

## “One Less Cup Campaign” 2010/2011 Charter

### **The Campaign**

Two years ago student leaders in sustainability at Pacific Lutheran University started the Take Back the Tap (TBTT) campaign with great success. Not only was the campaign a wonderful tool for educating students about sustainability, but it also demonstrated how committed PLU’s student body is to sustainable efforts and projects. After observing the effectiveness of TBTT as well as the opportunities that it has provided, we have decided to start a new but related campaign this year by purchasing and subsidizing reusable coffee mugs. The One Less Cup (OLC) campaign is similar to TBTT in that both aim to help the PLU students, staff, and faculty reduce the amount of waste that we produce. We have observed that college students have a tendency to drink nearly as much coffee and/or tea as they do water. Given the success of TBTT, we feel that OLC will be a good way to initiate positive behavioral change in the area of sustainability, specifically decreasing waste through increasing the use of reusable items.

### **Involvement**

The One Less Cup campaign is student led. The spending of this fund is to be monitored by the sustainability committee, which consists of students, faculty, and staff. For the 2010-2011 school year the committee is chaired by Kevin O' Brien.

The following student leaders decided to use some of the ‘Twenty Percent Energy Conservation Fund’ or TPEC Fund to continue Take Back the Tap by purchasing reusable mugs for the 2010/2011 school year:

- ASPLU Sustainability Director: Kenny Stancil
- G.R.E.A.N. President: Marta Behling

In coming years, these positions will continue to be involved in the decision making process for all TPEC funds.

### **Priorities**

The priorities for choosing this project are:

- 1) Waste reduction
- 2) Energy conservation effectiveness
- 3) Student visibility
- 4) Potential for short term implementation

We feel that the One Less Cup Campaign fits into all four of these priorities.

*Waste Reduction:* Disposable paper cups account for an enormous amount of waste on campus and worldwide. By utilizing a reusable mug, students will be preventing another cup from being added to a landfill.

*Energy Conservation Effectiveness:* The production of disposable paper cups includes many processes that are collectively energy intensive. By eliminating the need for manufacturing, transportation, and disposal of disposable paper cups we are in turn eliminating the use of this energy.

*Student Visibility:* Given that the money in the TPEC fund comes from student sources we were looking for a project that relates to students directly. The One Less Cup campaign deals with the issue of sustainable lifestyle choices. PLU strives to educate students to be stewards of the earth. By avoiding the use of disposable paper cups students are being educated about a sustainable lifestyle choice. One Less Cup also presents the opportunity for displays and educational materials whereas other changes would not be as visible to students. When a student purchases a mug they will be required to sign a commitment that says that they will actively work towards reducing their consumption of disposable paper cups by using their OLC mug.

*Potential for Short term implementation:* With the constantly changing student population, it is preferable that student led projects be implemented within the school year that the student leaders are present. Also, because the fund is student generated, we feel that it is important for the outgoing seniors to be able to see that the fund is being used. One Less Cup will be implemented within this school year.

#### **The campaign will include:**

- **Mugs**
  - The mugs that we are purchasing are stainless steel/ plastic-lined, double-walled tumblers ideal for travel. The logo for OLC is similar to TBTT. Surrounded by text reading “Pacific Lutheran University/One Less Cup,” there is a circle containing a disposable paper cup with a line through it. Thanks to student Dustin Chadwick for his help in creating the logo. We will be selling mugs for \$2.00 at various locations on campus beginning in early November. As with TBTT, when a student purchases a mug they will be asked to sign a pledge that says that they will actively work towards reducing their consumption of paper cups by using their OLC mug.
  
- **Education**
  - The advertising in the weeks prior to selling will be focused on education surrounding the environmental and educational benefits of reusable mugs.

#### **Cost**

288 mugs will be purchased for \$1,800.00, with shipping and printing for the mugs included.

#### **Funding**

One Less Cup is funded through the *Student Resolution for the Purchase of Green Tags and the Support of Renewable Energy by Pacific Lutheran University*, which was passed in 2008 and added a \$10 increase to student tuition each semester. Twenty percent of this annual fund is directed specifically “towards energy conservation implementation” (the ‘Twenty Percent Energy Conservation Fund’ or TPEC Fund).

By signing this document, I agree with and support the charter of One Less Cup for the 2010/

2011 school year

Kenny Stancil – ASPLU Sustainability Director

Marta Behling – G.R.E.A.N. President

Chrissy Cooley – PLU Sustainability Coordinator

Kevin O' Brien – 2010/2011 Chair, PLU Sustainability Committee