**Essity Tork PaperCircle Meeting 3-16-23**

Attendance: Bryan Maciukiewicz, Mike Kapalko, Molly Wallner, Zach Hansen, Pete Varney, Steve Breitwieser, Macie Sinn, Eric Deyerler (North American, Tork PaperCircle, F&S)

* Introductions - for Steve. Why communication at the unit level is so important for a decentralized university. Want to be the advocates for what Facilities & Services is doing. Have had recycling campaigns in the past about personal responsibility and the importance of using the correct bin when recycling. Makes sense that this initiative could tie in to existing initiatives about recycling and information.
* What is the core, foundational information that we can provide where it will live somewhere to be accessed by the community? That’s Steve’s goals here.
* Zach - thinks within higher education you can find your pockets who are the champions of the initiative. Mike has done a lot of understanding with Europe - how they have gotten the word out, achieved buy-in from leadership.
* Mike - showed slideshow. Available assets. Looking to partially update these for North American assets as it currently is based around Europe.
	+ Sticker placement guide
	+ Quick-guide to keep with you on the cleaning trolley
	+ Instruction film
	+ Cleaners Education PPT
	+ Developed a full package for customers to use as they need. There are language and cultural barriers in Europe. Pic-torals so there is no language barriers. Step-by-step explanations and visual explanations.
	+ Nudging stickers
		- Paper hand towels only
		- Other waste
	+ Digital marketing assets that already exist (LinkedIn posts, web banners, videos) to support the launch in North America.
* Steve - we have a growing network of digital signboards around campus. We could definitely have a focus on this — digital within buildings. We have to work with the configurations that people have. Would have to look at all the tool kits to see what adjustments are needed.
* Mike - quarterly, annually tork can work with us to talk about how many pounds/bales of towels have been diverted from the landfill, what the environmental impact is.
* Zach, Steve, Pete, Eric, Daphne talk about “recapture rate'“ - knowing how much paper towel product we buy and then recapture in this Tork PaperCircle program
* Touch on the basketball recycling event as a case study for getting an initiative out in communication through Steve
* Zach - start at the building level: how much can be recaptured at a single building, for example?
* Pete - start with the brown towels - that what we have the most of. Amy has some buildings identified as high use: vet school, few of the larger classroom buildings, lab buildings. Good targets to start with. ISSA pilot program over the summer, which could be combined with this, too,
	+ Start with Talbott, Lincoln, Sac and Lac, Grainger if we want to throw a library in there. 1st and 2nd floor restroom. Gauge the collection efforts.
	+ Steve - can be more direct with communication to the building occupants if we start with a small area of campus.
* Pete - water bottle filling stations - guilt people out of using plastic water. Would that work? Eric, Mike think that combo of carrot and stick is good. It’s more than just the paper towels, it’s reducing waste everywhere that we can.
* Steve - facility managers at the building levels - a whole other audience that would require coordination with the messaging. Set up in restroom areas is something we would work with them on. Pete - sharing some of the credit with them, would help with buy in.
* Zach - recapture rate contest by building
* What resources do we need?
	+ Pete - failure stories, breakdowns, lessons learned
	+ Steve - environmental graphics, news releases, signage - can give feedback from there
* Bryan - feedback is appreciated as this is a pilot
* Steve - cannot endorse products or services, can be neutral in delivery. Name, Image, Likeness rules regarding partnerships like this
* Steve, Mike unbranded QR code for students, maybe one for administration, we can change the content later if needed. easy as a landing page