

DECEMBER 17TH, 2020

ZERO WASTE MARKETING STRATEGIES



HELP UK



University of Kentucky

- Enrollment - 31,110
- Campus Size - 814 Acres
- UK Staff- 12,000
- UK Faculty - 2,000
- Public Research Institution



HELP UK



UK PASSES ON PLASTIC

- Launched in 2018
- Designed to encourage campus community to consider the impact of single use plastic consumption
- Campus members volunteered to take a pledge and survey in return for receiving three reusable items (straw, bottle, and bag)

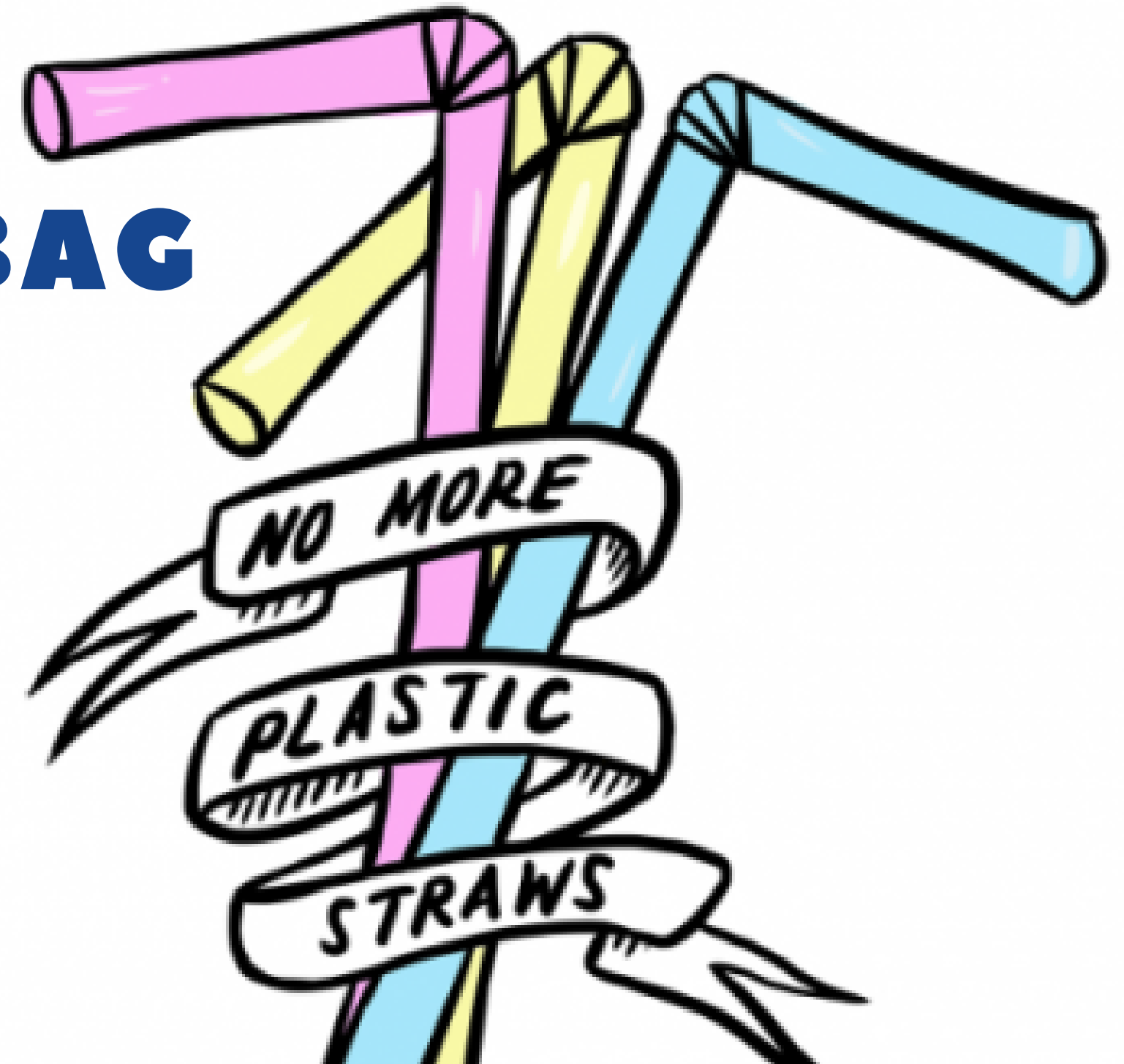


HELP UK



WHY STRAW, BOTTLE & BAG

- Movement to ban straws - we all remember the turtle video!
- Industry and cities moved toward plastic bag and bottle bans



HELP



EVERY DAY
UK Students
& EMPLOYEES
THROW
AWAY
more than
10 TONS of plastic.



NEARLY
1 MILLION
straws
were used
LAST YEAR
on campus



UK STUDENTS
and employees
purchased more than
15 MILLION
SINGLE USE PLASTIC
beverage containers last year.

MESSAGING BASED ON DATA!

— NEARLY —
2 MILLION



SINGLE-USE
plastic bags
ARE DISTRIBUTED
worldwide
every minute.

the average american
THROWS AWAY
approximately
 **185 LBS.**
of PLASTIC per year.

America uses
500 MILLION PLASTIC STRAWS
EVERY DAY.

That's enough
to circle the
Earth twice.



PARTNERS! PARTNERS! PARTNERS!

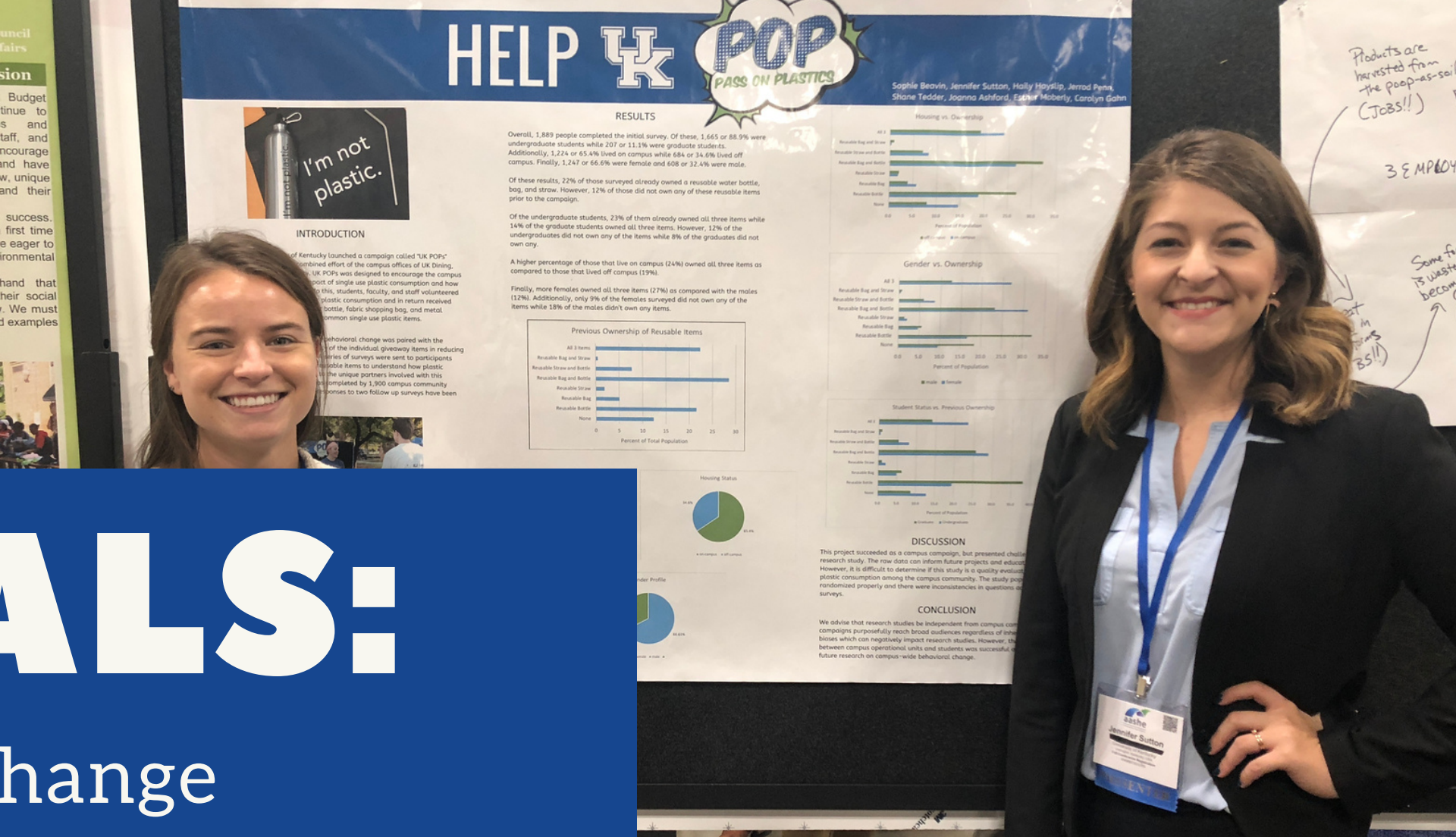


 Sustainability

 Dining
Sustainability

 Recycling

 Student
Sustainability
Council



GOALS:

- Behavior Change
- Data Collection
- Undergrad Research



PROGRAM TIMELINE

Summer 2018

FRESHMAN ORIENTATION

Straw giveaway to incoming freshman (June/July)

KWEEK EVENTS

Survey, Pledge
Full Giveaway

UK 101 CLASS PRESENTATION

Survey, Pledge, Full
Giveaway

CAMPUS TABLING

Survey, Pledge, Full
Giveaway

FOLLOW-UP SURVEY

Measure initial behavior change; 480 responses

SECOND FOLLOW-UP SURVEY

Measure long term behavior change; 201 responses

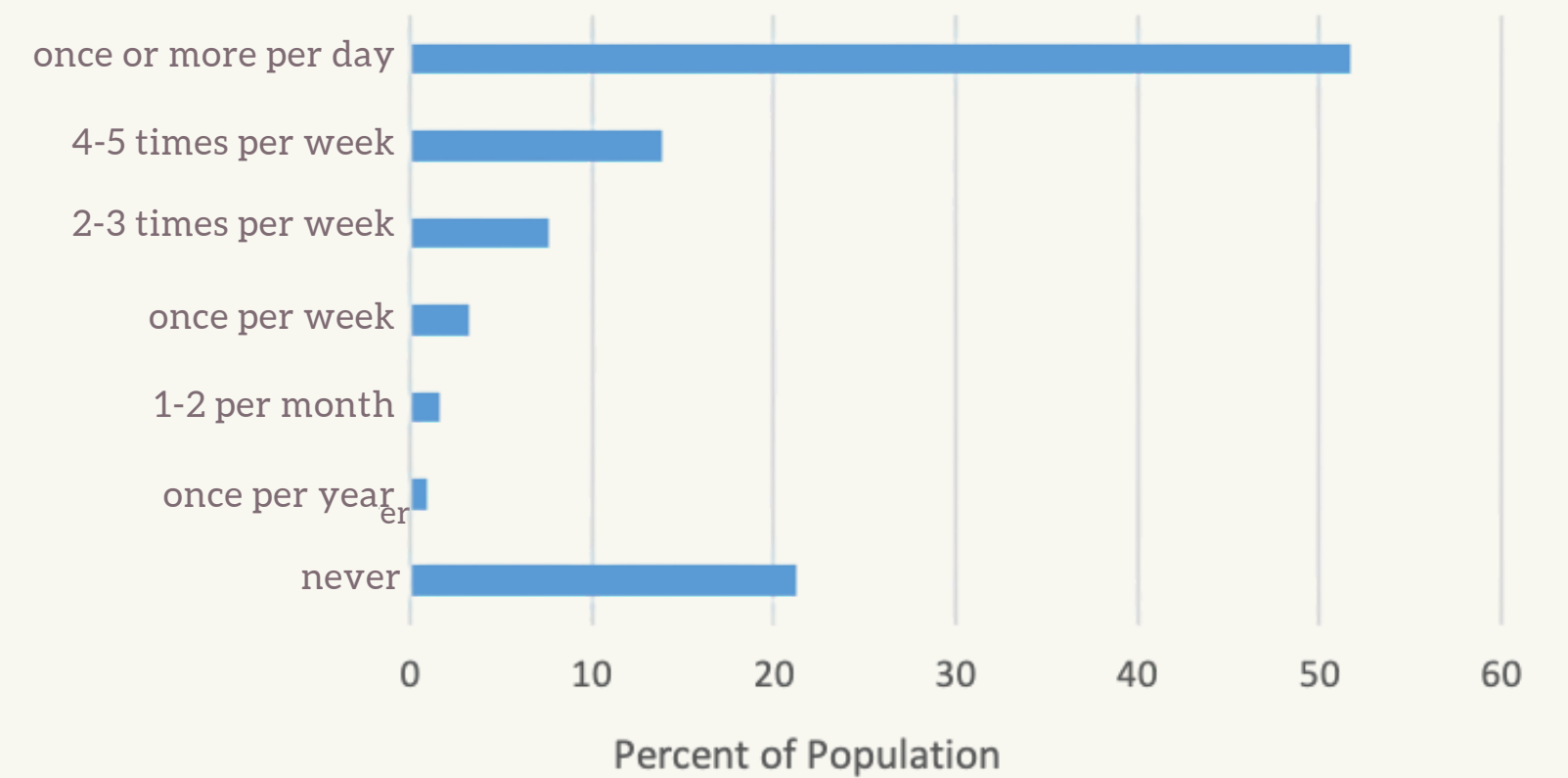
DATA ANALYSIS

What did we learn?

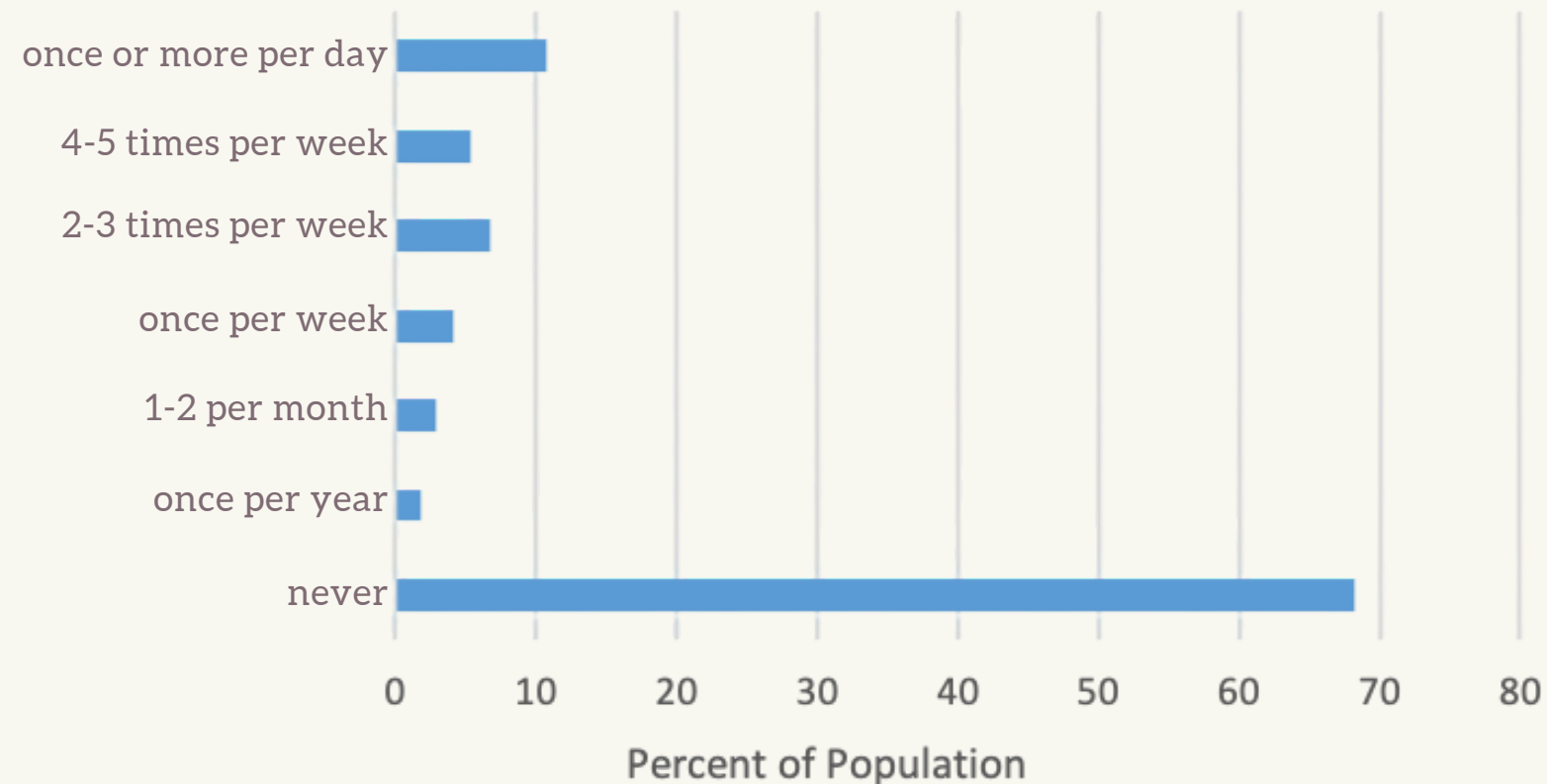
DATA RESULTS

- 1,889 survey responses
- 51% used reusable water bottles multiple times a day
- 68% never used a reusable straw
- 45% never used a reusable bag

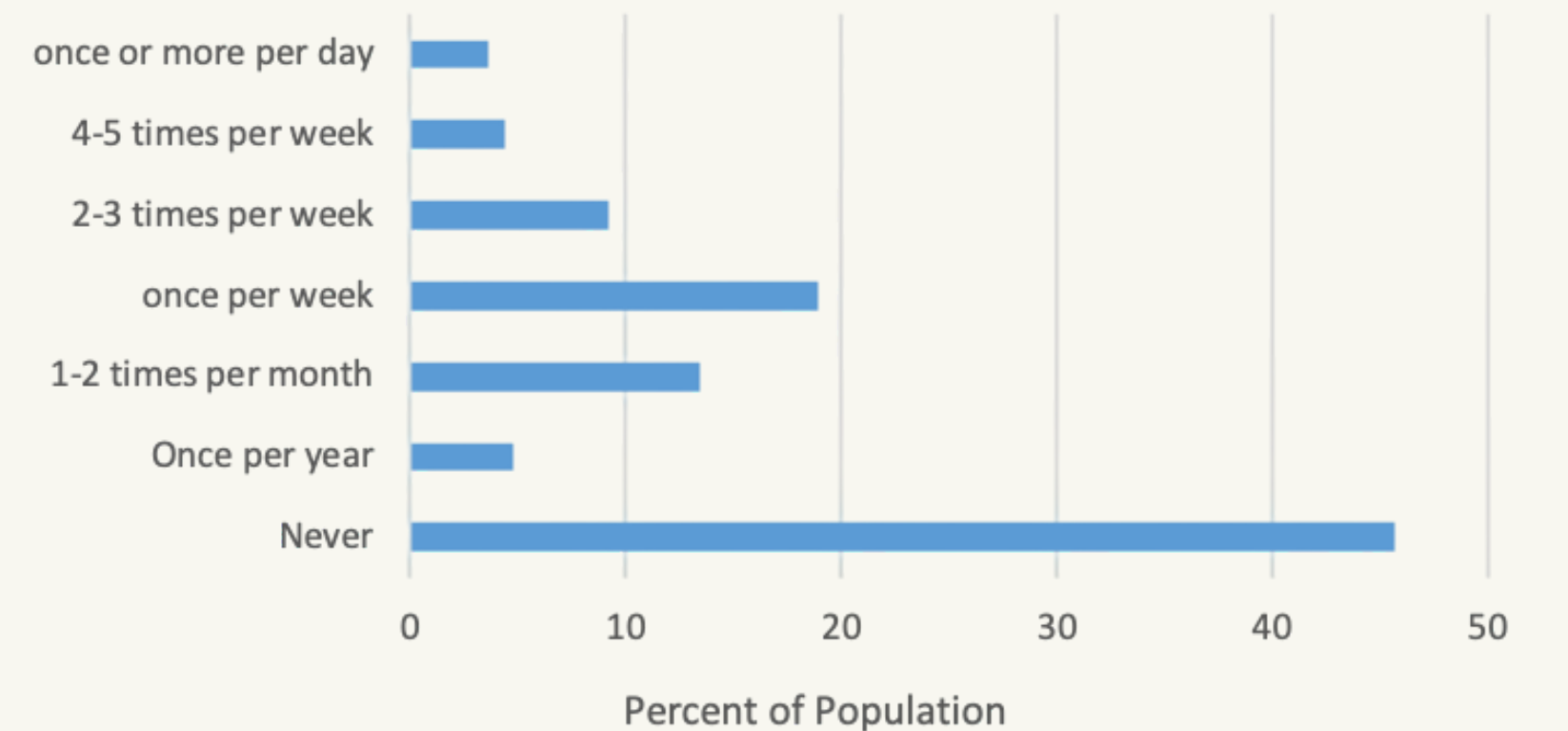
Undergraduate Reusable Water Bottle Usage



Undergraduate Reusable Straw Usage



Undergraduate Reusable Bag Usage



LESSONS LEARNED

- POP strategy - hard to sustain
- Post COVID tabling changes?
 - Partnerships & PIPs (Positive Impact Points)
 - Moving from 'take away' model to a 'drawing in' model



THANKS!



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