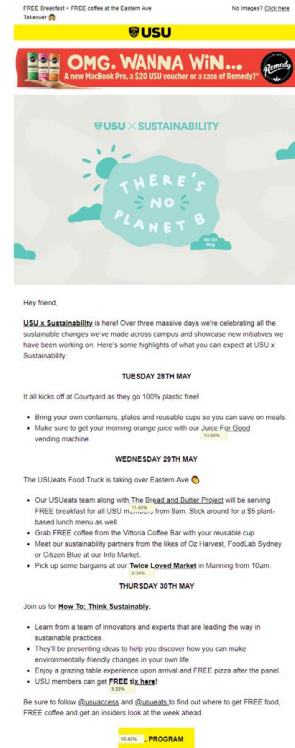


Digital Wrap Up:

Total emails delivered = 41, 624

Open Rate = 16.50 % vs Industry average for open rate = 20.39%

Click Through Rate = 5.50% vs Industry average for click through rate = 2.66%



EDM

The EDM was sent as part of our weekly content schedule on the Monday (27 May). The EDM was dedicated to USU x Sustainability week that featured majority of the points of promotion/messages. It broke down the best things to do and see each day, which was followed by four key stories that promoted events that were particularly important such as the How To: Think Sustainably workshop or the Coffee Competition.

Though the open rate of 16.5% is slightly lower than the industry average (20.39%) the click through rate of 5.5% is well above the industry average of 2.66%. This shows us that those who did open the EDM are well engaged with the content

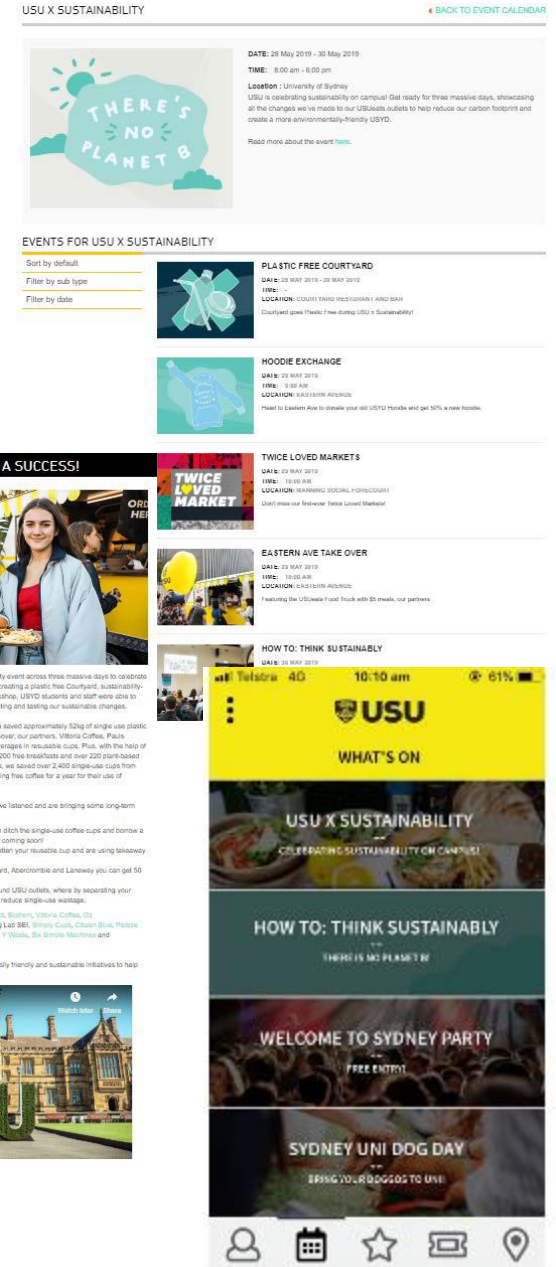
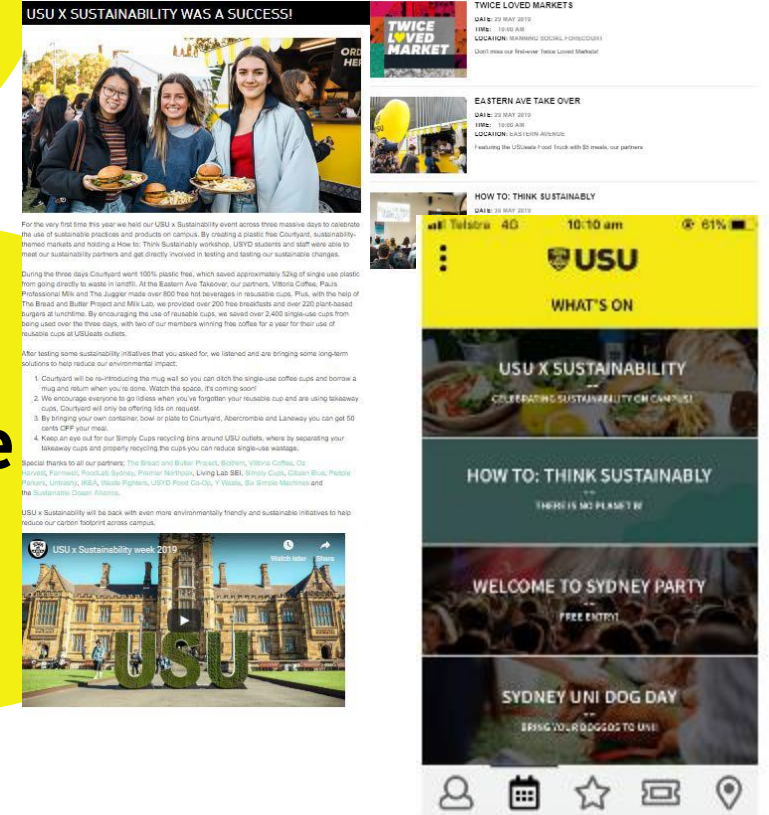
USU X Sustainability Wk. 2019



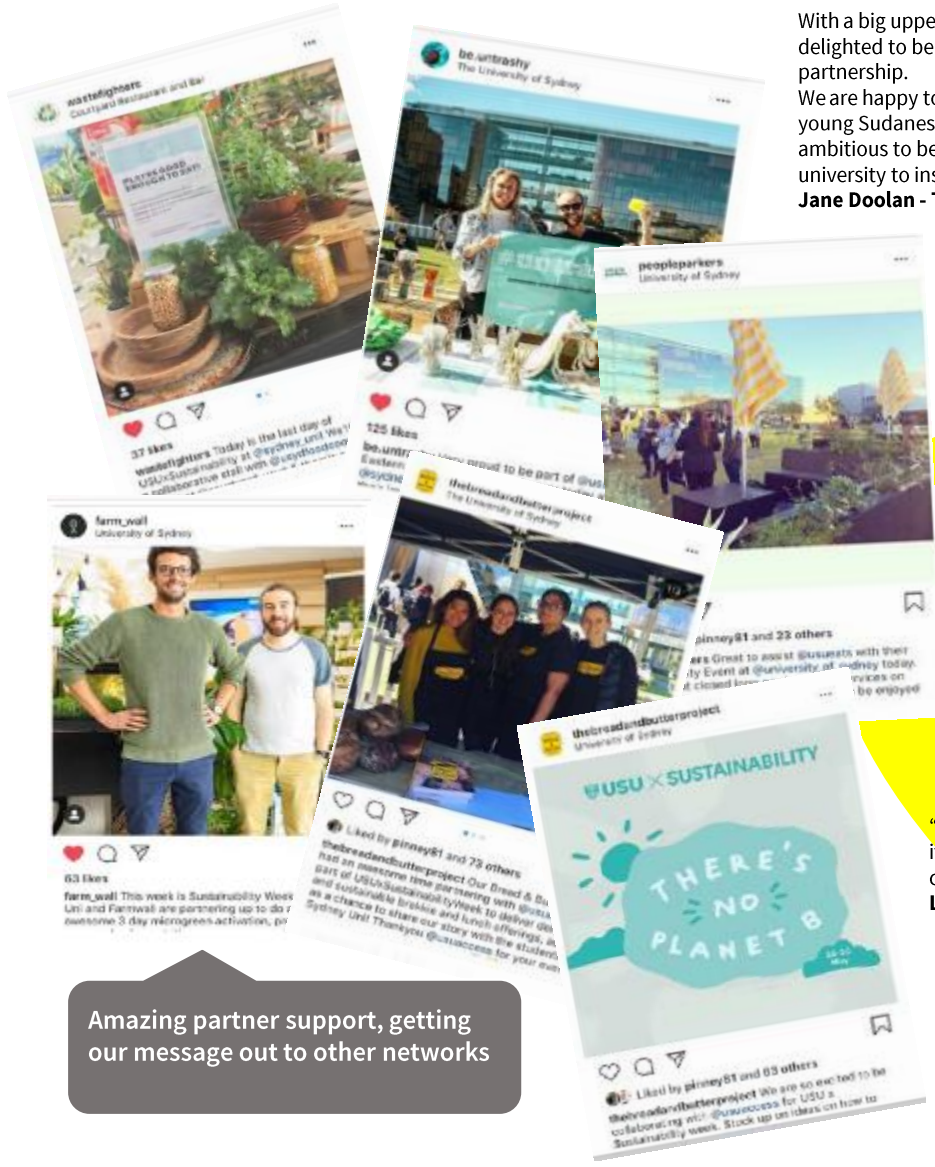
<https://youtu.be/Fd1oMdMSUfo>

Wrap Up
Hyper Reel to
Immortalise
the fun

Website
& App



Digital Wrap Up & Partner feed back :



With a big upper case THANK YOU. It was a great event. We are delighted to be working with you and feel that this could be a terrific partnership. We are happy to come along and invest in events. My highlight was a young Sudanese student who shared her refugee journey. We are ambitious to be partnering in as many venues/ events with the university to inspire your students and staff
Jane Doolan - The Bread And Butter Project

What a fantastic event!! From set up to execution, the feedback we were getting was very positive as well.
Andrew Adams - Vittoria Coffee

“Thanks for inviting us – it was a truly inspiring afternoon. I loved the other presentations, but, more than anything, I enjoyed hearing about the journey and commitment of USU. It’s easy to get pessimistic about the future when we hear of new coal mines getting approvals, but your event and the strong attendance certainly refueled my optimism (with renewable energy of course!).”
Brendan Lee - Closed Loop Simply Cups

“We just wanted to say how awesome last week was and give you a huge thank you for putting it on. I know it’s been a mountain of work and it is so great to see someone in a leadership position working so hard for change and really being a positive driving force”
Liv Arkell - Waste Fighters

What an amazing event... it was great to be there last week and looking forward to working with USU in the future
Dave Hawthorn IKEA

From what I've seen the photos and video are beautifully shot. I would love to archive them and share amongst our channels as well, promoting the great work that USU are doing around sustainability.
Serena - Farmwall

Amazing partner support, getting our message out to other networks



Additional Press

Organisations from Sydney's hospitality, accommodation, events, and property sectors have signed the Sydney Single-use Pledge in an effort to reduce their use of single-use plastic items.

The City of Sydney has announced it plans to phase out conventional use items in its buildings, at its own venues and at events within its local government area. The city will eliminate or reduce the use of the following items:

- bottled water
- plastic chairs
- plastic cups/ware, including expanded polystyrene
- plastic utensils
- promotional items
- plastic single-use sampling or giveaways
- single-use signs

Sydney businesses at the launch of the Sydney Single-use Pledge include:

1. TCM | The Duo Coatings
2. Australian Food and Wine Museum
3. Allotree
4. The GPT Group
5. The Regent Hotel Sydney
6. University of Sydney Union
7. The Planet Earth Cleaning Company
8. Sydney Live, Museums