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## **Proposal B: Continued Funding for a Reusable Mug Program**

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### **OVERVIEW:**

Many schools have developed reusable mug programs and many businesses honor discounts for using reusable mugs. Reusable mugs can be used instead of disposable mugs for the purchase of coffee and fountain drinks. Financially, the use of these mugs cuts down on disposal fees and conserves cups. In addition, a UC Berkeley Reusable Mug Program would encourage students to be more resource-conscious. It would be a major step in moving beyond recycling (a disposal issue) to reduction (a consumption issue). Furthermore, many students are already environmentally aware and need opportunities to express their awareness. Many other campuses have sponsored Reusable Mug Programs including Rice, Harvard, Brown and UC Davis. Their programs have been met with overwhelming success as evidenced by positive reception by the student body.

### **THE NEED:**

Most students support recycling and environmental efforts on this campus. Student desire to act in an environmentally friendly way is reflected both in the success of the recycling programs on this campus and grass-root efforts by student-initiated groups. Students need options to move beyond recycling to reduction, which more effectively addresses resource conservation.

Reusable mugs are no longer sold at campus dining locations. Many locations on campus do give a discount for mug users. We estimate that by implementing the UC Berkeley Reusable Mug Program, between 60,000 and 120,000 paper and plastic cups will be saved annually.

### **IMPLEMENTATION:**

To remedy the situation, the UC Berkeley Reusable Mug Program should be established. Mugs with recycling logos and UC Berkeley logos would demonstrate the university's commitment to environmentally-sound practices and encourage students to use mugs. Mugs could be purchased that incorporate post-consumer recycled-plastic content, thus helping to close the recycling loop. Furthermore, the mugs could be used to visually promote other reduction, reuse, and recycling activities on campus.

We propose to distribute 5,000 mugs to undergraduate and graduate students. We would inform the students of this exciting opportunity by having the Chancellor send an email to all students informing them of this new program. Students will be able to receive a mug at an ASUC voting table during the April ASUC elections. In addition, we suggest creating a stipend position for a Local Liaison. This individual will be responsible for helping us work in conjunction with local businesses that offer discounts to mug-users. He or she will also help to distribute signage to identify those companies that are participating in the venture. This will help to promote the good practice of reduction not just on campus, but in the surrounding areas as well.

**TIMELINE:**

Design: February 21<sup>st</sup> – March 3<sup>rd</sup>  
Reproduction: March 4<sup>th</sup> – April 4<sup>th</sup>  
Advertisement: March 19<sup>th</sup> – April 4<sup>th</sup>  
Distribution: April 7<sup>th</sup> – April 11<sup>th</sup>

**BUDGET RECOMMENDATIONS:**

Promotion	\$2,000
<i>Signage for businesses to inform students of discount</i>	
Production	\$7,500
<i>5000 mugs at \$1.50 each</i>	
Local Liason	\$100
<i>10 hours at \$10/hour</i>	
<b>Total</b>	<b>\$9,500</b>