



OSWEGO

STATE UNIVERSITY OF NEW YORK

- Part of the 64 Campus SUNY System
- Located in Northern CNY
- Approximately 8,000 students annually with half on-campus residents
- Sustainability Office established 2012





TAP IN!
HYDRATE RESPONSIBLY

Behavioral Change in Sustainable Thinking

Tap In 2016

Project Brief

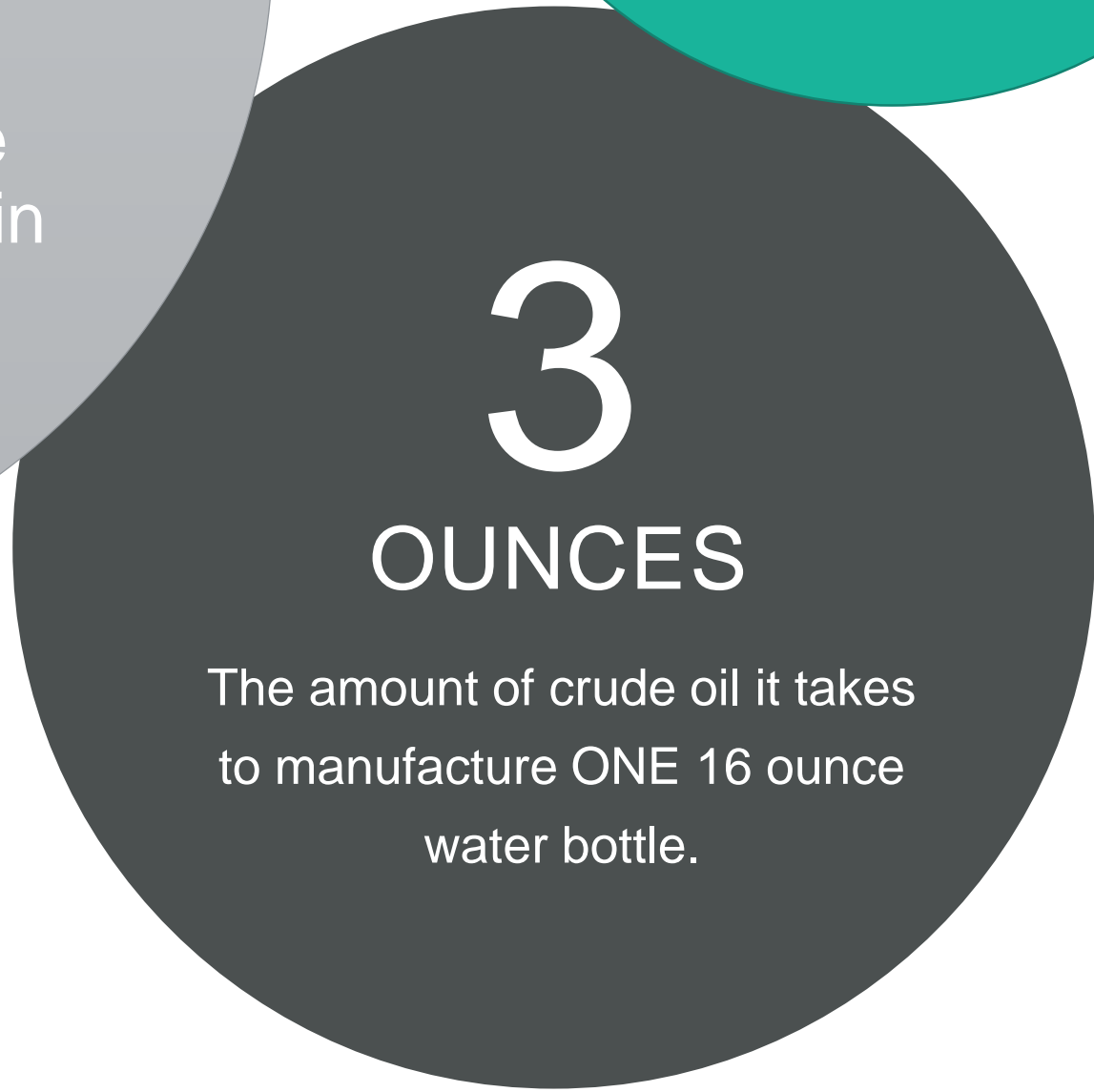


Tap In was conceived to address the issue of disposable bottle waste by informing the college community about the scale of the problem and offer a solution that included their empowerment and participation. With an interdisciplinary team of designers, sustainability advocates and community outreach specialists, we decided to bring this issue, and sustainability as a whole into the campus vernacular, instead of treating it like a subtext.

Disposable Plastic Water Bottles

The Numbers

...



Designing Tap In

01

DEFINE

Identify the problem and determine it's root cause. Students use disposable water bottles because of their accessibility and ease of use

02

BRAINSTORM

To identify not only potential solutions but additional potential barriers.

03

COLLABORATE

In order to speak to students we needed to be in touch with students.

04

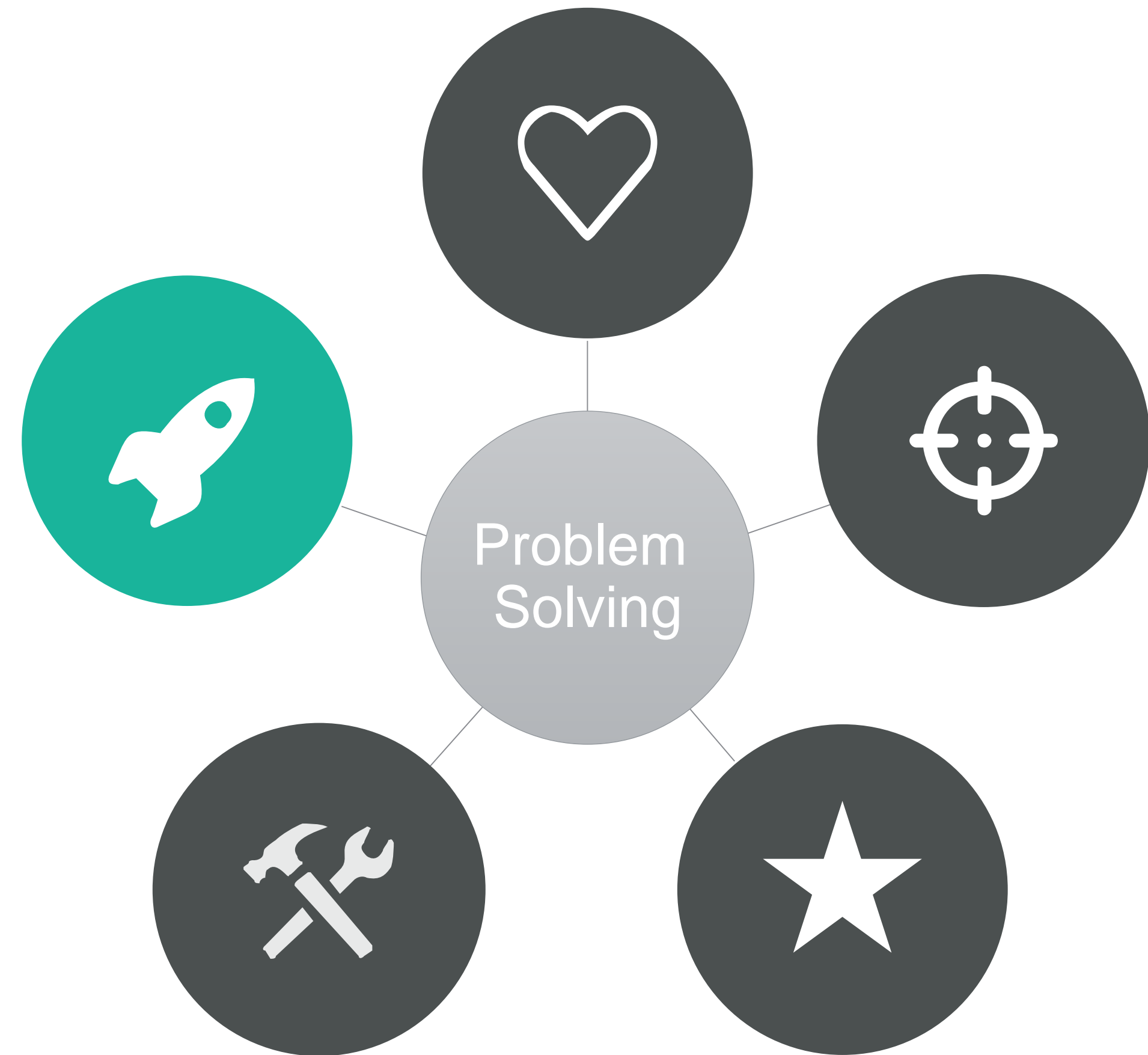
ENGAGE

Actively engaging students in a specific, personally measurable outcome.

05

REWARD

Acknowledge group and independent successes.



Tap In 2016

Initial Solution



SOLUTION: TAP IN

Partnering with eco-company Cupanion, we designed, distributed, marketed, and tracked over 2500 reusable bottles, and 2000 barcode stickers to the campus to community to raise awareness about bottle waste.

About Our Solution



Bottles: Designed to fit easily in a book bag, and big enough to keep you watered, but not too big.




Stickers: Buying and selling items to some companies associated in marketing media.



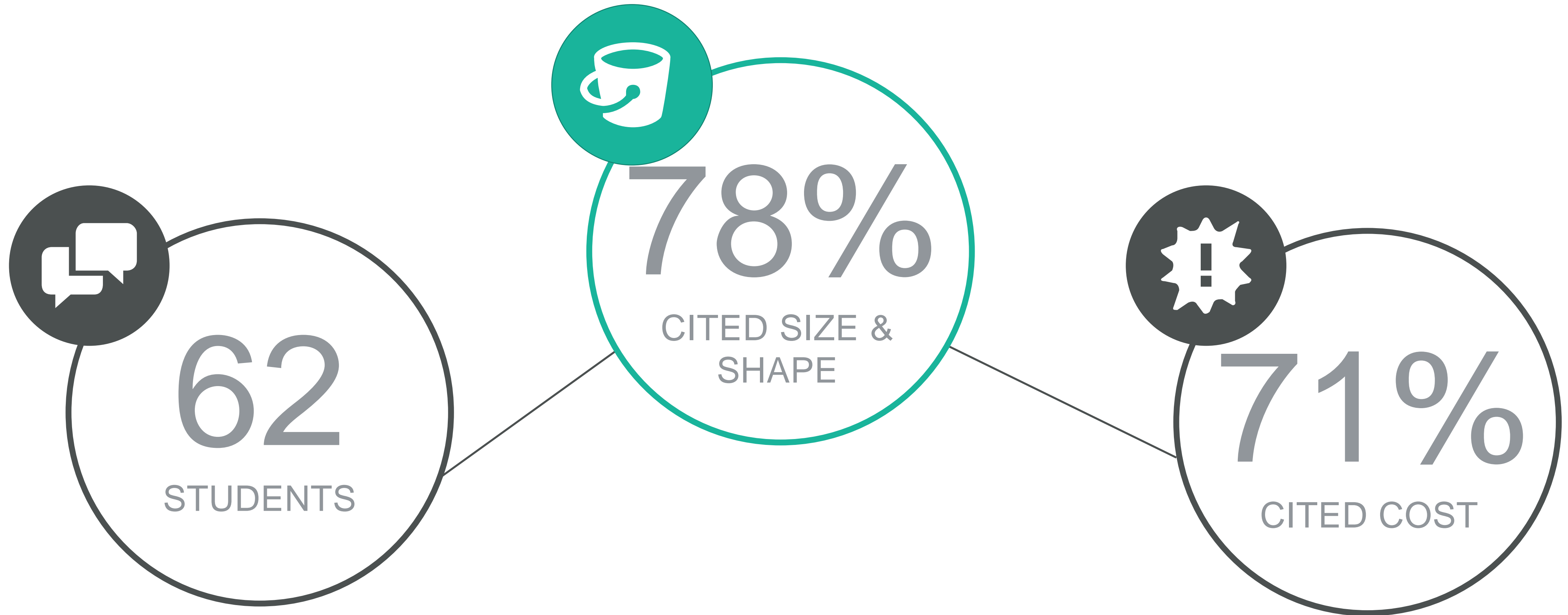
Cupanion Rewards: A fun and easy to use app that encourages use of our bottles and stickers, but also allows us to track usage analytics.





TAP WATER
HYDRATE RESPONSIBLY

Some Stats



TAP IN

2016

7 million barrels of oil are used
in the production of bottles
each year.

Even in its smallest form, the
plastic will never biodegrade.

Use me everyday to make
a difference!

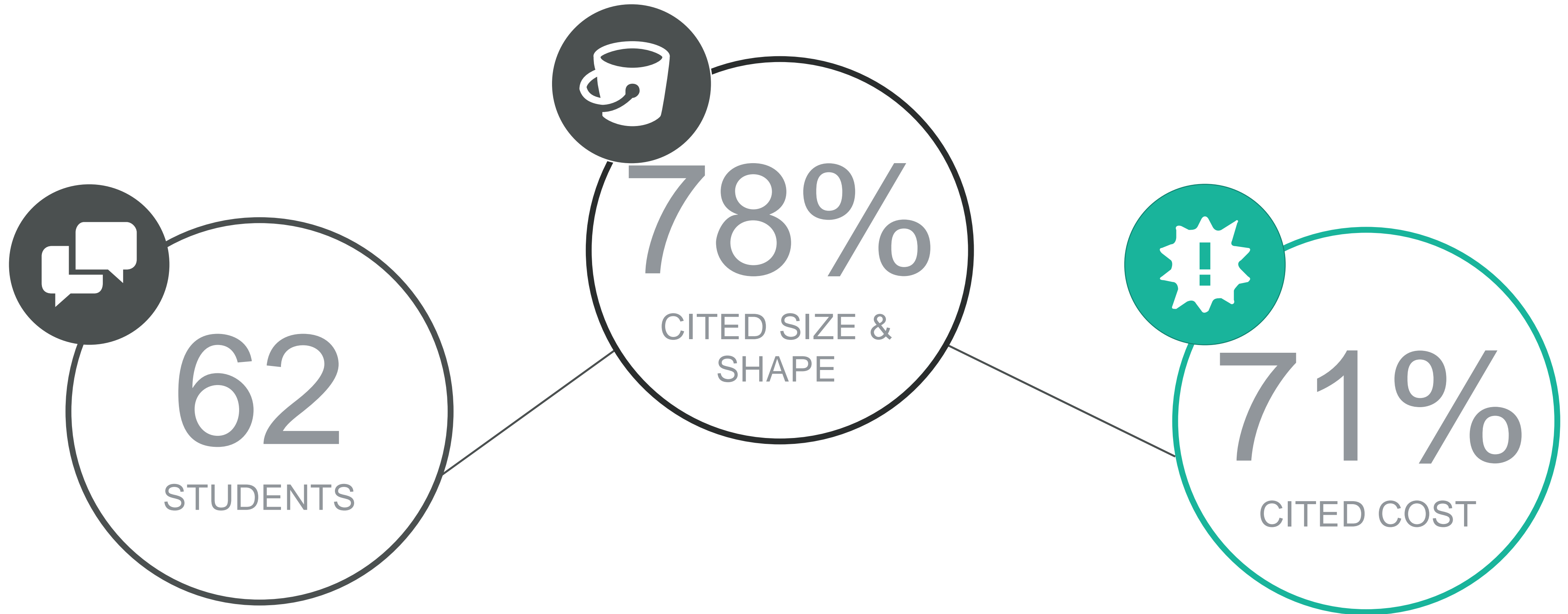
Sustainability
SUNY OSWEGO

It takes about 3 oz of oil to
make a 16 oz disposable bottle.



CUPANION®

Some Stats





Why Pay More?



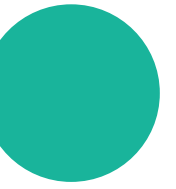
\$0.00



\$1.30

Did you know:

- The FDA regulations for purchased water and tap water are exactly the same.
- In most large scale bottle companies at least 25% of the water comes right from the tap.



**I pledge to avoid
purchasing disposable
bottles and cups for the 8
weeks of **Recyclemania**.**
I pledge to help **#SustainOz**
February 8th to April 1st.





Karina

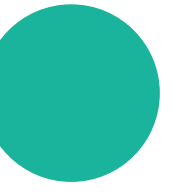
TAP IN!

Karissa DeBellis

James

TAP IN!





FILL

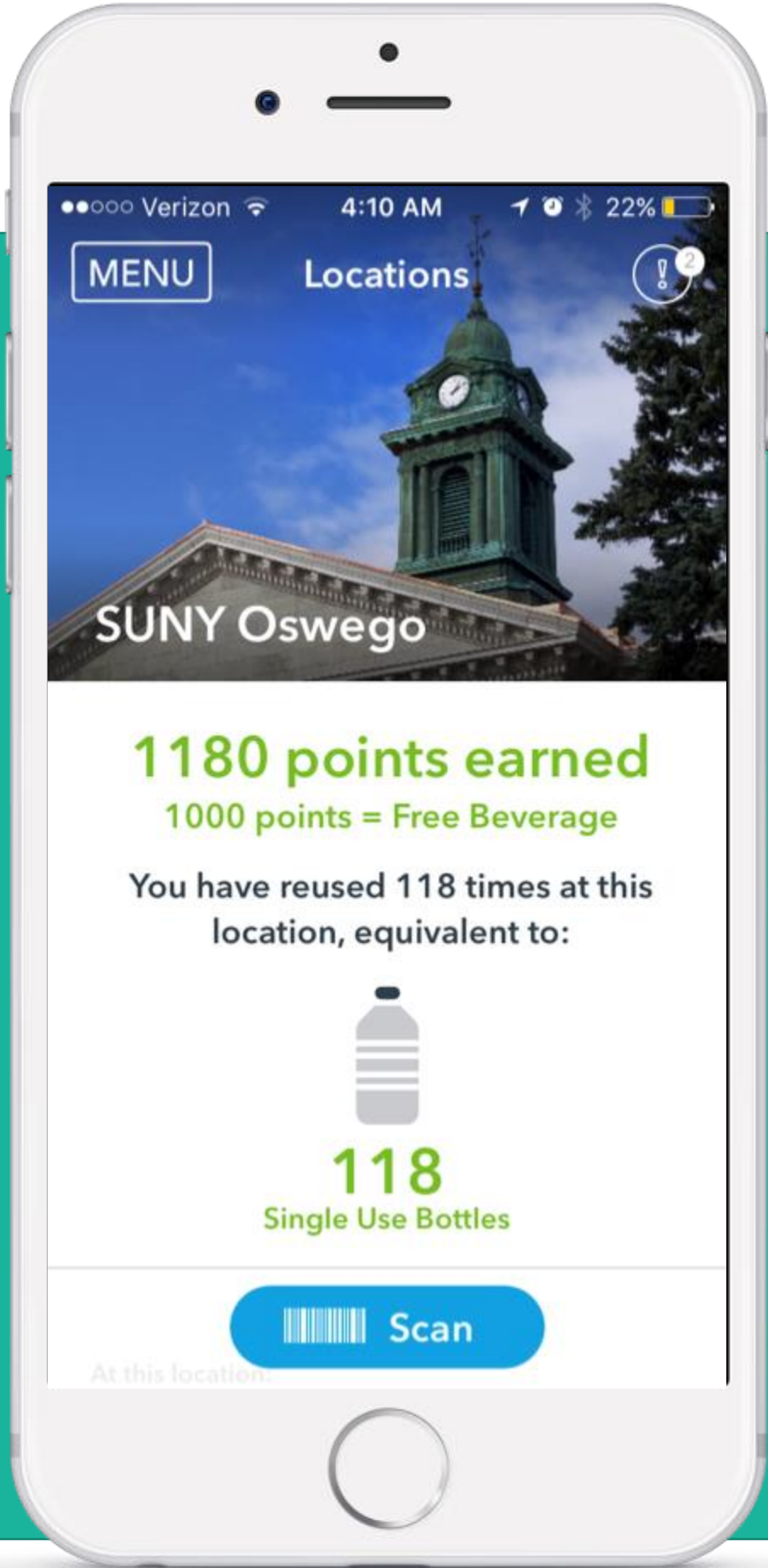


SCAN

WIN



APP FEATURES



SCAN

You can scan your barcode and log each time you fill up.



REMIND

You can set up alerts to remind you to fill up and stay hydrated.



SHARE

You can take a photo of yourself with you bottle and share it across social media.



REWARD

With every 100 scans, you can claim a free beverage at any Auxiliary Services cash service locations.



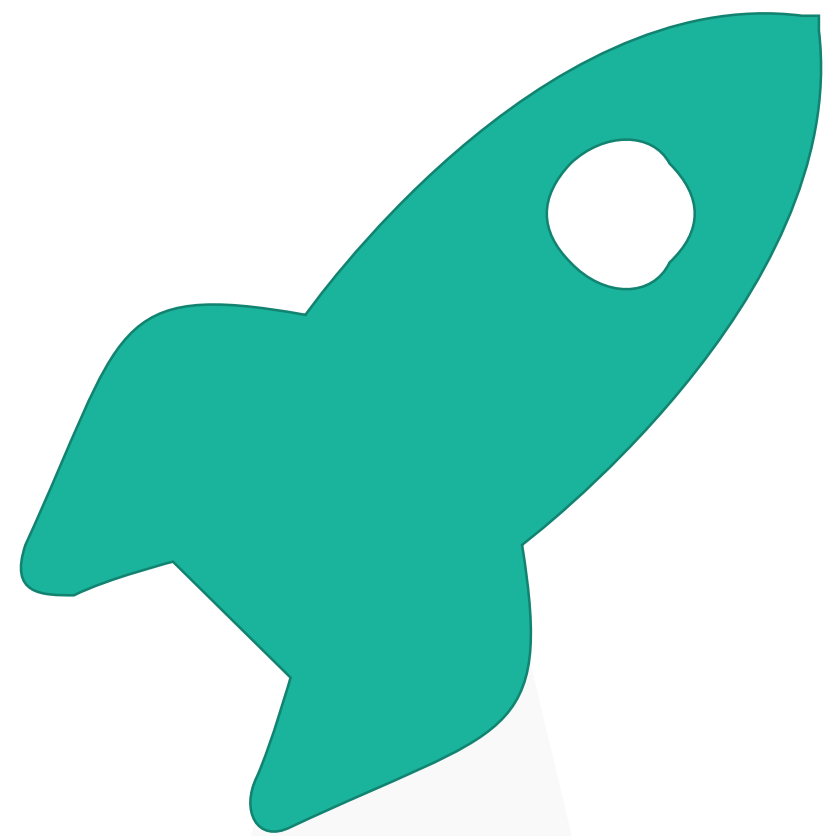
MORE REWARDS

Participants are also eligible for weekly drawings by the Office and Cupanion.



TRACK

We can track how many bottles have been saved based on scans from the app.



Initial 8 week launch

Recyclemania Competition
February 7th – April 2nd, 2016

The Initial Launch

The First week



OUTREACH

We launched a social media campaign, as well as a handmade pledge system to get people involved and build a community.



INITIAL PUSH

During the first week of the 8 week launch, we tabled in the Marano Campus Center for 5 straight days.



DISTRIBUTION

During the first week it was all hands on deck. All team members were called on to participate to facilitate a successful launch.

Sustainability

SUNY OSWEGO

I pledge to avoid purchasing disposable bottles and cups for the 8 weeks of Spring Break to help #Sustainability to April 1st

Recyclemania

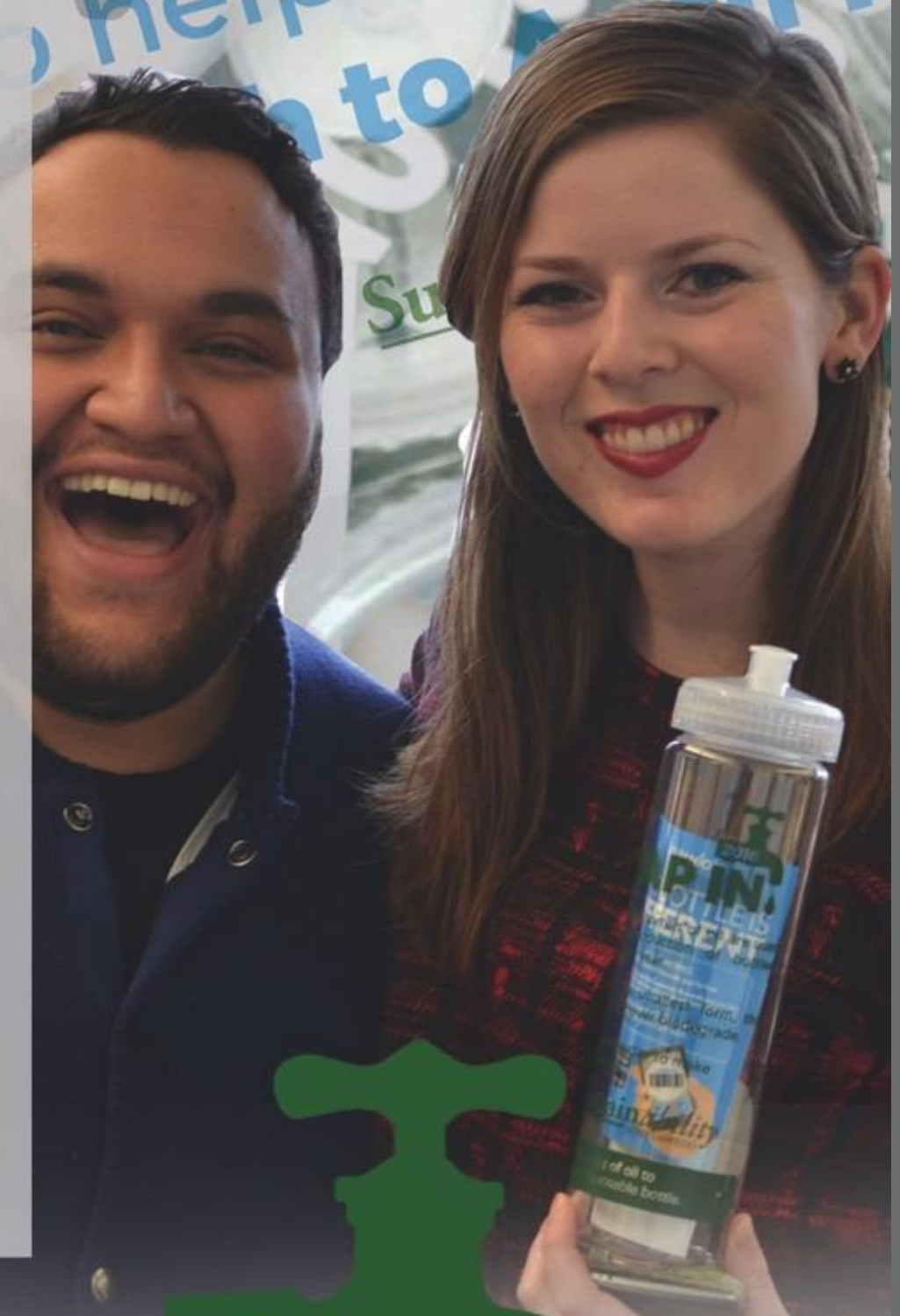


FILL



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WIN



CUPANION[®]
your eco drinking buddy

TAP IN!

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your eco drinking buddy

Sustainability
SUNY OSWEGO

FILL



SCAN

WIN



2016 RECYCLE MANIA TOURNAMENT

2016 TAP IN!











sustainabilibud...
Marano Campus...

FOLLOWING

41 likes

8w

sustainabilibuddies Tabling alongside Oz P2P today! Come to MCC, grab a free #TapIn2016 reusable bottle, sign our pledge & write yourself a love letter for #RAKweek2016 #RandomActsOfKindness #RecycleMania2016





Why Pay
More?



RECYCLE
MAJIA
...A...E...

THIS IS
TAP
WATER

CITY
SERV



sustainabilibud...
Hewitt Union

FOLLOWING

20 likes

6w

sustainabilibuddies Nix single-use plastic, Download the Cupanion app & scan your reusable water bottle for your chance to win a [#TapIn2016](#) zip up hoodie like [@shannileeabali](#) Thanks again for reducing your personal plastic waste Shantol! 🌍💧♻️



Add a comment...





sustainabilbud...
SUNY Oswego ...

FOLLOWING

22 likes

5w

sustainabilbuddies Come by the Office of Sustainability (126a Hewitt) to claim an upgraded glass bottle for reaching 1000 points on the Cupanion Rewards app. It's our way to say thanks for participating in #TapIn2016. Thanks again Justin!

louborrelli That shirt tho... 😎

jdobs Haha thanks Lou @louborrelli

Keeping the community engaged



PLEDGE CARDS

Our team had the brilliant idea of making handmade, recycled pledge cards to increase engagement and foster a sense of community.



SOCIAL MEDIA

Our social media team made a huge push to promote the program and highlight student users on Instagram, and the campus digital signage system.



COMMUNITY

The bottle designs have proven to be a community building tool. Also, it encourages word of mouth, and a sense of belonging.



TAP IN vs CUPANION

Users were confused about the difference between Tap In and Cupanion. We adjusted tactics to assist students in downloading the app.



PRIZES

We began issuing drawings of our own as well as Cupnion to increase participation and promote the Office and our others initiatives.

Sustainability
SUNY OSWEGO



campus-wide

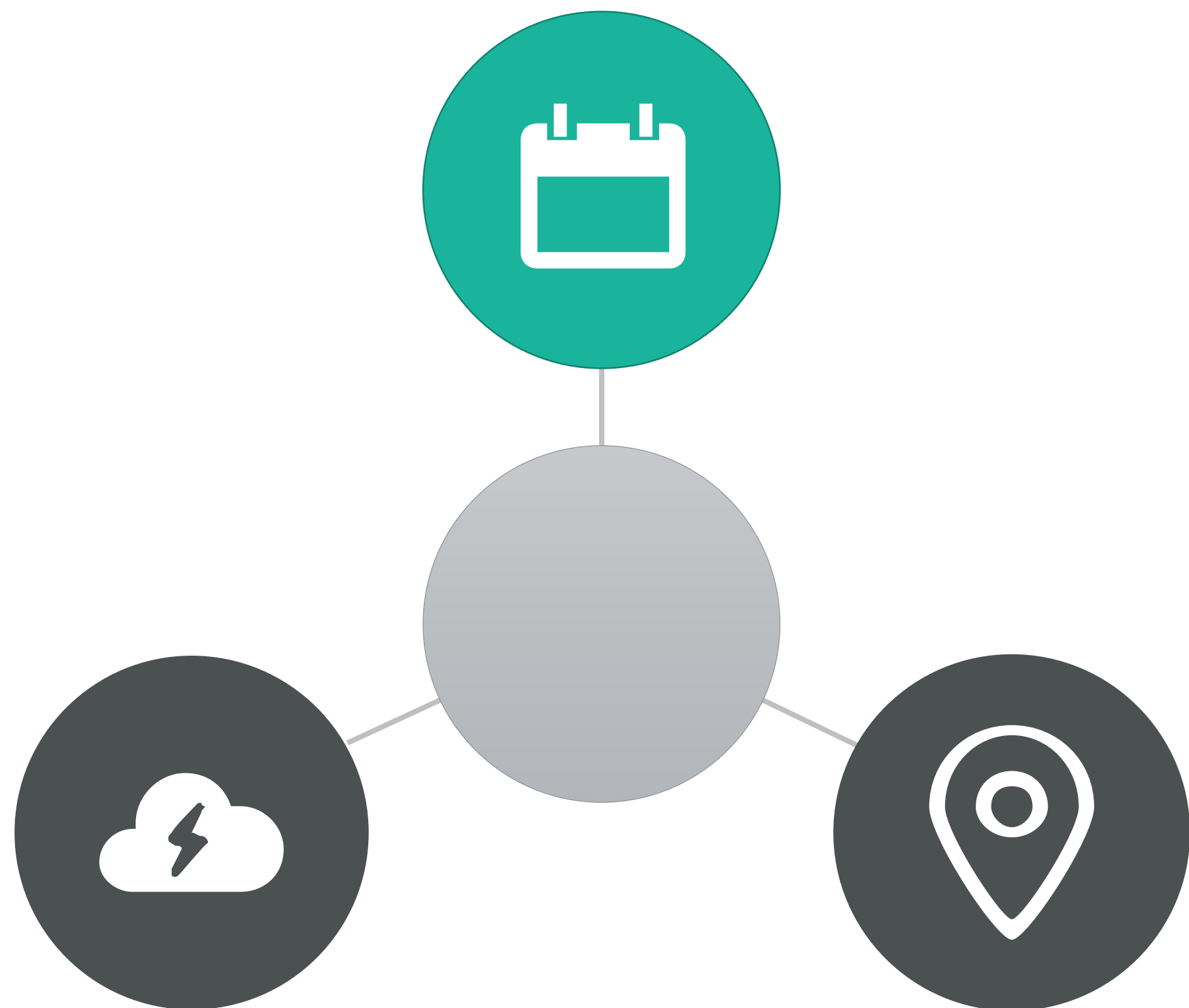
22,656

BOTTLES SAVED
SINCE FEB 8TH

plastic bottles have been saved

WOO! What a Rush!

Long Term Goals



YTD Analytics

As of the close of Recyclemania, we had saved over 23,000 bottles in just 8 weeks. We're continuing the program, but plan on having an annual Tap In event.



TAP IN 2017

We plan on having a SWOT analysis to discuss future strategies for improvement.



BOTTLE FILLING STATIONS

Tap In has led to additional funding being provided to install more

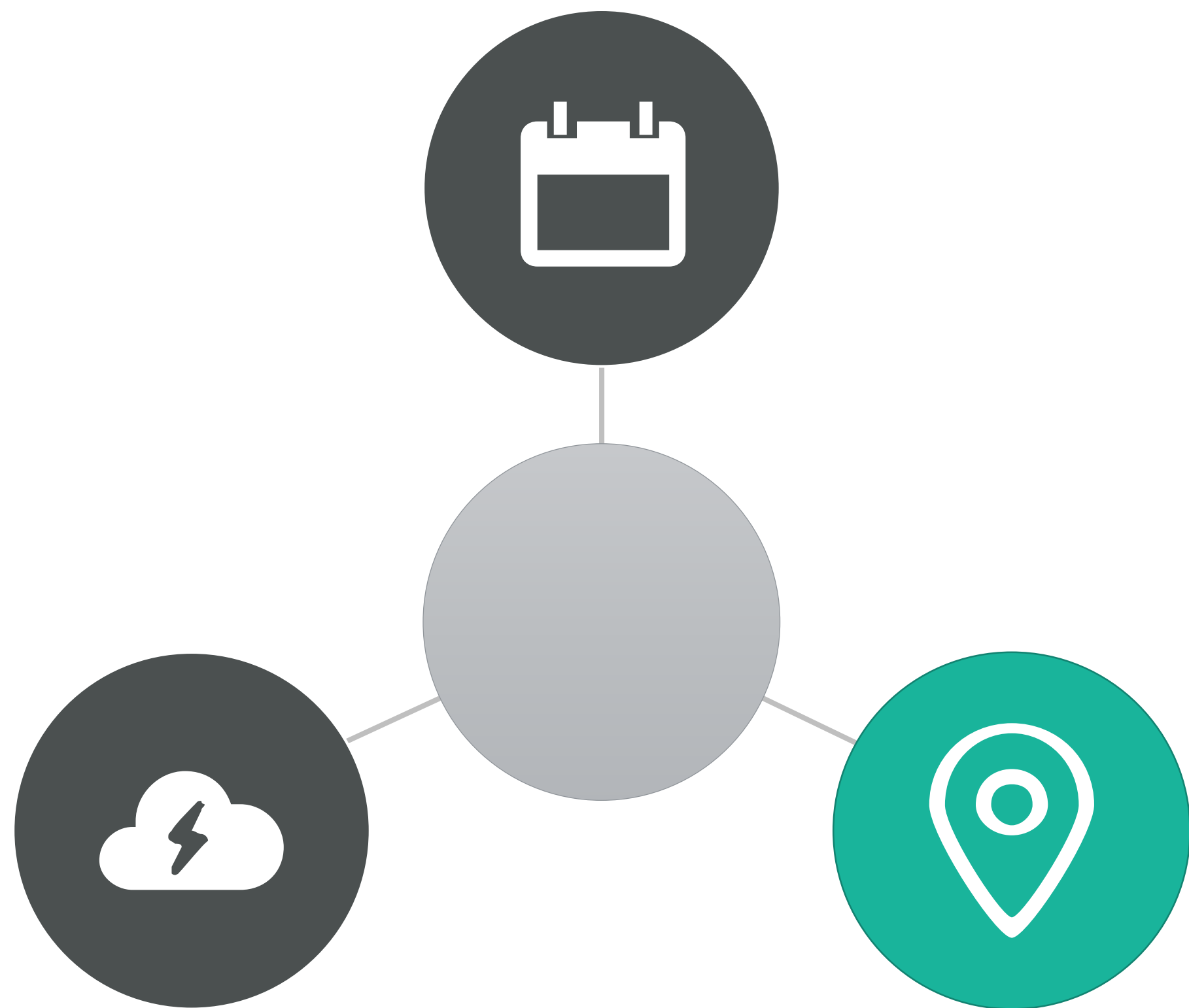


SUSTAINABLE CAMPUS CULTURE

We're developing a strategy for introducing Tap In to incoming freshmen and transfers.

WOO! What a Rush!

Long Term Goals



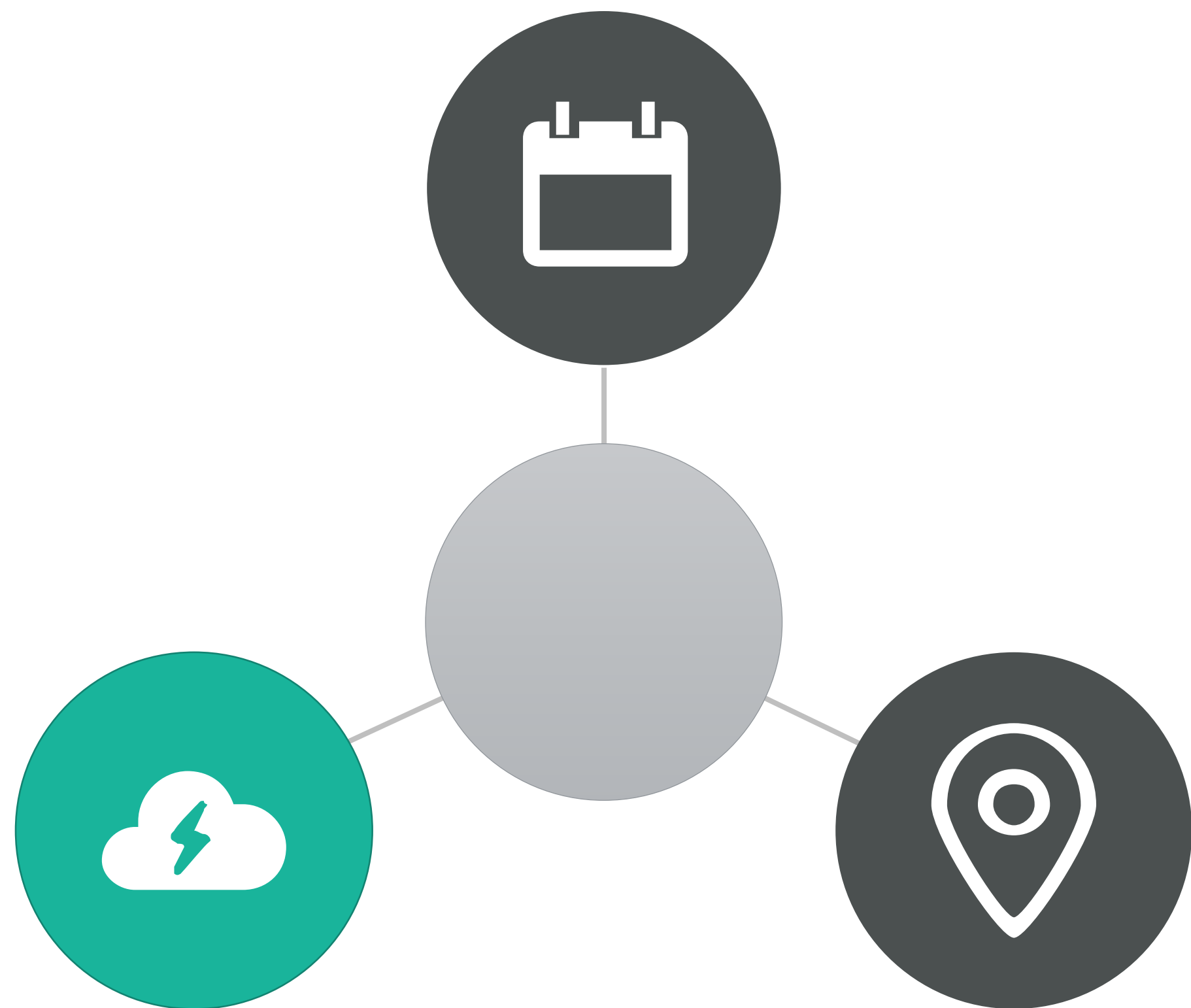
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-  **BOTTLE FILLING STATIONS**
Tap In has led to additional funding being provided to install more stations.
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special thanks to the team

Emily Hinckley
Peterly Jean Baptiste
Brielle Jodeit
Nick Ransbury
Alex Monachino
Jamie Adams
Mike Lotito
Paul Mazzucca