Good2Go

Carry-Out Program

Action Learning

Agenda

Team **introduction**
Project background
Methodology
Project timeline
Student survey results
Survey insights
Marketing strategy
Recommendations

Team Introduction

ARDEN YOUN

Project Manager
Management, Graduate

WEI-TING YANG

Data analyst/ communications director
Management, Graduate

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Public Relations
Management, Graduate

JASMINE JACOME

Data analyst / Marketing Specialist
Management, Graduate

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Data analyst /Marketing Specialist
Management, Graduate

Project Background:

Good2Go

Objectives, History,
Project Objectives

Good2Go Background

Past

COVID-19 led to immediate use of **single-use** containers, causing immense waste

Present

Reusable Good2Go containers have been introduced
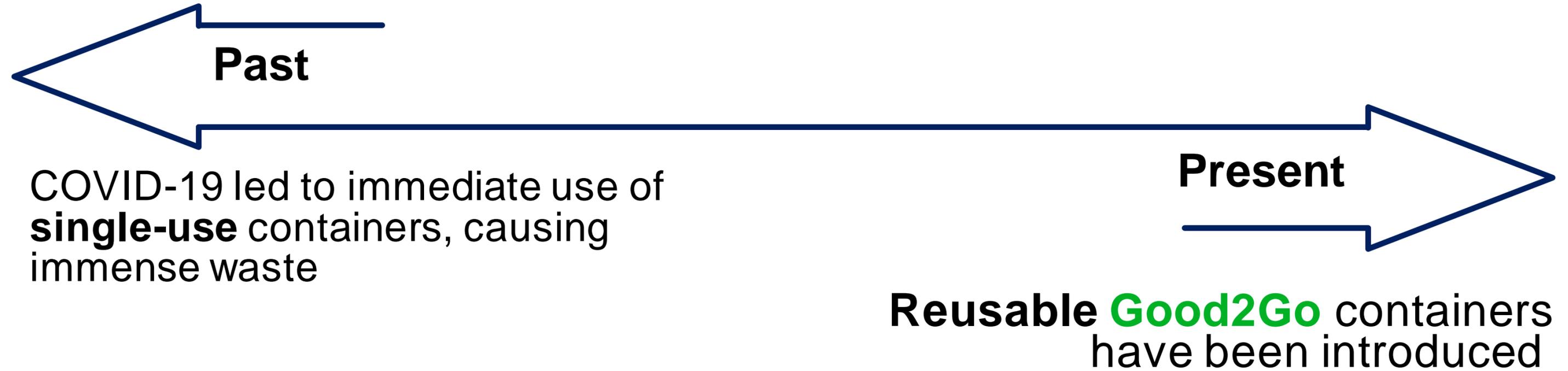
The program has low-visibility, education, and usage

Project Timeline
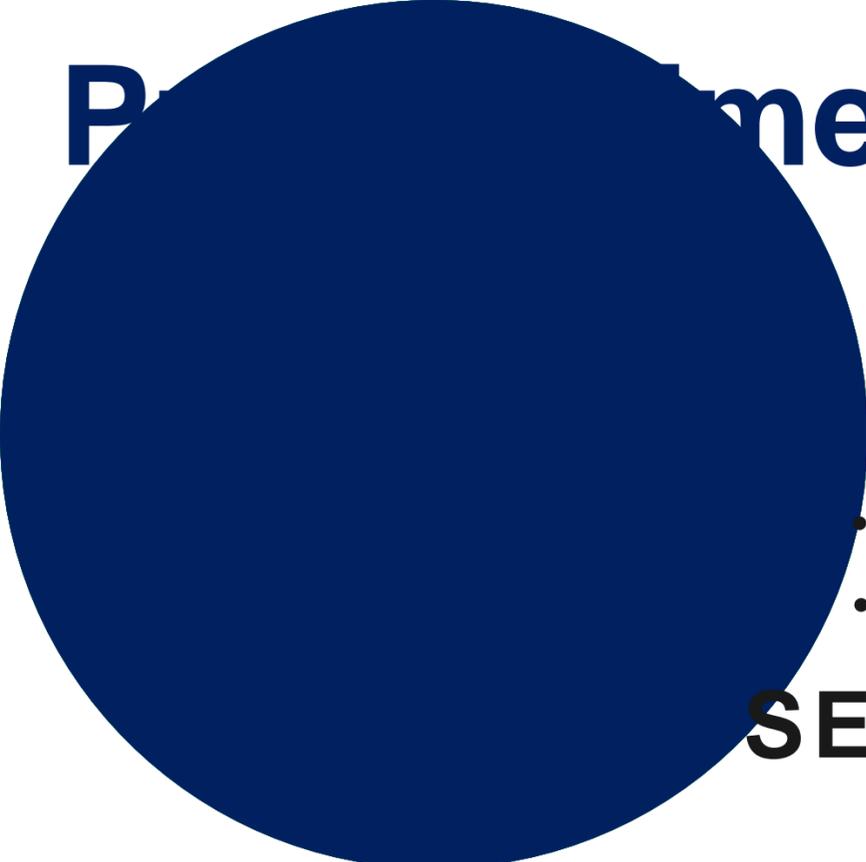
- SWOT analysis
- Created survey

SEPTEMBER

- Met dining hall managers
- Observed reusable containers process
- Adjusted and conducted survey

NOVEMBER

## AUGUST

- Situational analysis
- Identified central issues

OCTOBER

- Campus Sustainability Fair
- In-person observations

DECEMBER

- Analyzed survey
- Created marketing strategy

Issue Tree

Implementing a successful to-go box program at University Dining

Sustainability

What do students think about sustainability?

What are the reasons that drive students away from using reusable containers?

What motivates students to start using reusable containers?

Resources Opportunity cost

How much food is wasted currently? And how much are we aiming to save?

How does harmful containers materials affect the environment?

How can we make the best out of the staff working hours?

Operations and Procedures

What will the labor arrangement of washing system look like?

How will the checkout system be set up? ID card, token, etc..?

How can we ensure that students are going to return containers back?

Marketing Strategy

What do students value more: convenience or sustainability?

What are the best ways to promote awareness? (on campus, online)

How to increase student engagement in this program?

Central Issue

Promote sustainability across University Dining Halls through the active usage of a reusable container program

Project Objective

Evaluate and help implement a reusable to-go container program for the UIUC Dining halls

Cost-effectiveness

Sustainability

Student willingness

Marketing strategy

Methodology

Our approach to learn more about the issue at hand and to find a solution was a combination of secondary research, surveys, and interviews.

We then analyzed our findings to create a marketing plan.

Methodology

RESOURCES	SURVEYS	INTERVIEWS	INSIGHTS
R	**S**	**I**	**I**
Find information on similar existing programs	Understand student's perceptions and gauge willingness to participate	Speak with University dining managers and staff	Analyze our findings to help market and implement the program
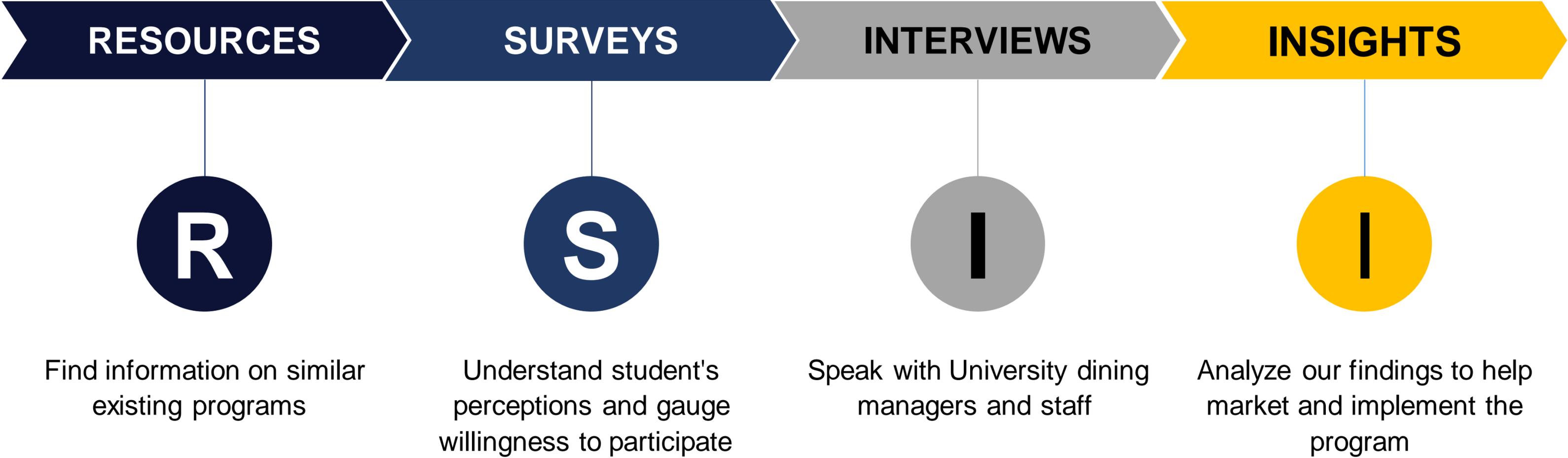
Initial Dining Hall Observations: PAR

Observed behaviors at PAR following the sudden implementation of the program:

STUDENTS

- Number of uses
- Condition of returned containers
- Contents of containers taken out

STAFF

- Procedure for giving and receiving containers
- How program affected workflow

14 **Exchange**

1 **Return**

6 **New Box**

Initial Dining Hall Observations: PAR

| **Train**	Train employees to the adequate health and safety standards for handling containers
Enforce	Enforce boxes being fully shut as students leave the facilities
Effect	Effect: Reduce the amount of food waste, as they are already spacious
Effect	Effect: Eliminate possibility of food and boxes being spilled

Student Survey results and insights

Ikenberry and PAR

Student Surveys

Ikenberry and ISR: Survey Results

Demographics - **54 responses**

Dining halls

IKE 46.3%

ISR 31.5%

other 22.2%

Class

Freshmen 42.6%

Graduate 29.6%

Junior 13%

Sophomore 11.1%

Senior 3.7%
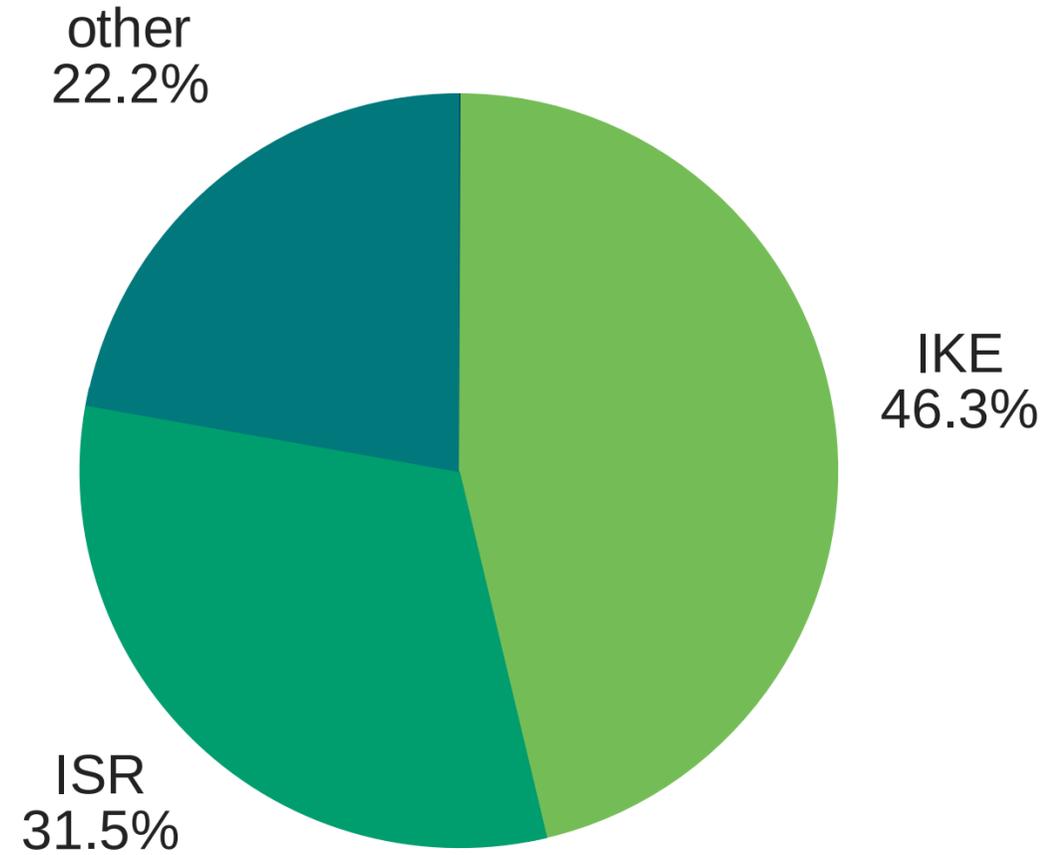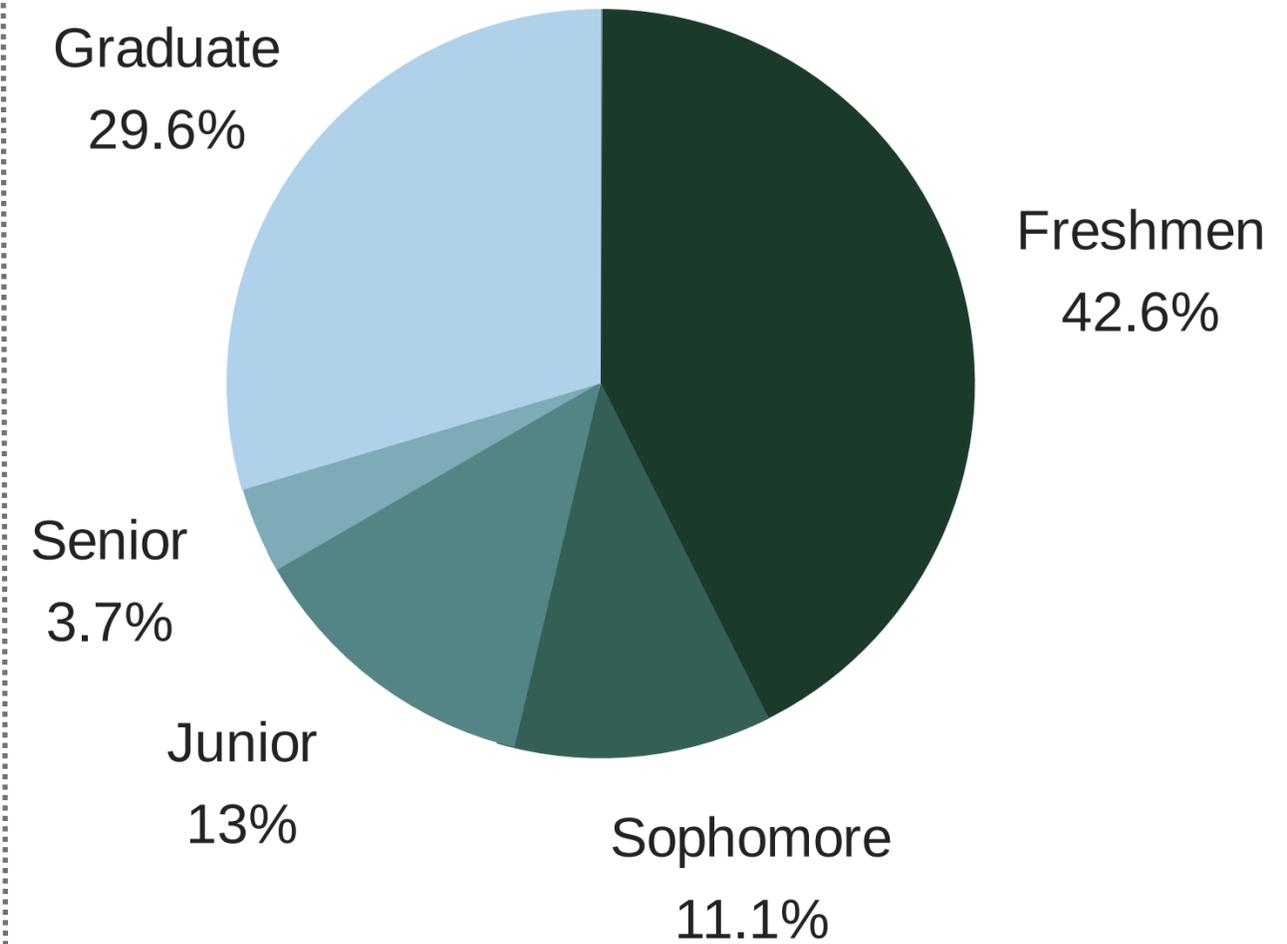
Ikenberry and ISR: Survey Results

Food Waste:

How likely are you to have extra food at the end of a meal that is thrown away?
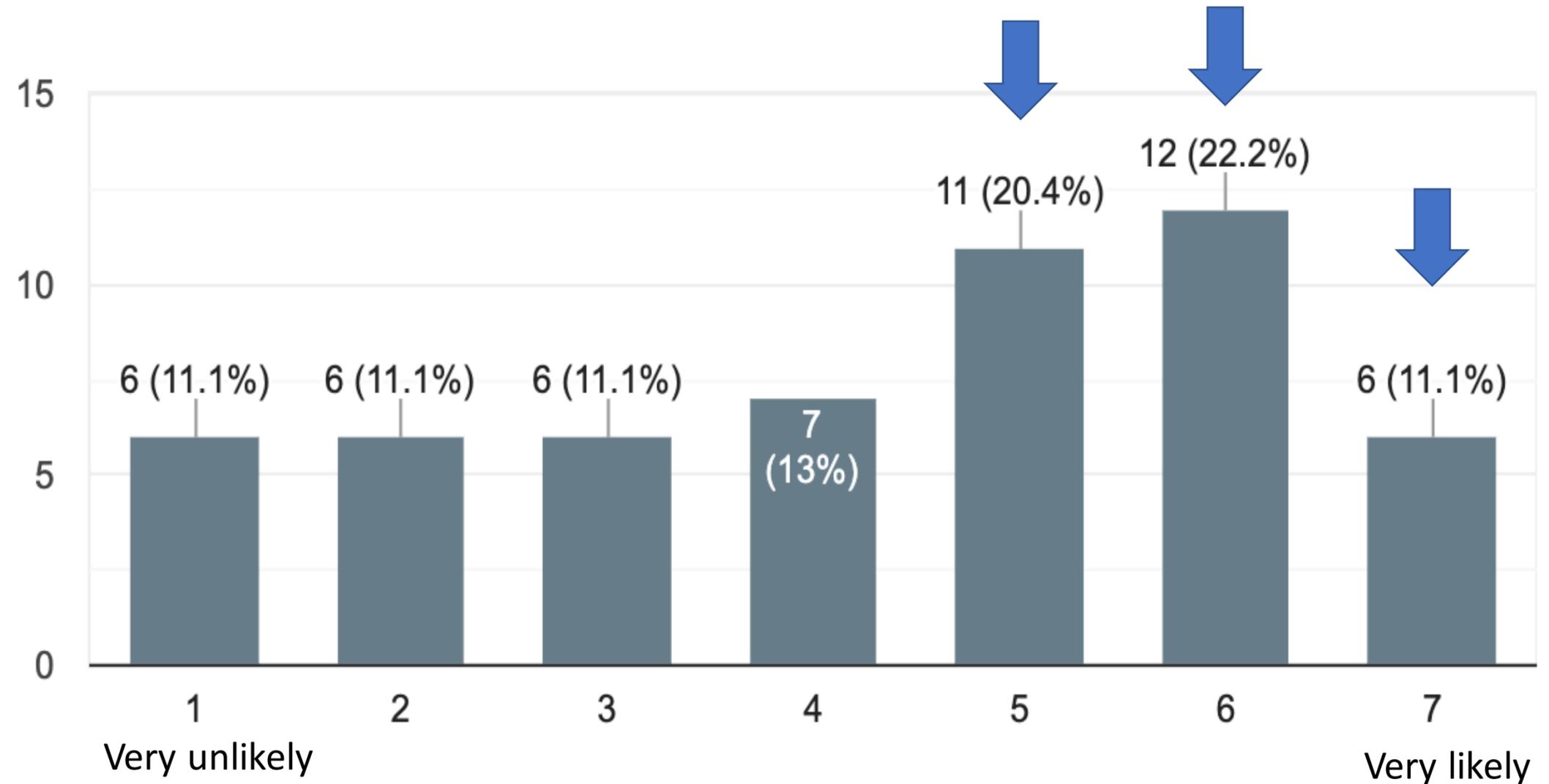
Ikenberry and ISR: Survey Results

88.9%
Yes
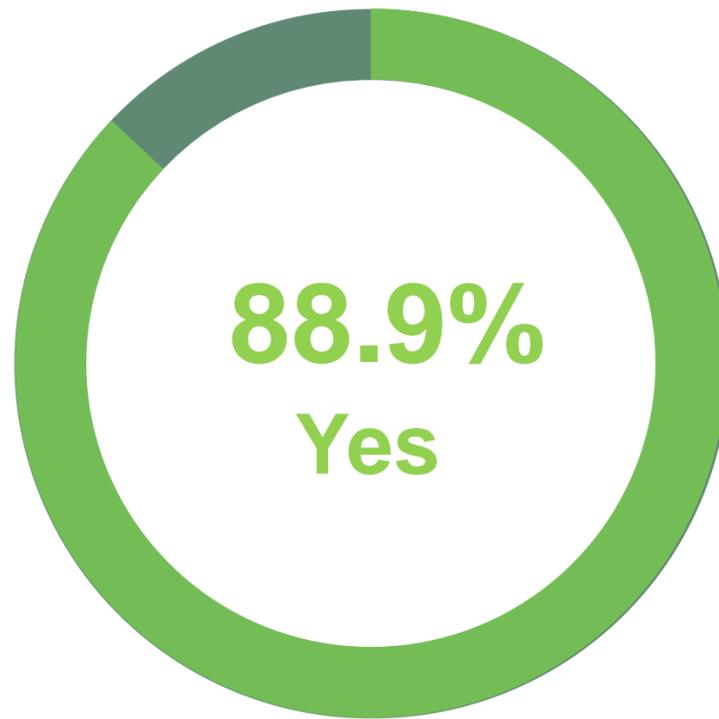
Would you use a free reusable to-go container?

44.3%
No
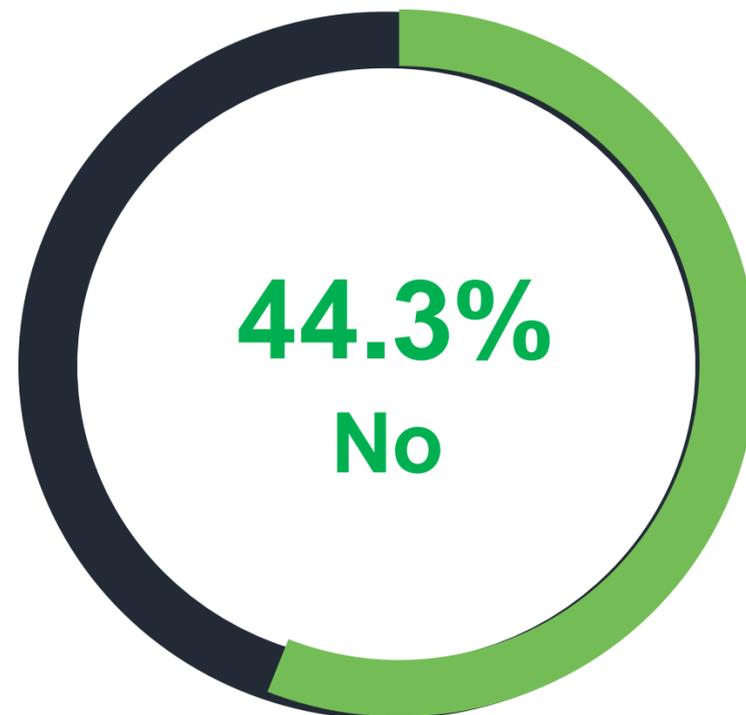
Would you use a reusable to-go container if there were a fee?

Ikenberry and ISR: Survey Results

55.6%
Yes
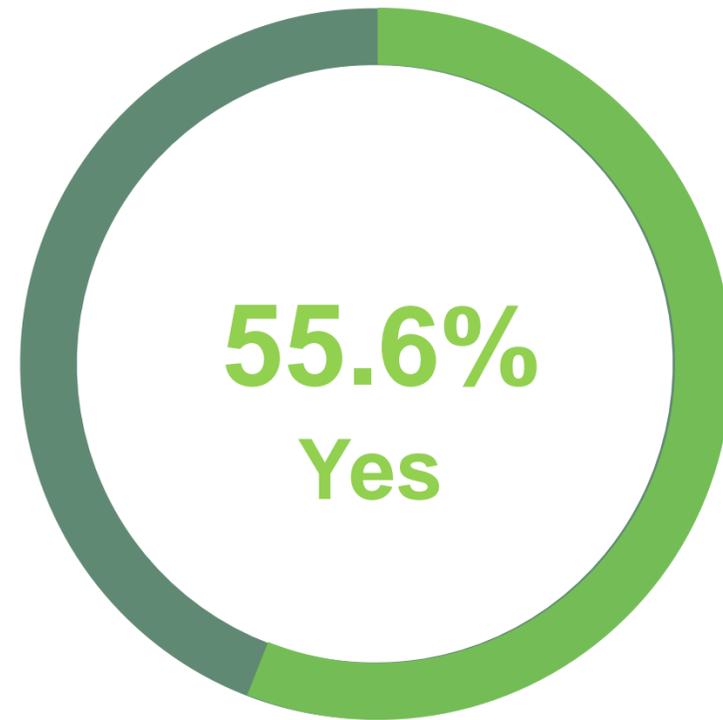
Are you willing to participate in a program that enhances sustainability?

88.9%
Yes
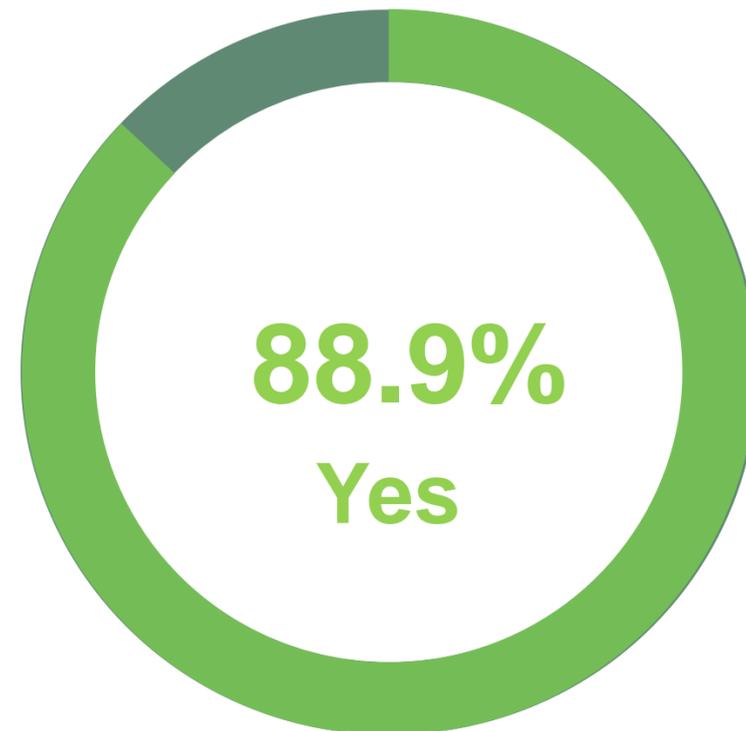
Would you like to have the ability to enjoy your meal anywhere else?

Student Opinion on Sustainability

Do you feel the dining facility is sustainable?

Yes, because they collect food waste to use for energy.

There is still a lot of food waste, and it would be good if it were cut down some food waste.

Ikenberry and ISR: Survey Insights

Insight #1   Food waste is **common**

Insight #2   Students are **willing to use** reusable containers but oppose a fee

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Insight #3   Students **see the benefits** of using reusable containers

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Insight # 4   Sustainability is **important**

PAR and FAR: Survey Results

Demographics - **60 responses**

Gender

- other 1.7%
- Female 44.1%
- Male 54.2%

Class

- Junior 1.7%
- Sophomores 6.7%
- Freshmen 91.6%

PAR and FAR: Survey Results

56.7%
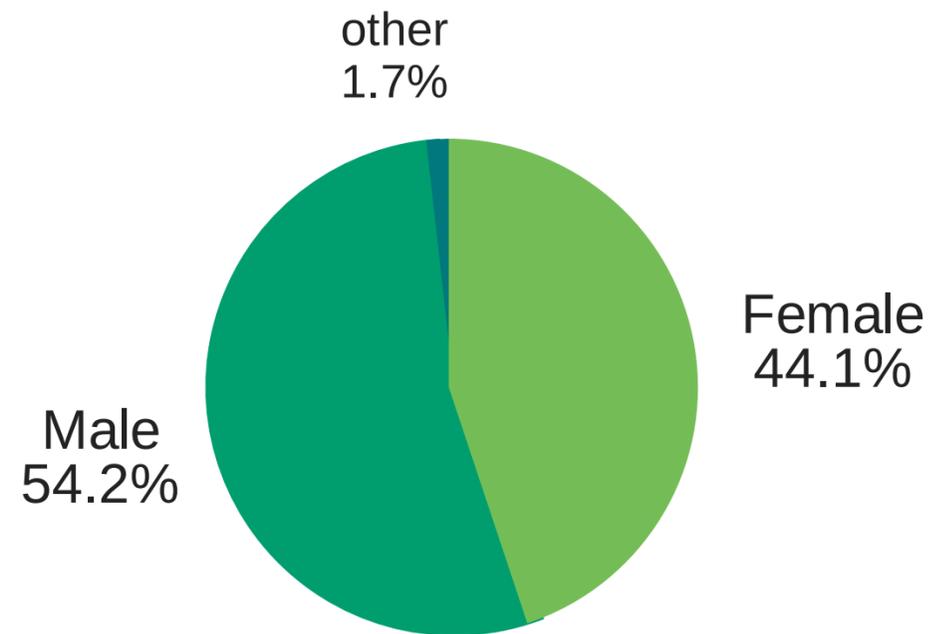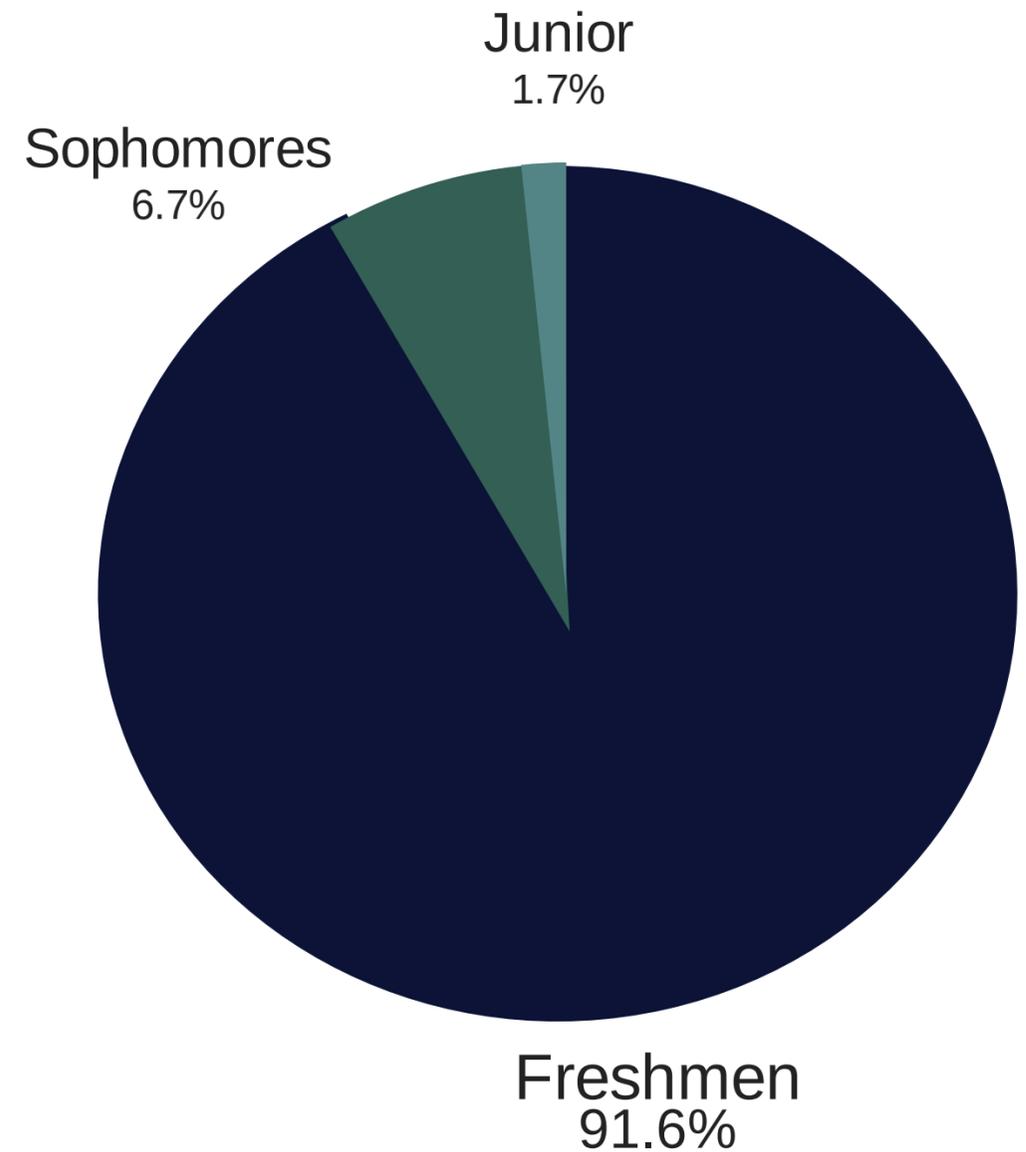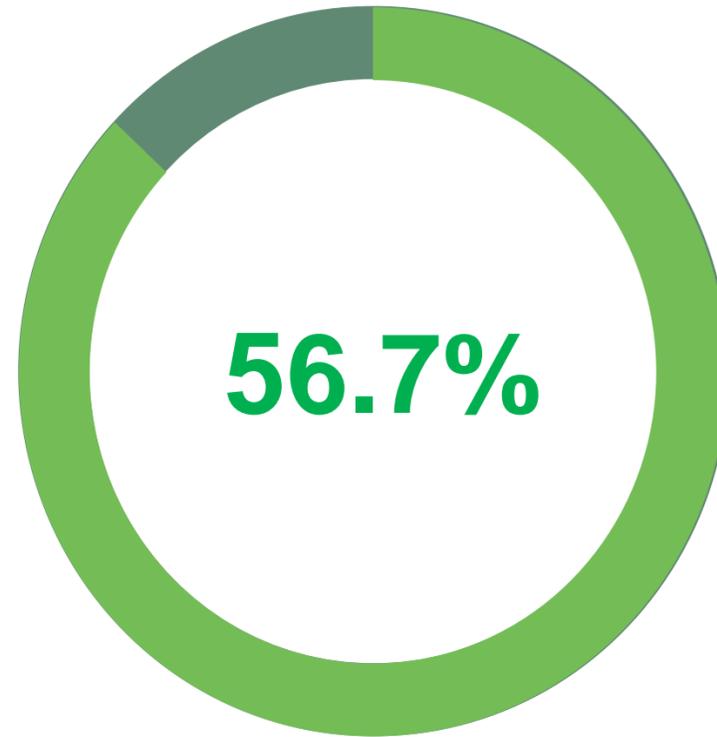
Have you received a reusable to-go container?

28.3%
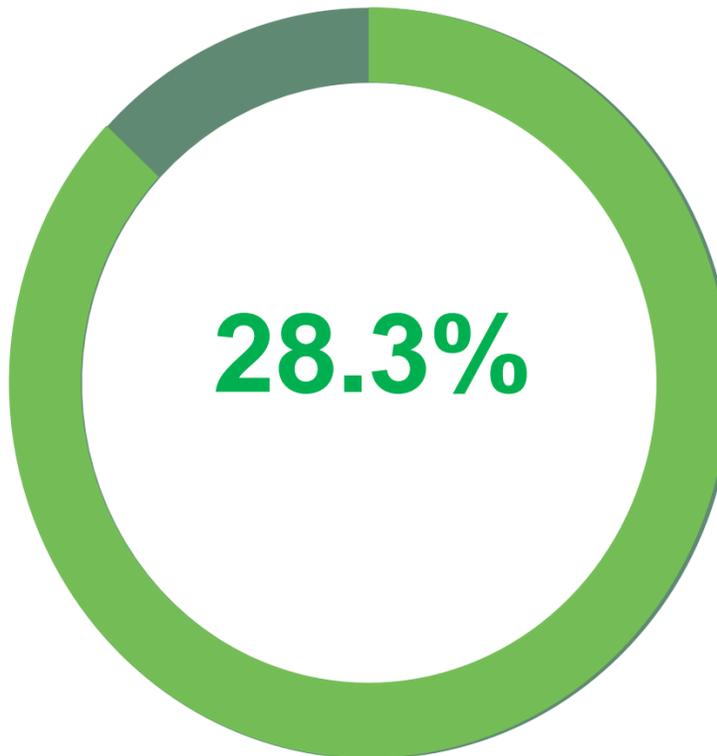
Would you use the reusable to-go container if there were a fee?
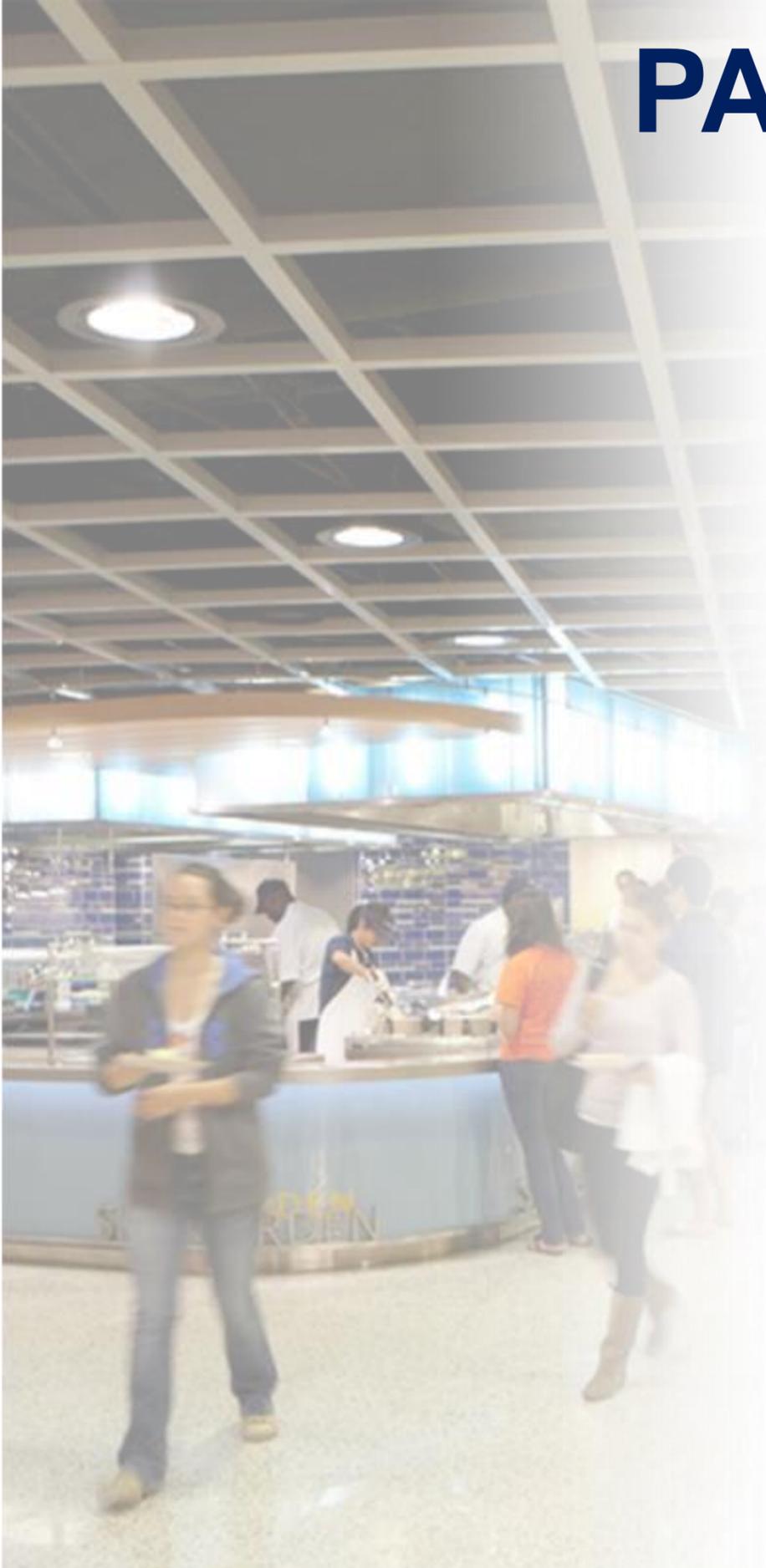
PAR and FAR: Survey Results

Benefits associated with **reusable containers**:

CONVENIENCE

SUSTAINABILITY
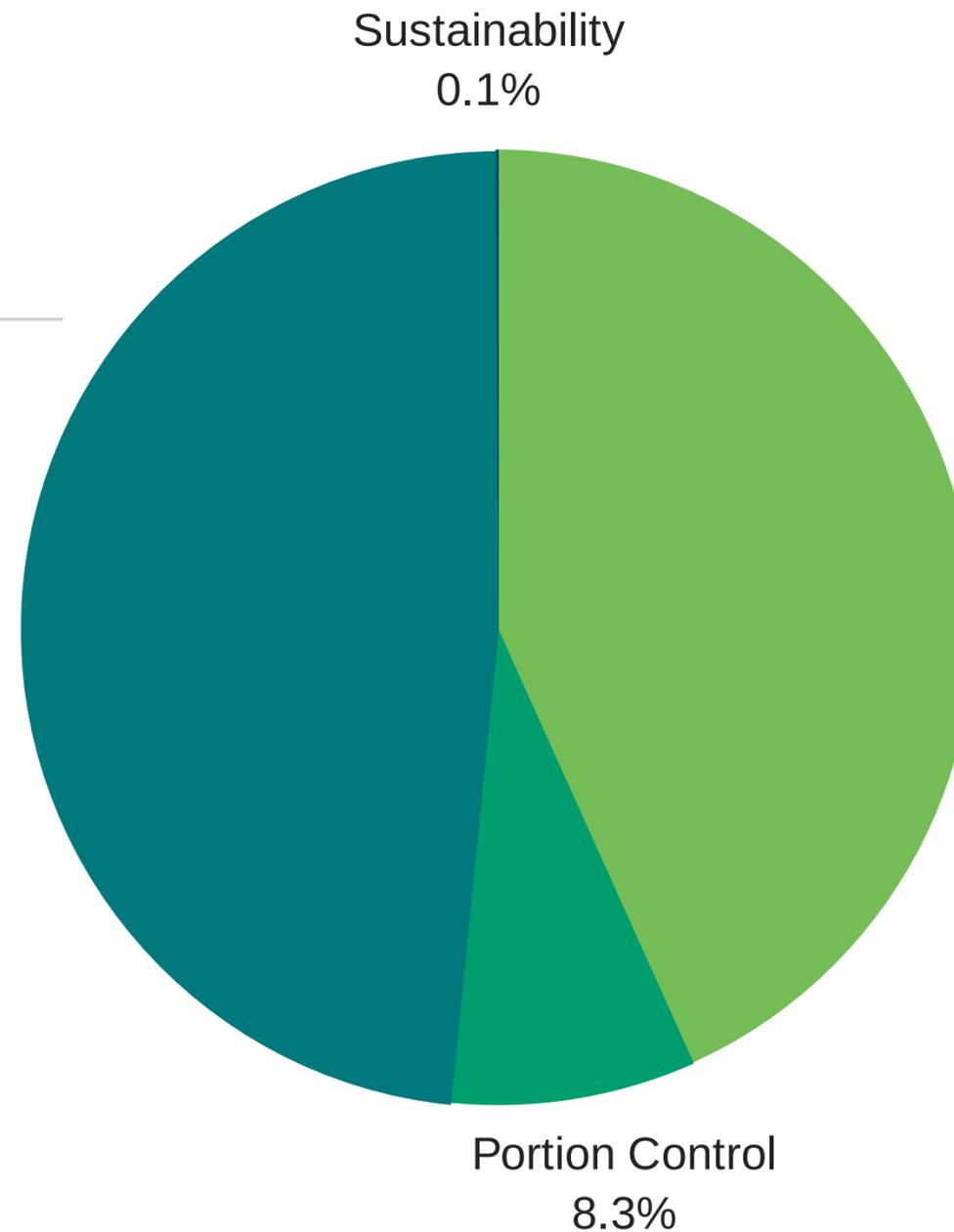
PORTION CONTROL

TO-GO ACCESS

Sustainability
0.1%

Convenience
43.3%

To-go access
48.3%

Portion Control
8.3%

PAR and FAR: Survey Insights

Insight # 1

71.7% of students would **not use** reusable container if **there were a fee** 23.3% willing to pay only $1-3 if there were a fee

Insight # 2

63.3% of students would only use container **1-2 times a week**

Insight # 3

No students associated containers with sustainability; 46.3% associated it with to **go access**
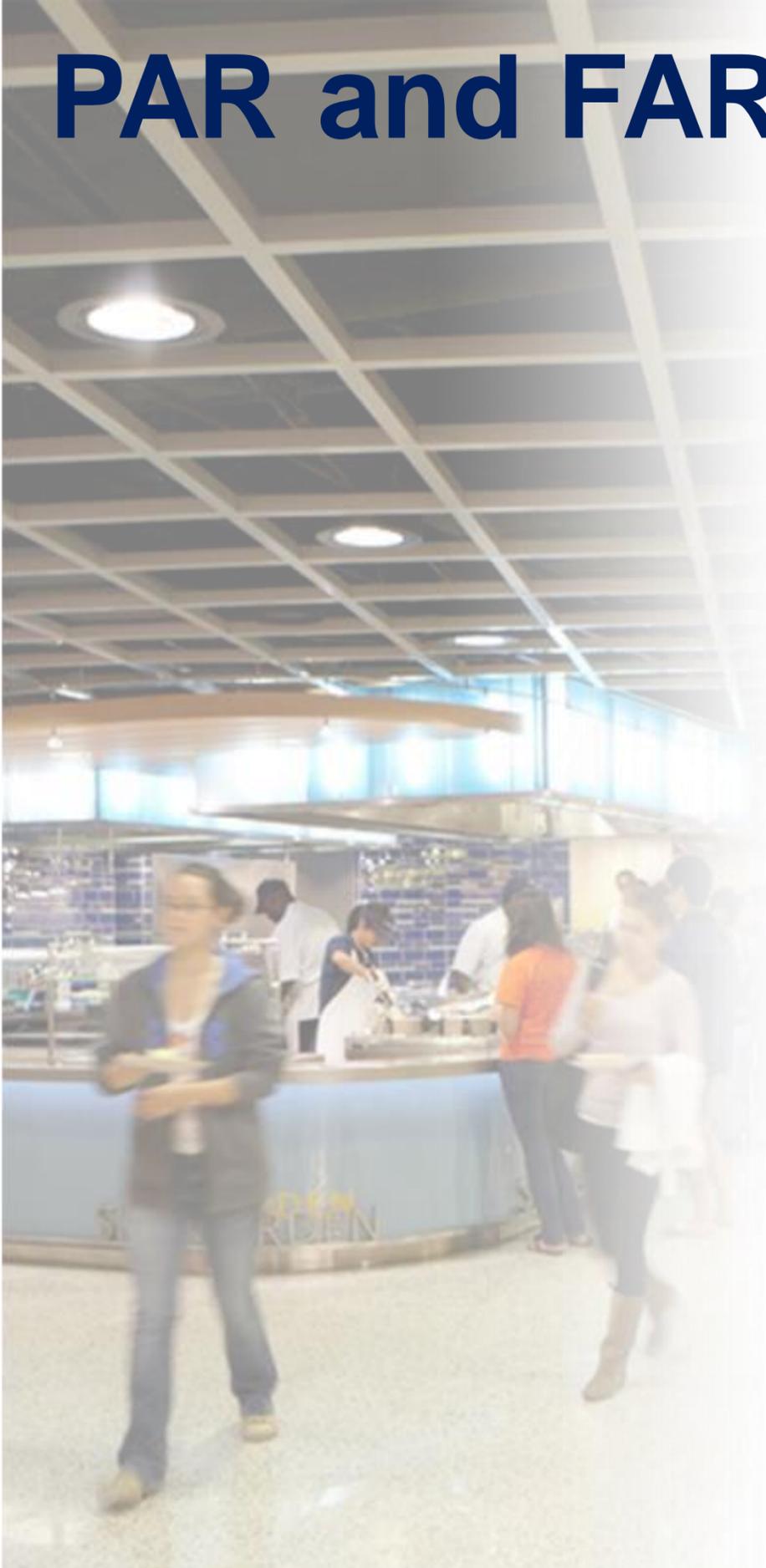
PAR Staff Interviews

Why interview the PAR Staff?

PAR Staff Interviews: Insights

ILLINOIS
University Housing

"It's a pretty **useful** idea!

Saves students the [cost of time] when it's crowded, and its so **convenient** because they can eat anywhere."

"Price is **reasonable**, but still, students already paid a lot for meal plans!"

"**Washing** the container is a pain; as people leave food, it becomes moldy by the time we get to clean it. It's also hard to get food out of the little corners, but I do understand its purpose."

"**Lightweight** and easy to carry.

Durable and **efficient** with hot and juicy foods."

Time Saving
(students and workers)

Fast & User-friendly system

Confusion about pilot execution

Engagement
(with and without fee)

Recommendations and Marketing Strategy

Next Steps

Summary of recommendations

Convenience

Market the program as a convenience for students, rather than it being a sustainability program

Sustainability

Students are not interested in the sustainability aspect of the reusable containers; they are more so interested in the convenience aspect

Program is sustainable in terms of labor costs and waste

Fees

Charging a fee for the containers makes them much less appealing to students

The University should offer access at the beginning of each year when meal plans are purchased

Marketing Strategy

How to create value:

- Product
- Price
- Place
- Promotion
- Marketing Mix 4 Ps
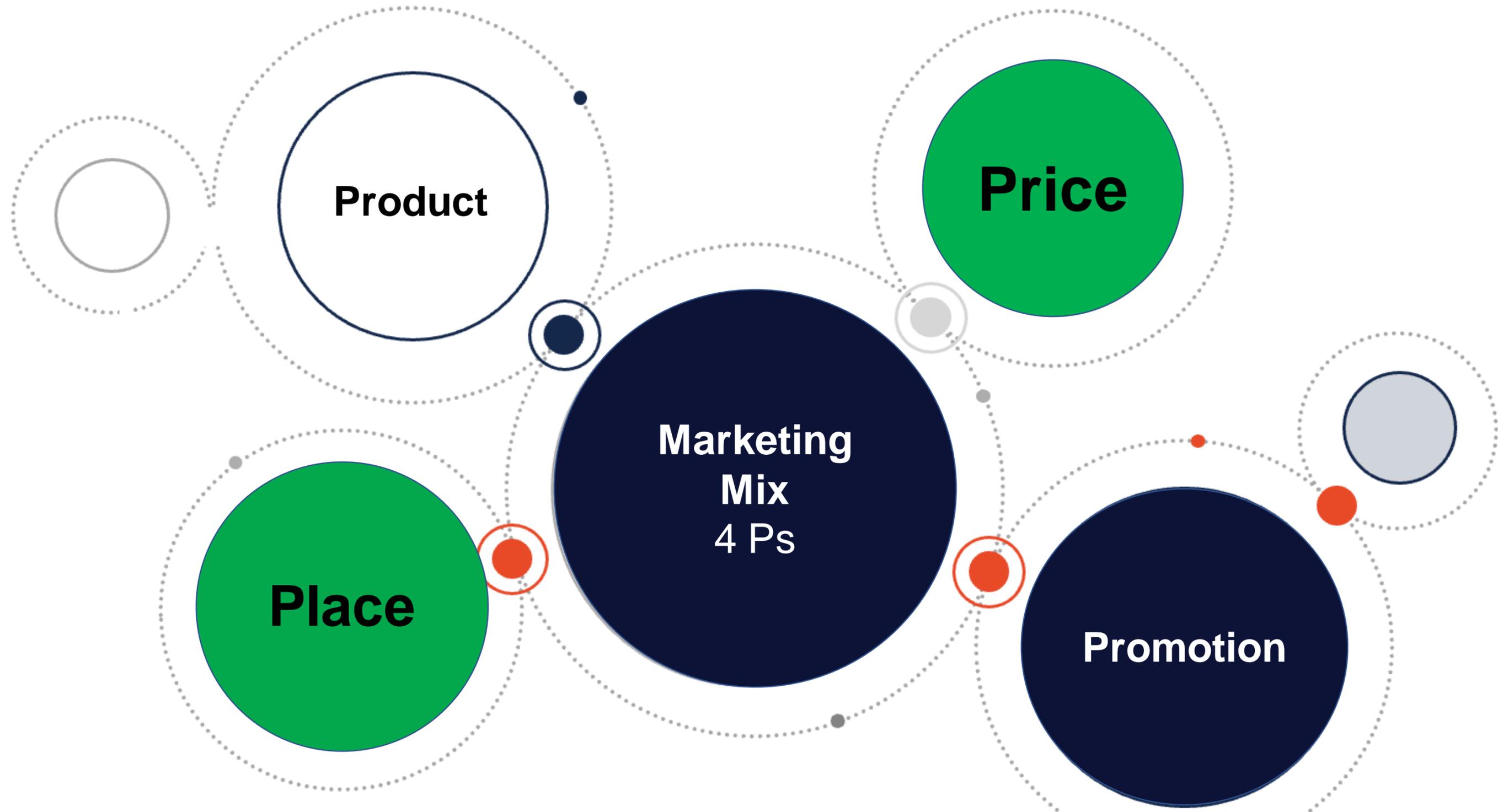
Marketing Strategy: Product

New Product User Adoption Model

Degree of Behavior change Required

LOW

HIGH

EASY SELLS
Limited Product and Behavior changes

SMASH HITS
Significant Product changes
Limited Behavior changes

SURE FAILS
Limited Product changes
Significant Behavior changes

LONG HAULS
Significant Product and Behavior changes

LOW

HIGH

Degree of Benefit from Product use
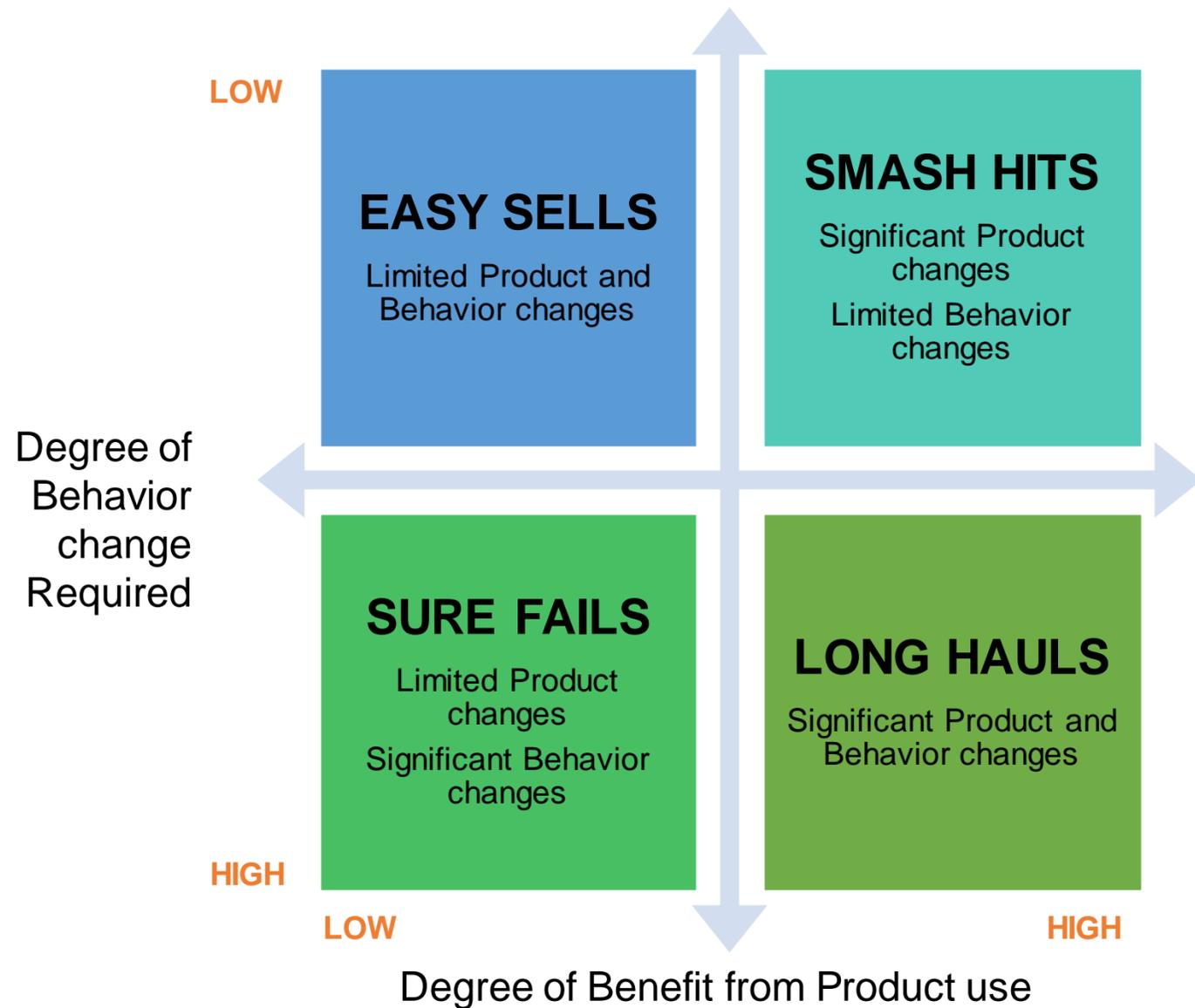
Demonstrate Utility

Show students that they have many possibilities:
- What could fit in a container
- How they can carry it around easily

Replace Tokens

If possible, we recommend replacing tokens with a feature in i-Cards and Dining accounts

Marketing Strategy: Place
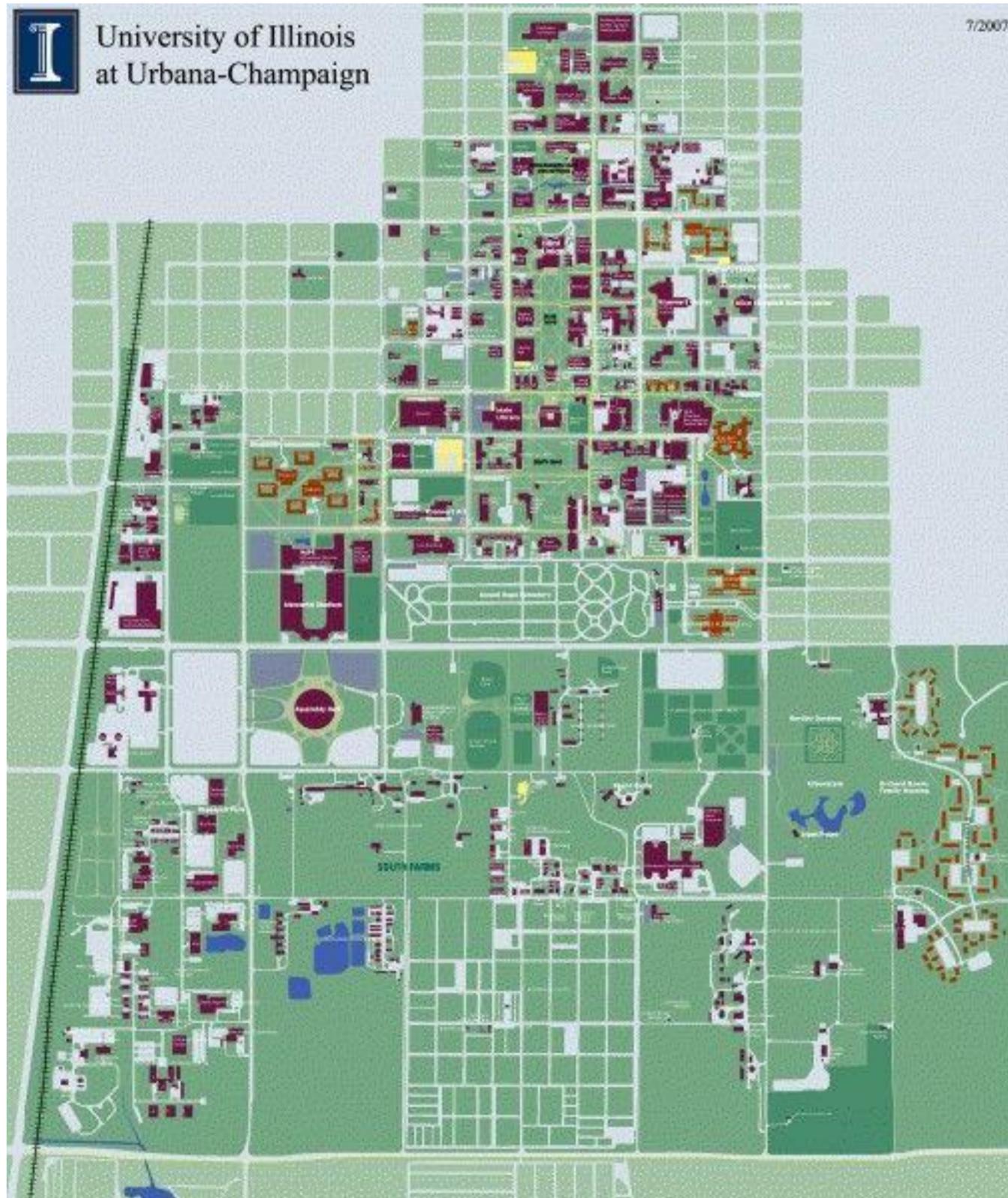
1 Begin with Ikenberry and PAR

2 Expand into all University dining halls

3 Place physical flyers throughout campus

# Marketing Strategy: Price

Emphasize that is a ONE TIME fee

$5

Reduce Misconceptions

Fees may prevent student willingness to participate in the program
- ONE time fee
- Low fee of $5
- Incentivize early buy-in

Student Involvement can be increased through disproving misinformation about fees
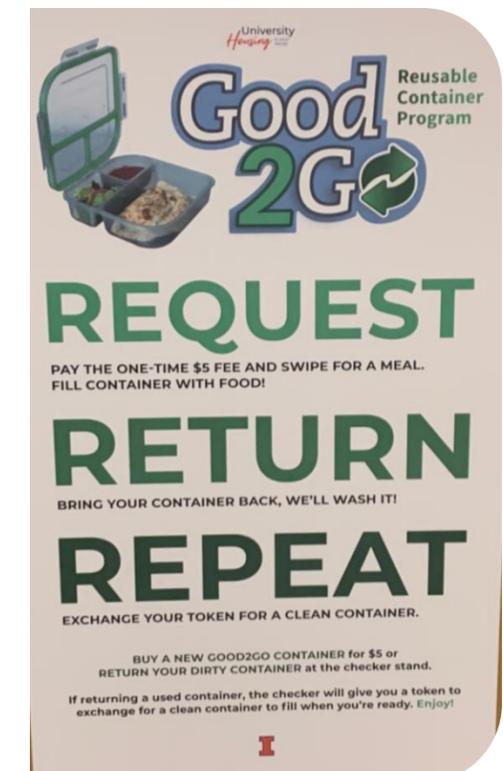
Marketing Strategy: Promotion

Consumer Adoption Process

Product Awareness

Product Interest

Product Evaluation

Product Trial

Product Adoption

Goal: Regular, consistent, and loyal **Product Adoption**

3 Channel Approach

Ensures maximum visibility and exposure

Email

Social Media

Flyers

Good 2 Go
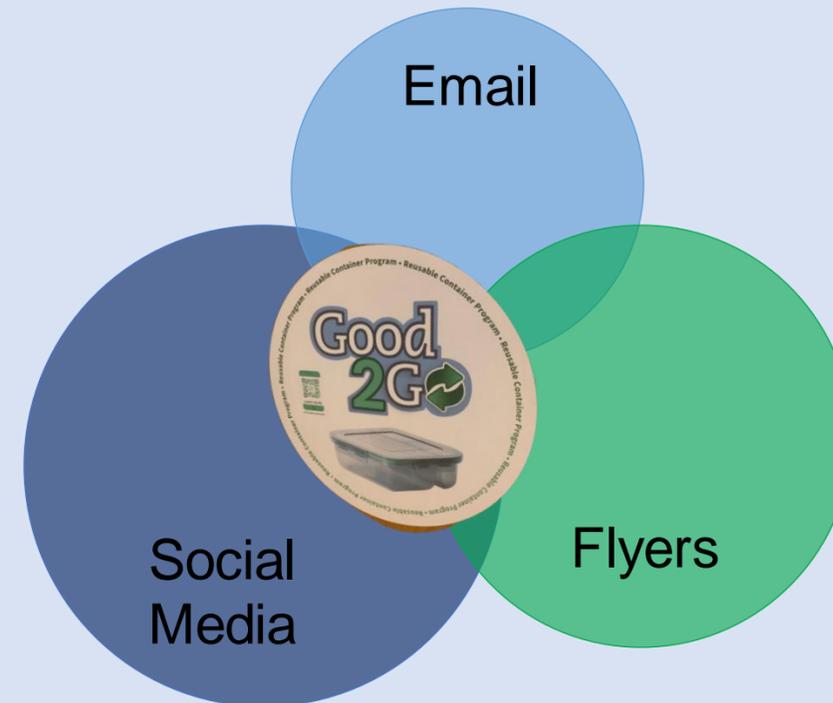
All methods have a clear branded logo and contain QR codes that redirect students to a landing page for instructions and additional information

Marketing Strategy: Promotion

Focus promotion on what students value:

| Key Finding →	Recommendation	Inform students and parents early
Survey results show that the majority of students are not particularly interested in environmental benefits	Instead, the convenience and flexibility derived from the containers is what draws their attention	Inform prospective students that Good2Go is an additional option to their dining plans **During meal plan selection** This can be shared within information sessions on college visits, and on the housing web pages

Sell Convenience, Not Sustainability

Marketing Strategy: Promotion
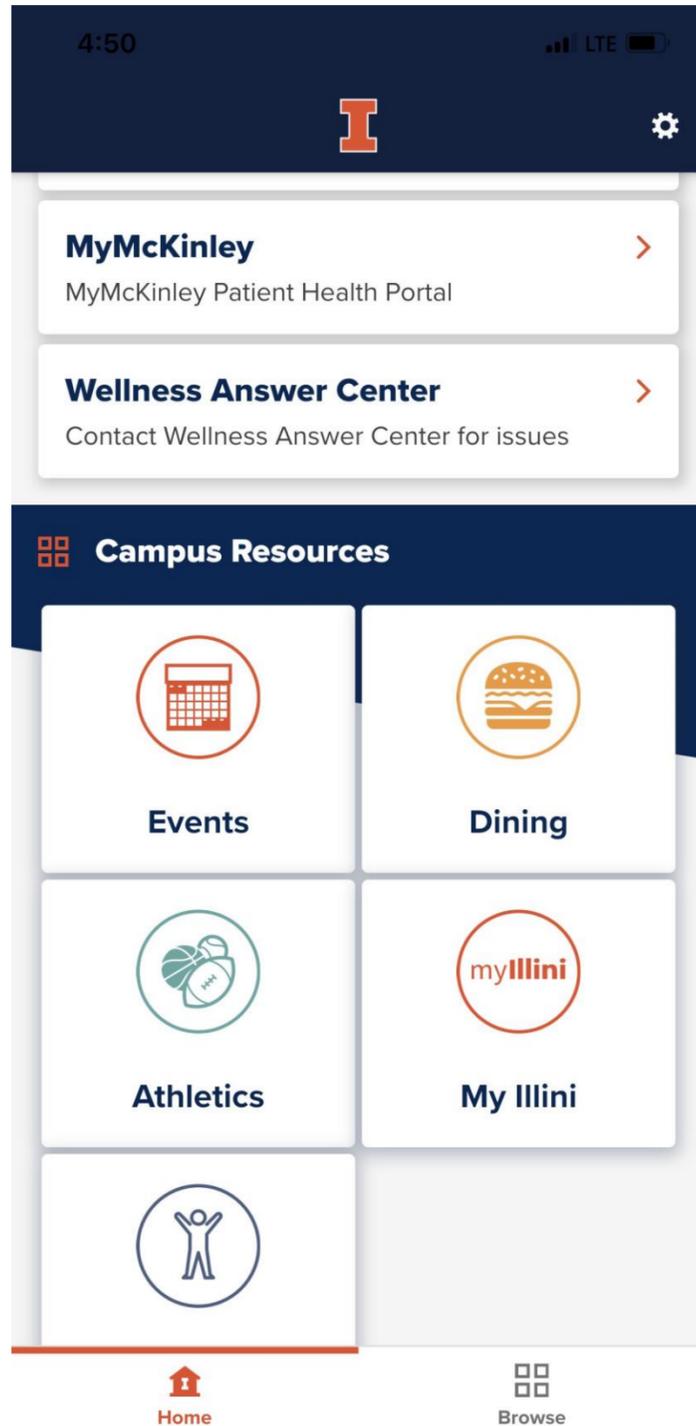
Utilize UIUC Facebook page/Instagram

Make a page specifically for Good2go, or for UIUC dining halls

Include a description of the containers in the Illinois app under "Dining"

Promotion: Examples of Advertisements

What about Sustainability?
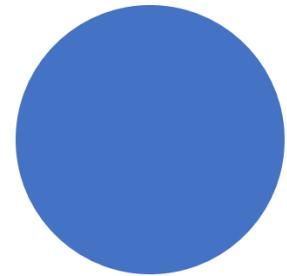
The benefits will result out of continued student usage
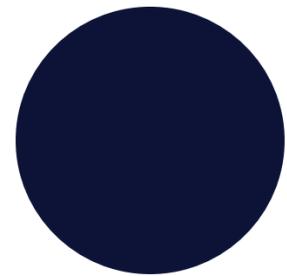
Waste reduction will happen with each use

Educating Students on Sustainability

- We're appealing to **hunger and inconvenience**, but we're also adding the sustainability concept through advertisements.

- **"Help save the future"** can introduce and teach students about sustainability

- Majority of the votes being freshman, they have yet to really learn the importance of producing less waste

Thank you for this opportunity!

Questions?