

Green Fund Project Final Report

This report may be published on the SIU sustainability website.

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Faculty Advisor (if applicable): Tena Bennett
Project Title: Sustainable Coffee Sleeves
Project ID #: 18SP114
Award Date: 4.27.18
Completion Date: 5.08.18
Total Funds Used: \$828.00

1. Provide a summary of your project/project experience.

The Student Center purchased sustainability conscious coffee sleeves in an effort to bring awareness to sustainability efforts at Southern Illinois University and encourage our customers to be more mindful of sustainable efforts they can take by reusing or recycling the sleeves. The coffee sleeves were printed double sided and collectively displayed twenty-nine custom messages that covered an array of topics, including, but not limited to, sustainability, student engagement, and the designated driver program on campus. The coffee sleeves have been distributed at two location on campus, The Student Center Marketplace Food Court and Delytes at Morris Library.

The coffee sleeves were printed through a company called Sleeve-A-Message. This company maintains a commitment to being sustainable through the materials and inks they use in their products, as well as valued partnerships they maintained. The coffee sleeves are made from ninety percent post-consumer materials, and they are printed using custom-made water based inks. The outcome is coffee sleeves that are one hundred percent recyclable and one hundred percent compostable. Sleeve-A-Message also partners with Forest ReLeaf of Missouri to plant trees in distressed communities. They plant one tree for every seven thousand sleeves printed, with over twenty-seven thousand planted as of April, 2018.

2. Provide a summary of your results (environmental, social, and/or economic) including quantifiable data as appropriate (ex. # of individuals reached, lbs. diverted from landfill, energy saved, etc.).

This project increased sustainability awareness across campus, while encouraging student engagement in the process. By ordering 9,000 double-sided coffee sleeves, we were able to impact a large audience with our message. Through continued message reinforcement, we were able to encourage our customers to take a more mindful approach to their own sustainability efforts by reusing or recycling the coffee sleeves,

inquiring about the Student Green Fee, or finding sustainability involvement opportunities on campus. Social media posts also showed increased engagement from our followers, which reinforces our sustainability efforts. And, because of our order, Sleeve-A-Message pledged to plant a tree for SIU!

3. Summarize how your project promoted the Green Fee/Sustainability on campus including, but not limited to, flyers created, screenshots of website, signage, etc. Please include website links, if applicable. (Reminder: you are required to promote your project using at least 2 items from the awardee website promotion list.)

The SIU Sustainability Department and the Student Green Fee were promoted across multiple platforms during the duration of this project. The Student Green Fee marker was utilized in one of the twenty-nine custom designs and printed on coffee sleeves (see attached). Two other sustainability focused messages were also printed on several sleeves. Several of the custom designs included the tagline, "Please reuse or recycle this sleeve." One custom design also highlighted the sustainable efforts put forth by the coffee sleeve print company, Sleeve-A-Message. The Student Green Fee marker was also used in digital signage within the Student Center and on the dining page of the Student Center's website, studentcenter.siu.edu/dining, to promote the coffee sleeves (see attached). The sleeves were also promoted on social media, including the Student Center's Facebook page and Twitter page, and the Delyte's Instagram page. The Facebook post also included the following hashtags: #SustainableSalukis, #Sustainability.

4. Provide evidence of how you used the Green Fund Marker in your project.

As mentioned above, The Student Green Fee marker was used in one of the coffee sleeve designs and printed on several of the coffee sleeves. The marker was also used on the dining page of the Student Center's website to promote the coffee sleeves.

5. Is there anything you would do differently if you were to do a similar project in the future? If so, please describe.

As of now, due to budgetary limitations, this was a one-time purchase. However, we would love the opportunity to duplicate this Green Fee funded project in the future. One thing we would consider for next time is to condense the number of messages we use on the sleeves. With twenty-nine custom designs, all focused on different topics, the sustainability message doesn't get as much distribution as we would prefer. Ultimately, it gets a bit "watered down" in a sea of different designs. If we are given the opportunity to do this project again in the future, we would consider maybe 10-15 custom messages for the sleeves. This would ensure a higher reach with our messaging, while not losing its efficacy.

6. Provide as an attachment to the email (see email address below) a minimum of 5 digital images. Images should be of high a quality as possible and be attached in jpg format, if available. Images

will be used to promote interest in sustainability projects on campus and may be used on our website and in other promotional material. These can be photos of the progress of the project or the completed project. Provide captions for photos here.

- a. Photos attached.
 - i. all-sleeve-designs.jpeg
 - ii. sleeve-designated-driver.jpeg
 - iii. sleeve-salukis-go-green.jpeg
 - iv. sleeve-student-center.jpeg
 - v. student-center-dining-webpage copy.jpeg

7. List suggestions for the SIU Sustainability Council to improve the Green Fund Award Process here:

We have no suggestions at this time. Great job!

Final Report forms should be sent electronically, in editable Microsoft Word format, to greenfund@siu.edu. This should be completed before requesting final reimbursement. A Sustainability Council designate will review final reports before releasing funds.



All sleeve designs



