ReUSABLE BAG PILOT

**Green RFPS:** #15 and #28 (combined and modified for pilot)

Homework Tips Checklist for Parents

**Dining center:** Hokie Grill

**Proposed pilot date:** Sustainability Week 2022

# Overview

* Over the past few years, Virginia Tech Dining Services has provided students with the option to use grab a plastic bag and fill it with food from Hokie Grill.
* This is in an effort to reduce food waste packaging and provide and reduce Dining Services overall environmental footprint.

# OBJECTIVES

* Begin to shift the culture of single-use within Hokie Grill.
* Free reusable bag given to 500 dining plan holders who visit during the week after Labor Day (while supplies last) and another 500 during International Day of Climate Action (October 24).
* Decrease waste to landfill and the use of single-use plastic bags and monitor bag usage at Hokie Grill.
* Make a business case to have reusable bags as an item for purchase at Hokie Grill or offer a discount for students who bring a reusable bag (related questions will be included in survey described in “Pilot Process” section”

# BUDGET

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Product** | **MSRP** | **MAP** | **COST** |  **UNITS**  |  **CASE**  | **CASE** |  **$ TOTAL**  |
|  | **PER UNIT** |  **PER CASE**  |  **COST**  | **QTY** |
| Chico (Assortment) |  $ 6.99  |  $ 5.99  |  $ 3.50  | 25 |  $ 87.50  | 40 |  **$ 3,500.00**  |

\*Does not include shipping

\*Only requesting RFP if this can come 100% from Coca-Cola Green RFP Funding and/or reduce costs with cobranding on bags. Can you bring this up to Coke? Would be happy to explain idea via email or phone call too.

# PILOT PROCESS

1. Interns will set up tabling on stage in Hokie Grill.

2. Dining plan holders will need to fill out a survey (print or show digital survey receipt) to receive free bag. This survey will collect information from students about sustainability programming, perceptions, and demographics. Survey will be available via website. Students will only be able to receive a free bag during 1 of the giveaway weeks. Names from the first week will be checked from a list of the second.

3. Aside from collecting data, marketing campaigns will take place during the weeks of September 5th and October 24th. Students will have the opportunity to pose for a photo with a sustainability related background and sign a reusable bag commitment poster (shaped like a reusable bag). Online engagements will be tracked and tips for reusing items will also be spotlighted on social media. A spotlight story could also be written after the first event and leading into the second event. This could “hype” students for the International Day of Climate Action Chico Bag giveaway and also be a great “Climate Action Commitment” related story for Dining Services.