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Day 12: Extra Credit

Work Plan and Timeline:

- 10/12/18
 - Goal of the Day: have a team of at least 5 people
 - Assemble the team together! Ask our roommate and RAs if they are interested in learning more about our environmental impact and want to take steps to becoming more green.
- 10/13/18
 - Goal of the Day: have everyone attend today's meeting at the common room of Old Digman
 - First team meeting! Outline the mission statement of Project Green Challenge, and explain the objectives and details of Day 12: Water
 - Come up with a feasible plan that can be implemented; discuss campaigning techniques
- 10/15/18
 - Goal of the Day: email Professor Kim, finish creating campaign materials
 - Professor Kim is a collegiate professor that may be able to help us with our challenge
 - Get started on making campaigning materials, such as flyers, infographics, social media
- 10/17/18
 - Goal of the Day: scout the dining halls, eateries, and convenient stores
 - Throughout the day, check every food place on campus in order to how they are contributing to plastic waste
 - Talk to the student body about the devastating ways using plastic straws is affecting our environment
- 10/19/18
 - Goal of the Day: talk to one of the food eateries on campus
 - Go talk to Fresh Impressions, a healthy vegan eatery featuring freshly squeezed juice and zoodle bowls, about their straw usage
 - The worker there responded that they didn't know anything
- 10/20/18
 - Goal of the Day: discuss the next plan of action
 - Second team meeting! Each of us will share information that we have gathered over the past week and update each other on their findings from research articles
 - Formulate plan on how to persuade Fresh Impressions to go straw-less

- 10/22/18
 - Goal of the Day: talk to Fresh Impressions manager
 - Fresh Impressions manager was there today! The topic of going straw-less was brought up in our discussion
 - There was a lot of resistance and hesitation at first, but through our persistence and efforts, the manager agreed that he would do something to make a switch, but he needed to make adjustments to his budget and current stock of straws
- 10/24/18
 - Goal of the Day: formalize the commitment by asking Fresh Impressions to fill out a pledge form
 - Went to Fresh Impressions to get the manager to sign the commitment so they could receive the certificate, but he wasn't there
 - Talked to students about alternatives to going straw-less: using metal straws, using straw-less lids, etc.

Prior to this challenge, the usage of straws on Binghamton University was never a concern that I had thoroughly considered. As someone who brewed my own tea and coffee every morning, straw usage had little to no impact on my daily life. After all, straws were unnecessary for certain hot drinks or ones that could be placed in bottles. However, certain beverages seemed to always require the need of using straws, such as drinking a frappuccino or a milkshake. These straws can be seen in the Starbucks, Red Mango, and the dining halls on campus. In order to proceed with the daunting task ahead of us, we gave ourselves set goals and tasks to complete every other day.

Before we even started, we knew we couldn't tackle this problem by ourselves. Thus, we went around asking our friends and RAs if they wanted to join us in this fight towards going strawless. We knew we needed a strong support group that had their beliefs aligned with ours and were willing to take action to advocate for going strawless. After assembling our team of dedicated members, we started making our campaigning material right away.

One of the first steps we took in campaigning was emailing our collegiate professor for our living community on campus. We turned to her for guidance, as she was the one who introduced us to Project Green and encouraged me and my friends to participate. Professor Kim had consistently advised us and helped us through the challenges of each day, always making sure to check up on us and to see if we needed any help. Within 24 hours of sending the email, Professor Kim responded back quickly. She was extremely enthusiastic in directing us to Sam Pfaffenbach, the Executive Chef for Campus Dining Services at Chenango Champlain Executive Chef, a popular dining hall on campus.

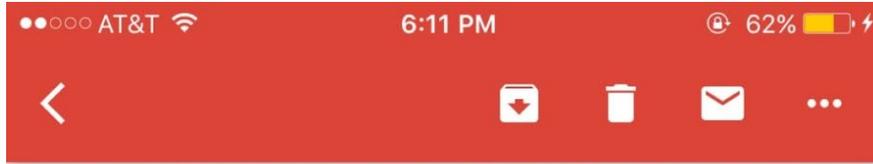
With this information, we quickly reached out to contact Sam in order to establish a line of communication between food services on campus and our campaign. We told Sam of our intentions and objectives in making Binghamton University a greener campus, and in order to do so, we wanted to take steps towards eliminating the use of plastic straws. In a brief email, Sam congratulated us on our ambitious goals but ultimately explained to us that there was not much he could do as the Executive Chef. He stated that it was incredibly unlikely for most dining halls, if any, to start eliminating and phasing out the use of plastic straws because of their

convenience and versatility. However, Sam added, the University Union Marketplace was a place of great potential for us to try to eliminate plastic straws because of how many little eateries there were.

Thus, our next adventure brought us to the Marketplace, the food court that spans across most of the first floor of University Union. After walking around through the Marketplace, we ultimately decided to choose to focus on Fresh Impressions because as a juice/smoothie place, this type of eatery would be most impacted by the change in the usage of plastic straws. The worker at the cashier was very friendly and receptive to us, but unfortunately, she did not know much about the company's policy about plastic usage or about the inventory stocks of plastic straws and lids.

After our first encounter, we returned back to Fresh Impressions day after day, and when we finally met the manager, we tried to discuss the topic of going straw-less with him. He was very adamant and stubborn at first, refusing to talk to us about the rates of straw usage at Fresh Impressions. However, slowly by slowly, he began to open up to the possibility of taking small steps to reduce straw usage. Through our negotiations with him, I began to realize how important it was to reach a compromise that would be beneficial to both parties. Our party wanted Fresh Impressions to go completely strawless immediately, while the manager was more interested in running his business and keeping production costs low. However, we ultimately reached the agreement that Fresh Impressions would take a small step forward. Rather than having an open bin where anyone could take a straw, the straw bin would be hidden away, so that the customer would have to request for a straw for their drink. This step would dramatically decrease the amount of straw usage as people would be less willing to ask for a straw.

Although this was arrangement that was agreed upon by us and the manager, we were unable to procure the final pledge form and certificate that Fresh Impressions would be participating in the Last Straw, as the manager could not be found within the past few days. While it was disappointing to not be able to find the manager, we will continue to go back to the Marketplace in order to ensure that Fresh Impressions becomes greener. Once the documents are obtained, they will be shown.



me

Good afternoon Professor Kim, We were able to publis...



Kimberly Jaussi



Hi Sam,

Could you assist Leslie with any details that may be of interest in her efforts to create a green initiative with respect to reducing the usage of plastic straws?

Leslie--Sam is the Executive Chef for Campus Dining Services and a total ROCK STAR! I'm sure he can provide you with some direction for your sustainability campaign! SO PROUD OF YOUR TEAM!

Best,
Kim



Thank you!

Will do!

Thank you for your support!



Reply



Reply all



Forward

Professor Kim was super enthusiastic to help us by directing us to the Executive Chef for Campus Dining Services! Score!

SUCK LESS



DO MORE

#STOPSUCKING @LONLEYWHALE

Our first campaign poster created! The design is so stunning and gorgeous!

THE STRAW THAT BROKE THE CAMEL'S BACK: THE PLASTIC STRAW

The straw's lifespan is brief and fleeting. We take them out of their paper case, use them to sip our iced coffee and smoothies, and then when we throw them away, the straw is gone forever.
Or is it?



ENVIRONMENTAL IMPACTS

1. More plastic means more oil and gas extraction and more electricity to power plastic production
2. Straws are ingested by marine animals and are among the top 10 plastic debris found during coastal cleanups.
3. 22 - 43% of plastic goes to landfills, where its resources are wasted, it takes up valuable space, and it blights communities

LET'S MAKE THIS
**THE LAST
STRAW**



•••••

Used for minutes but here for centuries, each day in the U.S., straws create enough waste to wrap the circumference of the earth 2.5 times.

Start saying "so long" to straws.
Sip your drink the old-fashioned way!

BON APPÉTIT
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Just avoid the straw.

Our second campaign poster! It is incredibly crucial to learn how single-use plastic devastates our surroundings and the environment. How unfortunate it is that we are unable to see the consequences of our actions once the plastic has left our hands.



Entering the Marketplace! Contrary to the name, this is no supermarket, but a food court containing a wide variety of options, ranging from salads to fried chicken to Asian cuisine!



Our first time at Fresh Impressions! I thought that this was just a juice/smoothie station but they actually offer zoodle (zucchini noodles) bowls!



Danielle Chan @dan_chanchan · now

Ban the plastic straw! Producing plastic straws sucks up a lot of resources and energy but these items are used and discarded as quickly as they come. Lets stop destroying our environment with straws and start becoming more green

@lonelywhale @TurningGreenOrg #stopsucking #PGC2018

