



Caffeine without consequence: improving reusable mug usage at the Grind

Eric Lee, ENST450: Applied Sustainability Practicum
Mentor: Dr. Barry Muchnick, St. Mary's College of Maryland



Introduction

- Colleges and universities have been playing an increasingly big role in the sustainability movement
- Waste management one of the most important factors
- Study done in University of British Columbia pinpointed disposable cups as one of the top contributors to overall waste
- Many campuses around the world (e.g. CSUS, Tabriz University, UBC) have implemented reusable cup programs to reduce waste

At St. Mary's

- ~20,000 disposable cups a year used at the Grind, approximately 60/day
- Only 5% of students and 10% of faculty use their own mugs
- Current reusable cup system:
 - 20% off any drink when you bring your own mug
 - "Fancy" drinks of all sizes get charged as if they were a small
- Not well advertised
- Not widely used as a result

BRING YOUR OWN MUG!!

Did you know:

- The US uses 16,000,000,000 disposable cups a year
- The Grind goes through 20,000 a year, ~60 a day
- Disposable cups make up a significant portion of waste from college campuses
- Help St. Mary's and the environment cut down on waste!



BUT WHY SHOULD I USE MY OWN CUP??

- 20% discount on ANY drink, that's like buying 4 and getting your 5th free!!
- "Fancy" drinks of all sizes get charged as a small
- Get started today! Purchase your very own reusable mug from the Grind at 20% off the campus store price and get a free drip coffee!!

Poster Idea for Advertising Reusable Mugs at the Grind

Improving the Current System

- Place poster (center) at the Grind to advertise and encourage students to bring their own mug
- Sell discounted coffee mugs from the campus store at the Grind to make it easier for students to be a part of the program
- Thought of making an incremental reward system (e.g. bring your own cup 8 times get one drink free) to encourage consistent use but was deemed too administratively difficult

Implementation

- Further meetings and discussions with Richard Wagner to be had
- Agreed to sell mugs at the Grind for 20% off
- Free drip coffee included with mug purchase

Acknowledgements

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References

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