

AASHE STARS Innovation Credit: Reusable To-Go Container Program

Supporting Documents

Using Campus Partnerships, Innovative Technology, and Program Expansion to Encourage Student Buy-In and Participation



November, 2017



Robyn, an employee at Virginia Tech's Owens Food Court, hands a student their food in a Reusable To-Go container.

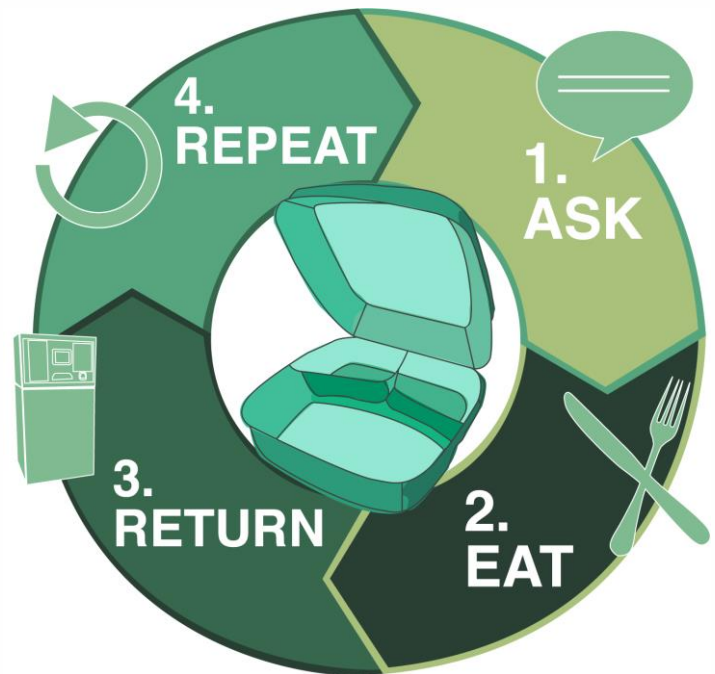
How Does It Work?

Step 1: Ordering to-go? Ask for your food in a free Reusable To-Go (R2G) container. Using your Hokie Passport, a R2G container will be checked out of your account, and you will receive an email confirming your transaction. You can check out up to three at one time.

Step 2: Take your food to go! Once you finish your food, please empty and rinse out your container.

Step 3: Bring your container to an OZZI machine in West End Market, Turner Place, Hokie Grill, or Owens Food Court and follow the instructions to return your container. If your container was returned successfully you will receive a confirmation email.

Step 4: Repeat! Thanks for using the Reusable-To Go program at Virginia Tech!



Meet OZZI

Pronounced “Oh-zee,” these machines are where students return their used containers.

The OZZI machines on campus have been integrated with our campus ID system (“Hokie Passport”) to make them easier to use.



We have four machines on campus, located in the following locations:



Turner Place



West End Market



Hokie Grill



Owens Food Court

Marketing the Program: Online Presence

Marketing is key to the success of this program. One of the ways that we educate students about how it works is through a video we produced in collaboration with Virginia Tech's Division of Student Affairs. The video can be viewed at the following link:

<https://www.youtube.com/watch?v=x62wDJ7YHvE>



Dining Services also has extensive information available online directing students on how to use the Reusable To-Go program. This information, including frequently asked questions and a how-to guide, can be found at the following link:

https://www.dining.vt.edu/about/Reusable_To_Go_Program.html

Marketing the Program: Student Engagement



Pictured above is one of four student winners of a \$50 Amazon gift card, provided by Coca-Cola and Dining Services. The giveaway was hosted in the fall of 2017 to promote use of the Reusable To-Go program.



Students from Student Government Association and the Office of Sustainability tabling to promote the program during spring of 2017's Earth Week festivities.



CHOOSE TO USE

'You are holding the power of a Reusable To-Go container in your hands. The Reusable To-Go container program is the best way to take your food to go while reducing your environmental impact. Even better? You also save money every time you use the program!'

How does Reusable To-Go work? Our campus program is a lot like a public library. Every person with a Hokie Passport (regardless of dining plan status) can check out up to three containers for free. Like a library book, however, you must return any outstanding containers before the end of the year in order to avoid a charge.

** Compostable to-go containers cost .25 cents each time you use them at a dining center where Reusable To-Go containers are available.*



Marketing fliers and posters used to promote the Reusable To-Go program to members of campus.

Program Usage Statistics, fall 2017

TABLE 1.1 - REUSABLE TO-GO USE BY WEEK, FALL 2017

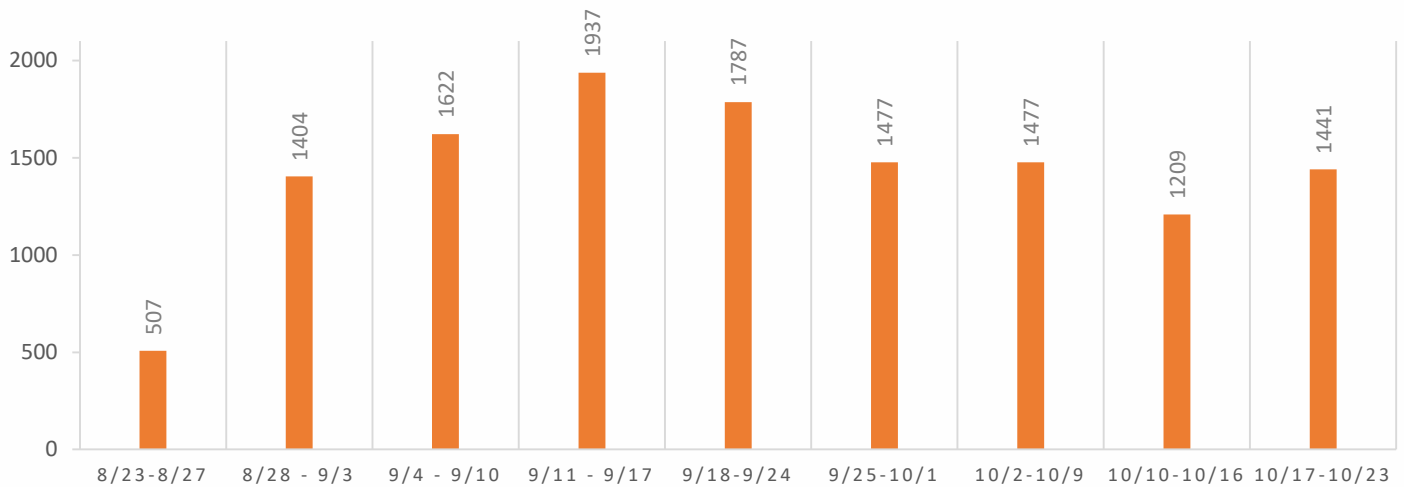


Table 1.1 shows how many students have gotten their to-go meals in a reusable to-go container during the 2017 fall semester. For students that choose not to use the Reusable To-Go program, the alternative is to use a compostable to-go container at a cost of \$0.25 apiece. Since the program's inception in 2014 it has been used over 155,000 times.

Thank you!



Our program is a partnership between Student Government Association, Housing and Residence Life, Coca-Cola, the Office of Sustainability, and Dining Services.

