

LEANPATH@ARAMARK POST CONSUMER PILOT

All Sites Pilot and Results Review Meeting #7

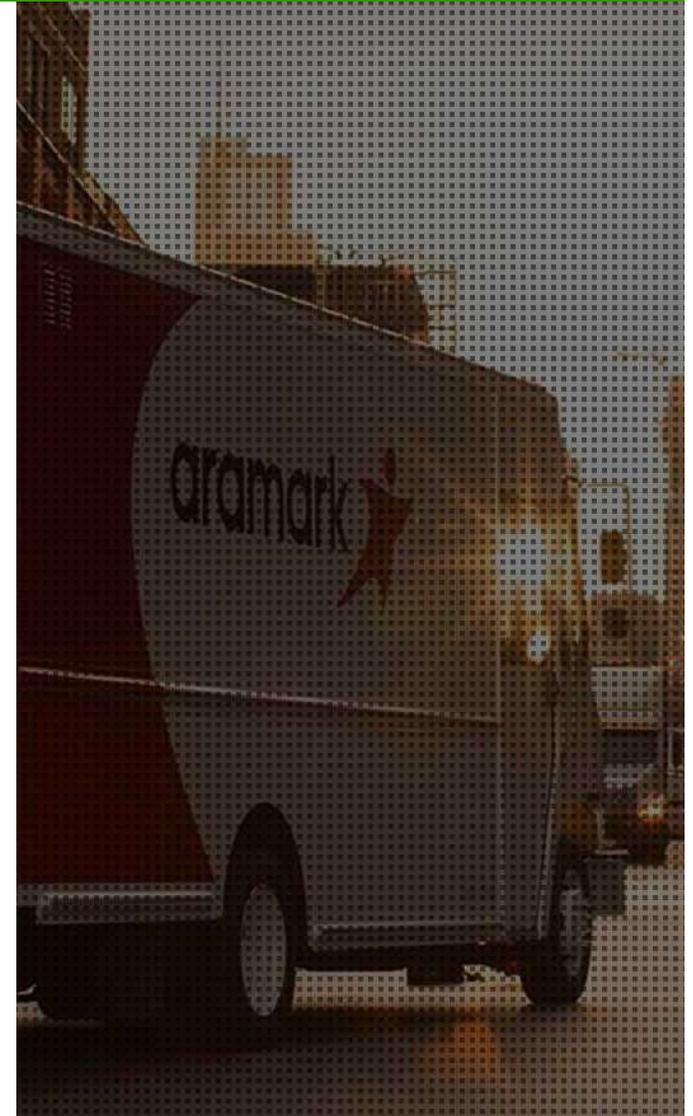
Wipe Out Waste PLUS

Aria Shannon and Sofia O'Sullivan, LeanPath

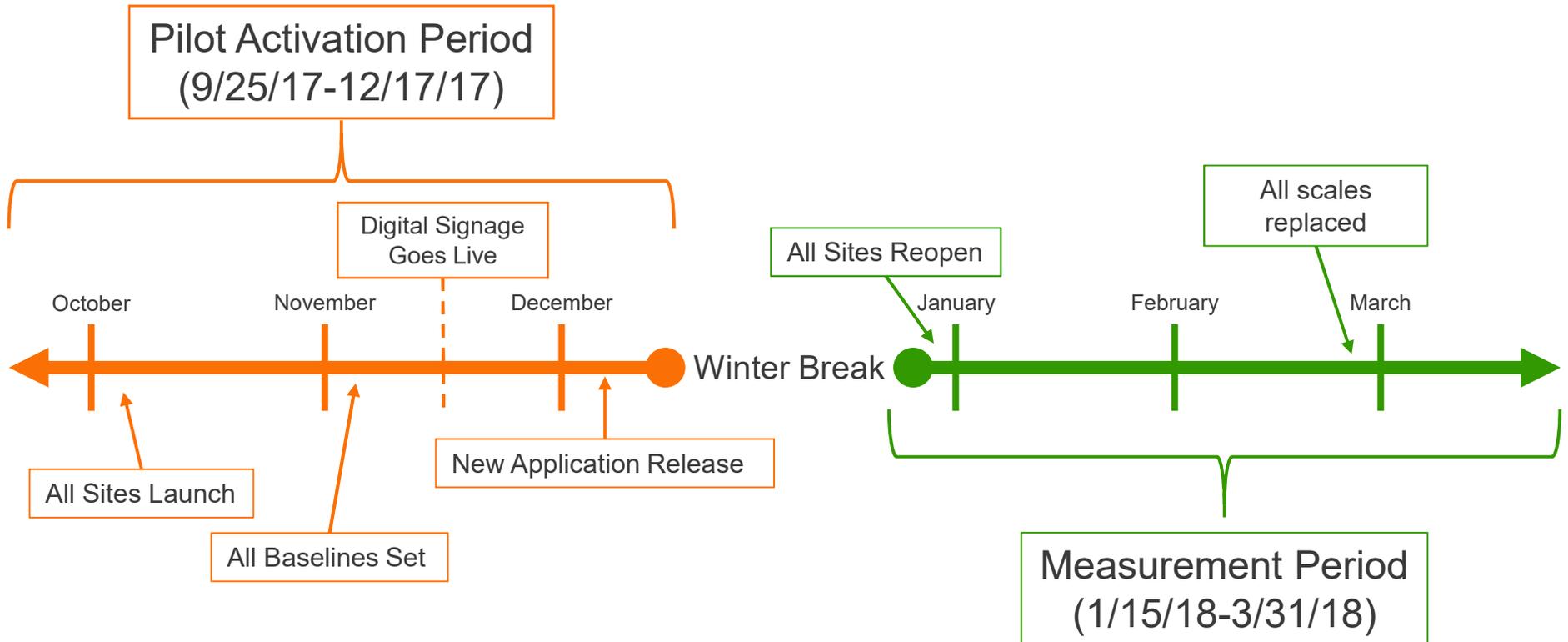


Agenda

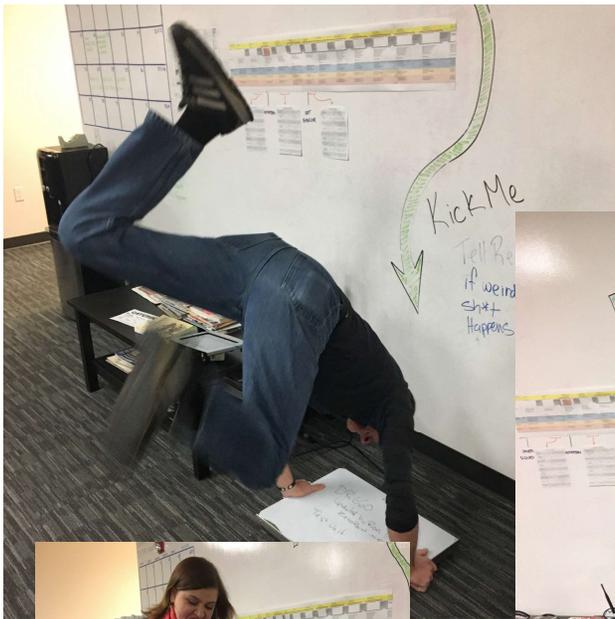
- Pilot Timeline Review
- Where We've Been
 - Testing Durability
 - Revamping Our Equipment
- Where We Are
 - Site Specific Data Review
 - Weekly Weight Trends
- Results!
 - Waste Data Analysis
 - Consumer Awareness
- Discussion/Response



Post Consumer Pilot Timeline

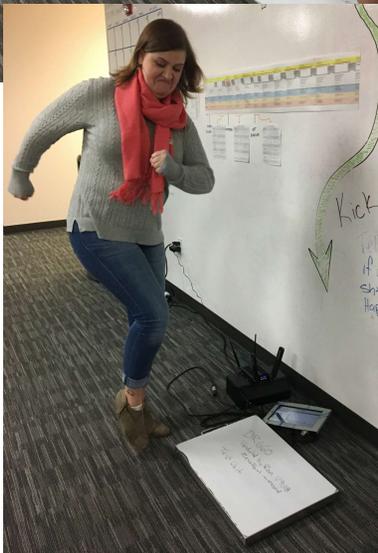
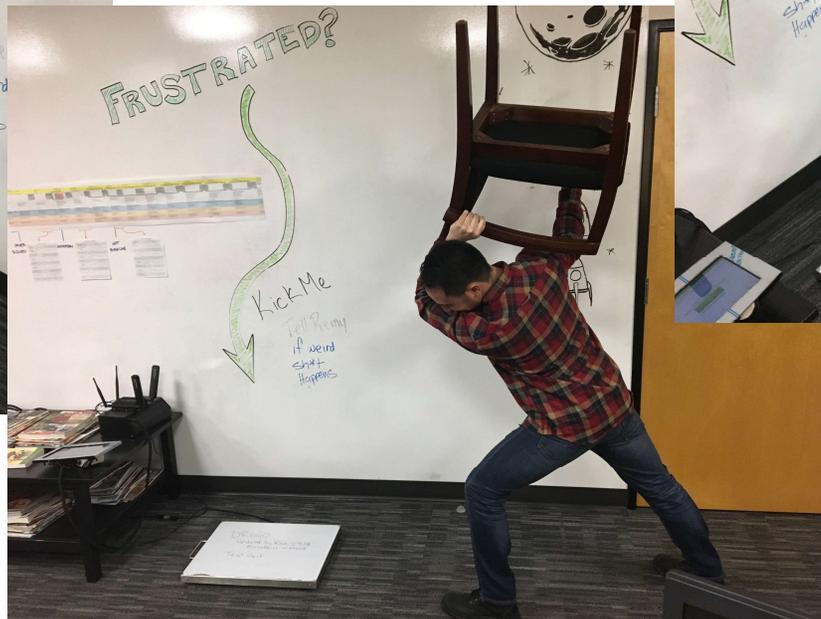
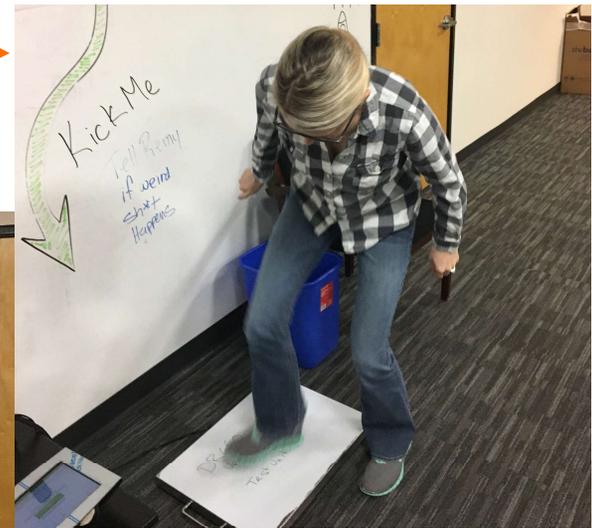


A Hard Core Test of Our Equipment Durability



Becky Baker
Customer Success

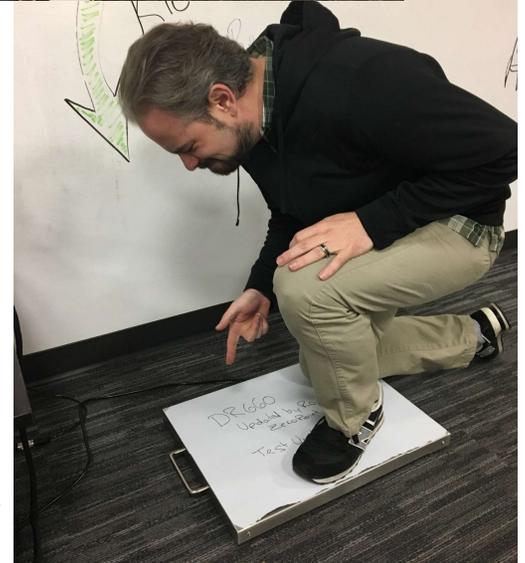
Keith Gardner
Customer Support



Remy Chan
Hardware Design

Aria Shannon
Customer Success

Matt Costa
Manufacturing



Revamping Our Equipment



Arizona State University - Barrett



University of Virginia

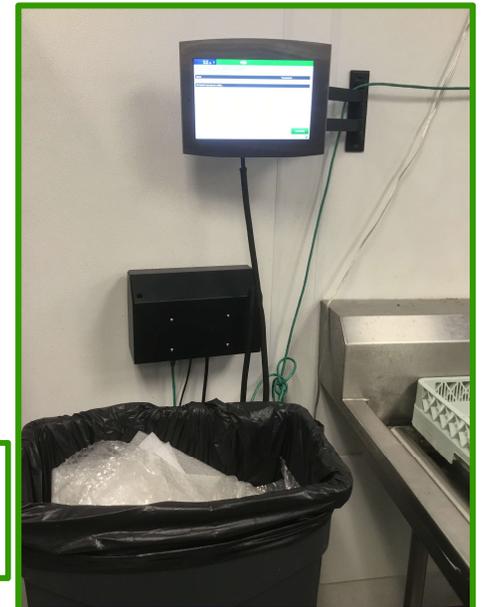


Boston University



All new Post-Consumer trackers were set up by March 1st

University of South Florida



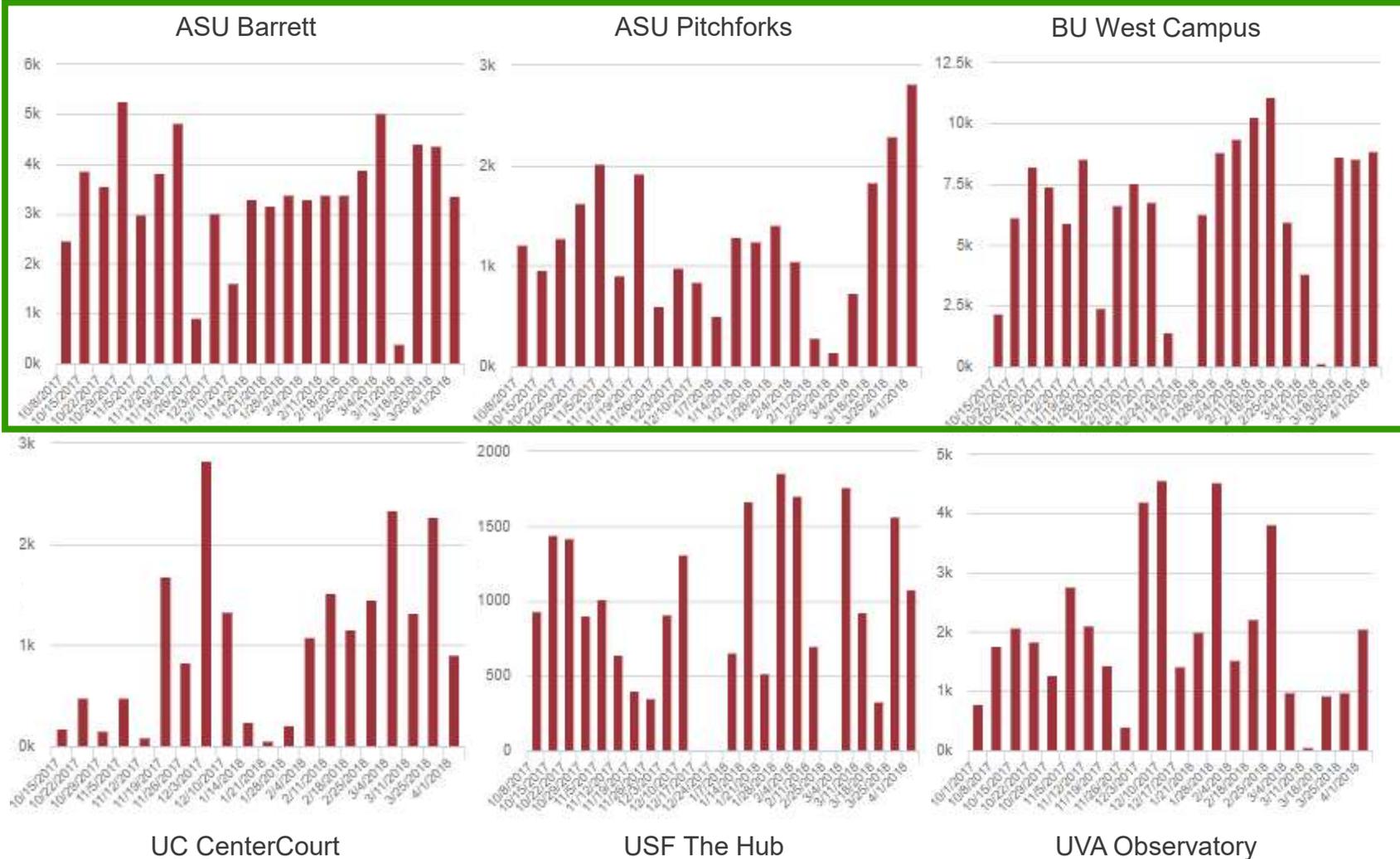
Site Specific Data Review

Site Name	Location Name	Launch Date	LBS Tracked
Arizona State University	Board Operations – Pitchforks	9/27/17	25,897 lbs
	Board Operations – Barrett	9/27/17	73,641 lbs
Boston University	West Campus Dining Hall (both trackers)	9/27/17	145,035 lbs
University of Cincinnati	CenterCourt	10/10/17	20,580 lbs
University of South Florida	The Hub	10/5/17	22,580 lbs
University of Virginia	Observatory	9/25/17	43,684 lbs

Data from Launch to March 31st

Weekly Trends

Consistent Trackers



Data from Launch to March 31st

Results

Measuring Impact

- **By analyzing the change in...**
 - Average waste per patron
 - Average weekly waste weight versus baseline weight
 - Consumer awareness
 - Food Cost % Change**

** Not requested, will complete if provided necessary information

Results: Waste Per Patron

The average waste per patron across all the sites for the month on March was:

Consistent Trackers:
0.29 lbs

All Site Average:
0.18 lbs

We determined waste per patron for March only because the equipment operated consistently in that timeframe.

We've seen a national average of around 0.25 lbs per person

So How Much Are People *Actually* Eating?

Previous LeanPath data suggests that the average meal weighs 0.45 lbs

On average, we found that the waste per meal at consistent sites is 0.29 lbs

That means that consumers are only eating **0.16 lbs** of their meal



Results: Yearly Run Rate

Using each site's average daily meal count and the Average Waste Per Meal Served for the month of March, we projected the estimated amount of post-consumer waste each site would see in a year*

Site Name	Location Name	Estimated Yearly Post Consumer Waste
Arizona State University	Board Operations – Pitchforks	79,064 lbs
	Board Operations – Barrett	157,925 lbs
Boston University	West Campus Dining Hall (both trackers)	304,404 lbs
University of Cincinnati	CenterCourt	72,503 lbs**
University of South Florida	The Hub	67,406 lbs**
University of Virginia	Observatory	53,554 lbs**

*Days in a given school year based on semester schedule, August 15th - December 15th, and January 15th – May 15th

**These numbers are likely understated, due to inconsistent tracking from these sites, as addressed in earlier slides.

Country-Wide Implications

If all 200 Higher Ed Accounts that use LeanPath in the US alone had similar waste levels, it would equate to:

36,092,808 lbs
annually

24,495,163 lbs
annually



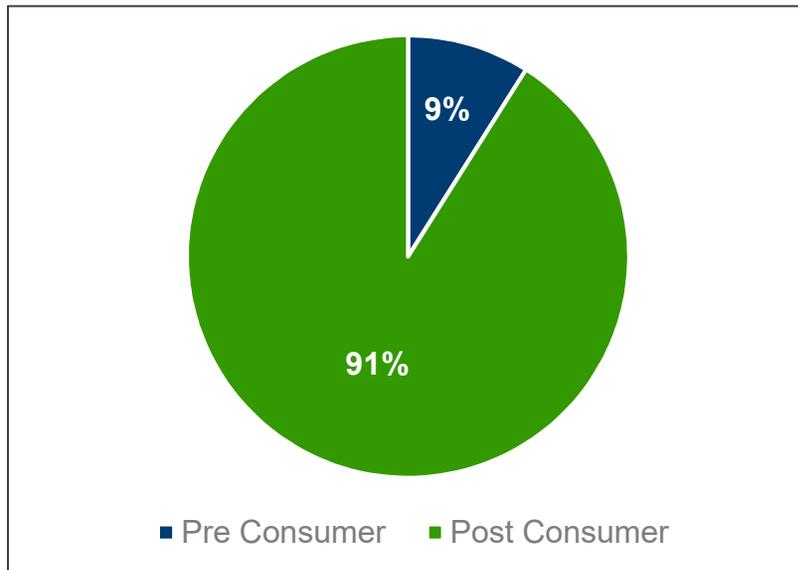
Assuming sites are tracking consistently, that's the same as over **16 million meals!!**

This was found by averaging the estimated yearly post-consumer waste levels, first from our Consistent Trackers, then All Sites, from the previous slide, and multiplying that by 200

Pre-Consumer vs. Post-Consumer

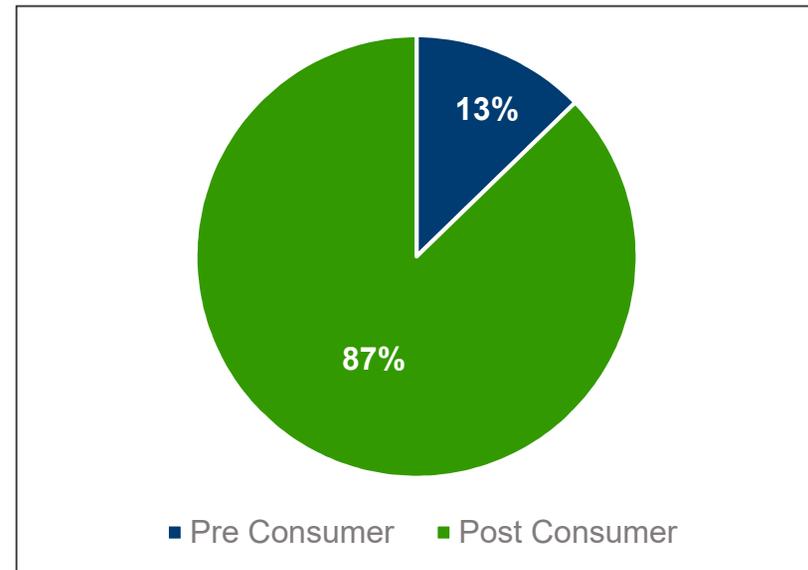
Consistent Trackers

Pre-Consumer: 4,814 lbs
Post-Consumer: 48,879 lbs



All Sites

Pre-Consumer: 9,384 lbs
Post-Consumer: 64,265 lbs



These charts represent the entire pilot period

Results: Consumer Awareness Surveys

Overall, survey results showed that consumer awareness went up by **1.6%** between the beginning and the end of the pilot!

The two questions that showed the most increase were:

4. I take only the food I plan to consume.
5. In the past I wasted more food than I do today.

These questions, on average at all sites*, went up by 5.3% and 3.8% respectively!

This indicates that there is a positive correlation between the signage you displayed in your dining halls and the awareness of your dining patrons!!

*USF data not included due to it not being submitted

Results: Percent Change from Baseline

At the beginning of the pilot, baselines were set for all locations. Each week, we measured the difference in that weeks waste levels vs. the baseline. The below numbers represent each locations overall change for the duration of the pilot.

Site Name	Location Name	Overall Change from Baseline
Arizona State University	Board Operations – Pitchforks	-45%
	Board Operations – Barrett	-40%
Boston University	West Campus Dining Hall (both trackers)	-29%
University of Cincinnati	CenterCourt	-45%
University of South Florida	The Hub	-30%
University of Virginia	Observatory	-36%
ALL SITES AVERAGE		-37%

Thought Leadership – Lessons Learned

Key Things We Discovered in this Pilot

- Waste per patron
- Post-Consumer vs. Pre-Consumer totals
- Awareness = Action

Going Forward

Pilot Duration: October 2017 –March 2018

- Measurement period has concluded
- Meeting end of April/ early May for go-forward planning session with sites wanting to continue
- Site requesting to continue through April:
 - University of Cincinnati
 - Arizona State University
 - University of Virginia
 - Boston University
- Awaiting continuation feedback from:
 - University of South Florida



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DISCUSSION

Feedback from Sites

- Flexibility of customization of screens
 - Mobility to draw attention?
 - Currently too still
 - Make numbers larger? More attention drawing?
 - Currently not drawing enough attention.
 - Integration with social media
 - Wrap on tv for context
-
- 3 student groups at UVA interested in waste audit to analyze and design signage that will make students more aware
 - USF wanting to arm front line staff to know, when people come back for seconds, the implications of these things

Site Specific Overview

Site Name	Location Name	Launch Date	LBS Tracked	Average Waste Per Meal (March)	Estimated Yearly Post-Consumer Waste	Overall Change from Baseline	Survey Results*
Arizona State University	Board Operations – Pitchforks	9/27/17	25,897 lbs	0.23 lbs	79,064 lbs	-45%	-2%
	Board Operations – Barrett	9/27/17	73,641 lbs	0.28 lbs	157,925 lbs	-40%	2%
Boston University	West Campus Dining Hall (both trackers)	9/27/17	145,035 lbs	0.36 lbs	304,404 lbs	-29%	9%
University of Cincinnati	CenterCourt	10/10/17	20,580 lbs	0.07 lbs	72,503 lbs	-45%	7%
University of South Florida	The Hub	10/5/17	22,580 lbs	0.08 lbs	67,406 lbs	-30%	NA
University of Virginia	Observatory	9/25/17	43,684 lbs	0.07 lbs	53,554 lbs	-36%	-7%

*Positive scores indicate an increased awareness