

Reintroducing the Bring Your Own Mug Program

Student Authors

Ali Rizwan, Science | **Alizeh Malik**, Science
Amber Ollson, Social Sciences | **Robert Radovini**, Business

Community Project Champions

Liana Bontempo, Wellness & Sustainability Manager,
Hospitality Services
Cathy Tatsis, Senior Manager Operations, Hospitality Services



#MACMUGSHOTS

Bring Your Own Mug, giveaway campaign post.
Photo credit: Liana Bontempo



Overview

Disposable cups are massive contributors to air, water, land pollution, threaten animals, human life and health.¹ Furthermore, the manufacturing and the use of disposable cups require natural resources like trees, contributing to deforestation.² The Bring Your Own Mug (BYOM) program aims to eliminate single use paper and plastic cups at McMaster, thereby promoting a sustainable campus environment. Through discussions with the Hospitality Services team, it was found that the BYOM program is currently being under-utilized by students. The goal of our project was to create awareness about the BYOM program to the McMaster community.

Objectives

1. Develop a marketing campaign to increase awareness
2. Implement a social media giveaway to increase engagement
3. Present recommendations to senior operations manager of Hospitality Services

Reporting

To achieve our first objective, we executed a successful marketing campaign. In collaboration with Hospitality Services (@maceatsfoodie), we shared three media posts and an Instagram Reel of current students using the program, which received over 3,000 views.

To achieve our second objective, we raffled a \$50 gift card to students who posted a picture with their reusable mug and used the #mugshotsmac tag. By the end of the weeklong campaign, a mere 11 users participated. This was surprising but signaled a barrier to using the program or engaging in the giveaway. To better understand the low engagement, we compared program usage at the on-campus Starbucks to the previous week and found only 14 transactions included the BYOM discount, which was increased to 16 transactions during our campaign. While we did not meet our expectations for increased engagement, we uncovered important information that barriers exist to using this program.

To achieve our third objective, we created a report of recommendations for future work, with our main recommendation being to study and better understand the barriers to using a reusable mug on campus. Further, we recommend implementing a more approachable means to encourage participation, such as in-person engagement at the point of sale to connect with the target audience and increase their awareness of the BYOM program at McMaster.

Collaborators

We would like to give a special thanks to our Community Project Champions, Liana Bontempo and Cathy Tatsis, for their continuous support and guidance throughout our project. Furthermore, we thank Sarah Young from Hospitality Services for helping us run our BYOM social media campaign. Finally, we thank the students, faculty, and community members for supporting our marketing campaign and social media giveaway.

See a full list of references [here](#).