Planting Reusability Culture

**Client Overview**
The University of Maryland Dining Services has taken on the “Ocean Friendly Campus” initiative, an effort to reduce plastic waste by offering reusable bag alternatives.

UMD Dining Services was concerned that not many reusable bags had been picked up by students. Campus stores and cafés also offer a discount for reused cups and bags, though records show this being underutilized.

**Current Process**

A student goes to the UMD convenience store to purchase items.

- **Unlimited Plan Students**
  - Pay with Dining Credits
  - Does the student get asked if they have an unlimited dining plan?
  - Does the student get asked if they have a bag already?

- **Optional Plan Students**
  - Pay not with Dining Credits
  - Does the student get informed about the bags?
  - Students are not informed
  - Students do not get asked

**Unlimited Plan Students** who purchase groceries: 79%

**Optional Plan Students** who purchase groceries: 38%

**Approach**

- 650 Students Surveyed
- 5 Stakeholder Interviews
- 16 Student Focus Groups

**Findings**

- Optional Plan Students who use Reusable Bags: 82%
- Unlimited Plan Students who use Reusable Bags: 34%
- 85% of optional dining plan students displayed interest in joining the initiative.

**Recommendations**

- **Eligibility Expansion**
- **Additional Targeted Marketing**
- **Emphasized Presence at Checkout**

**Impact**

1. Make students on the optional dining plan eligible for the initiative and expand the market size to more students.
2. Targeting upperclassmen
3. Emphasized presence at checkout

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