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Vols Compost

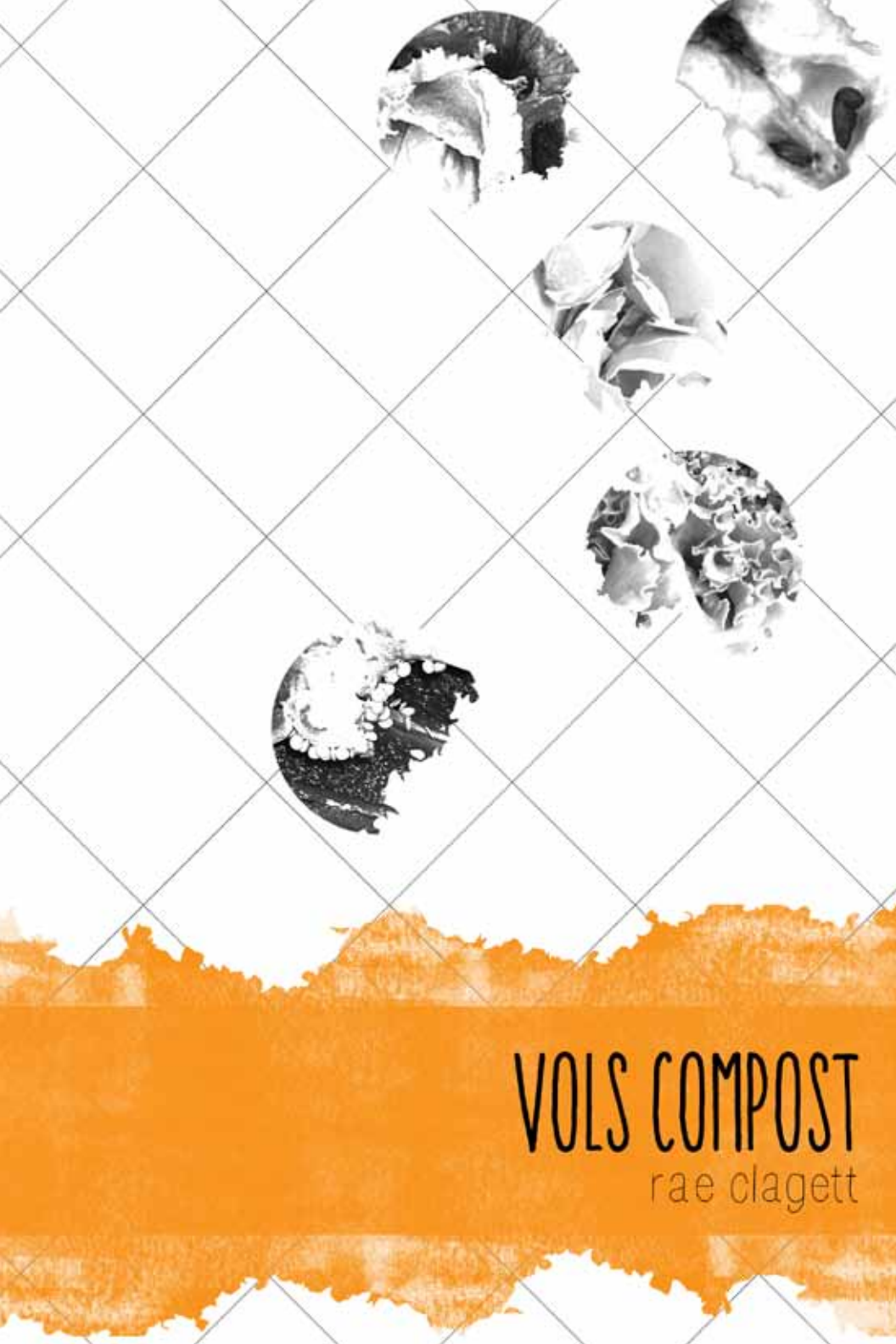
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VOLS COMPOST

rae clagett



LET'S GET STARTED!

THESIS BRAINSTORMING

Top 5 Ideas:

- Food Waste... we buy too much and end up with all this food waste. How can I prevent over-buying?
- Get to know neighbors... living in an apartment building, I have tons of neighbors, but I don't know hardly any of them! How can I get people to break out of their comfort zone and get to know neighbors?
- Picky Eaters... why are so many Americans picky eaters? Does it have to do with parenting?
- Table Manners... in other cultures table manners are very important, but it feels like it's not a priority for Americans. Why not? How can we educate better?
- American narrow mindedness when it comes to other cultures... we're so closed off in our mind set sometimes. Why? How can this change?

IDEA PRESENTATION

So I'm most interested by the idea of food waste...

When I presented my idea to the class, it started a discussion about different ideas and advancements in technology to help reduce food waste.

Zane said there's a new refrigerator that will warn you when something is about to go bad! It also gives you recipe ideas based on what foods you have in there.

Also, apparently at some stores now, they print recipe ideas on your receipt based on the foods that you buy.

Maybe food waste is more of a cultural issue in America. We expect everything to be in stock all year round.

Could there be a sticker system for produce in stores that would help buyers to be aware of the quantity that they're buying and also how long the product stays fresh?



How do consumers *interact* with produce displays in stores? Could I approach the food waste issue in the context of the interaction between produce displays and the buyers?

I need to narrow it down to a specific audience. Maybe college students? ..since that is an audience that I can relate with.

What would I actually do to prevent food waste personally?

Get specific. Maybe I need to address only the issue of wasting produce, or even just fruits. This needs to be something that is manageable within this semester.

What is my goal? Specifically? Am I going to talk about finances? Saving money by only buying what you need?

Think about eating seasonally.

Maybe take a poll with my friends on Facebook asking what the top 3 most wasted food items are. Or maybe top 5? Or most wasted fruits? Vegetables?

MY FIRST STAB AT MY PROJECT BRIEF

Observation

Many college students waste food by not using it all before it goes bad.

Argument

By educating college students about alternative uses for excess produce (such as canning, freezing, and composting), the food waste problem will be reduced.

Research?

- More food goes to the landfills and the incinerators than any other material in municipal solid waste. Only 4% of 36 million tons of food waste was used for composting in 2011. -www.epa.gov
- SecondBite is a successful program in Australia that redistributes excess fresh food to those who are in need. During the 2012 calendar year, 2.5 million kilograms of fresh food received by food agencies through SecondBite were used to support community food programs. -secondbite.org -2012 summary report
- The U.S. Department of Agriculture

(USDA) and the U.S. Environmental Protection Agency (EPA) launched the U.S. Food Waste Challenge in June of 2013 challenging the country to reduce food waste, recover wholesome food for human consumption, and recycle the discards to other uses including animal feed, composting, and for energy generation uses. This is a very new program, so their success is yet to be determined, but there is no incentive for joining so I am curious to see. -www.usda.gov

Audience

College students

Audience value

Contribute to more economical food usage on a large scale and a personal scale as well as increasing cost effectiveness.

Outcome?

To change (behavior)

What expert have/will you be speaking with + why + when?

-UT sports nutritionist, Pam Bartz is responsible for educating student athletes about buying fresh produce and she could have some really good insight about efficient usage of the produce as well. Mid-late February might be the best time to speak with her.

-Margot Reisner, a spokesperson for Skidmore College. They recently went through the research phases of starting up a composting system for their school. Mid-late February.

-If I can, I may also speak with someone from Hello Compost or SecondBite to see how they spread awareness and encouraged participation from their communities.

Precedents

-Many colleges are setting up pretty successful large scale composting systems for their dining halls. (Knox College, Ithaca College, Penn State)

-Hello Compost is a service that enables the exchange of food for food waste in

low-income communities. They piloted in Fall of 2013 with select communities in NYC with the help of their partner Project EATS.

-There are plenty of places online where there are tips to prolonging the life of your fresh produce

What this project is not

A large scale solution to solve America's food waste problems

Anticipated form

✧ Possibly a plan for launching a sort of composting system for UT.
Maybe something smaller, like a clear, condensed informational guide to help college students be aware of shelf lives for produce.

Deliverables

-Packaging, logo, product to help college students use fresh produce efficiently

-Identity for awareness campaign about food waste?

PROJECT BRIEF FEEDBACK

- Maybe I need to narrow my audience down to off-campus students only
- There's always the problem that college students wouldn't be willing to put in the effort to change...
- Focusing on the environmental reasons to compost may not be very motivating for my audience
- Maybe I could do a sort of program for freshmen that could be incorporated into freshmen orientation. This might be a good option to help get RA's involved in educating
- Maybe composting could be a part of sorority philanthropy work
- ★ -What is UT already doing?
- Can I focus on community composting?
- Where would the funding come from?
- What is the context in which people will be experiencing my project?
- Make sure that I'm specific about my audience being UT students



GUESS WHAT!!!

UT ALREADY HAS A COMPOSTING PROGRAM!

...SO THAT CHANGES THINGS...

LET'S REVISE THAT PROJECT BRIEF

Observation

The composting program on UT's campus is not well known to the students, making it less effective as a program and as an educational opportunity.

Argument

By educating UT students about the composting program and about the issue of food waste, student involvement will increase and food waste will decrease.

Research?

- More food goes to the landfills and the incinerators than any other material in municipal solid waste. Only 4% of 36 million tons of food waste was used for composting in 2011. -www.epa.gov
- SecondBite is a successful program in Australia that redistributes excess fresh food to those who are in need. During the 2012 calendar year, 2.5 million kilograms of fresh food received by food agencies through SecondBite were used to support community food programs. -secondbite.org -2012 summary report

-The U.S. Department of Agriculture (USDA) and the U.S. Environmental Protection Agency (EPA) launched the U.S. Food Waste Challenge in June of 2013 challenging the country to reduce food waste, recover wholesome food for human consumption, and recycle the discards to other uses including animal feed, composting, and for energy generation uses. This is a very new program, so their success is yet to be determined, but there is no incentive for joining so I am curious to see. -www.usda.gov

Audience

UT students

Audience value

Empowering students to use food more economically on a large scale and a personal scale as well as increasing the publicity of the food waste issues we face.

Outcome

To increase (involvement)

What expert have/will you be speaking with + why + when?

- Jay Price, the sponsor for the UT composting program. Within the next week or so.
- Margot Reisner, a spokesperson for Skidmore College. They recently went through the research phases of starting up a composting system for their school. Mid February.
- May also speak with someone from Hello Compost or SecondBite to see how they spread awareness and encouraged participation from the community.

Precedents

- Many colleges are setting up pretty successful, large scale composting systems for their dining halls. (Knox College, Ithaca College, Penn State)
- Hello Compost is a service that enables the exchange of food for food waste in low-income communities. They piloted in Fall of 2013 with select communities in NYC with the help of their partner

Project EATS.

- Though there are many large programs for composting, there are few programs with clear branding.

What this project is not

- A large scale solution to solve America's food waste problems
- I am not trying to start a new program for composting on UT's campus.

Anticipated form

A clear brand for UT's composting program. Materials to spread awareness and increase education about composting for UT's students.

Deliverables

Identity for awareness campaign about food waste and composting

INTERVIEWING MARY NELL

I need to interview a friend to get some insight on how to move forward. So I chose to talk to Mary Nell... Here is a look at what we talked about!

...

Me

Did you know that UT actually has a composting system for on-campus dining halls and apartment style dorms?

Mary Nell

I had no idea!

Me

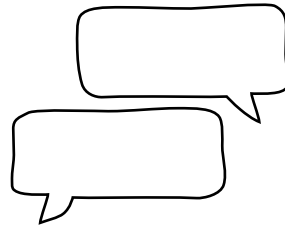
It's true!

Mary Nell

how do you do that?

Me

The system for apartment style dorms is a small box that residents can put their compost materials into. The box can be stored in the freezer until it's full. Then it can be taken down to a bin usually right outside the dorm



Mary Nell

that's awesome! where can you sign up and stuff?

Me

That's a great question.. From what I understand, residents are given the boxes when they move in. Unfortunately, there hasn't been much success in collecting compost from the dorms. I think this is because the system isn't kept up well, among other issues

Mary Nell

Yeah, I would agree. I have lived on campus for two years, and didn't know about it. They could probably do better with communicating about it

Me

Haha! And thaaat is exactly what my thesis project is about. I want to create a brand and almost an awareness campaign

Mary Nell

That would be a good idea!! Do you know how you are going to do that?

Me

I will make a logo for the program and a

series of promotional materials like posters, flyers, maybe things like banners, stickers, and magnets

Mary Nell

yeah, that will be good. I really think that paper advertisements are still really effective. Even with modern technology, I think you need both to get the word out. Paper catches people's eyes. Especially appealing and aesthetic advertisements. Which I am sure you will be great at creating

Me

Once the compost is collected, it is then turned into fertile soil at UT's composting facility. Then it is used for UT's organic farms to fertilize the crops. It is sometimes used as topsoil on campus, or even sometimes on the body farm. Knowing this, does it make you want to compost any more or less?

Mary Nell

Umm... I guess more. Not less. It is nice knowing where it is going. I am not extremely passionate about either of those causes, though I think they are good

things, therefore I am not as attached or motivated to help, but still would if it was that easy.

Me

Did you know that over 36 million tons of food waste reach landfills each year in the United States? Only about 4% of food waste is diverted from landfills for composting. Does this make you want to compost more or less?

Mary Nell

That is a shocking number! So more.

Me

Do you have a meal plan this year?

Mary Nell

yes I do. But it is too much and I don't use all of it

Me

Would it motivate you to compost more or less if you knew that the compost collected and used in UT's organic farms fertilizes produce that is used in UT's dining facilities?

...



WHAT I LEARNED...


- It's true! No one knows about the composting program
- It would be very difficult to get college students to change their routine and put in extra effort to compost... that's my biggest problem
- Some things that I thought would be good motivators really aren't
- Probably the best motivator would be the fact that it comes full circle. That composting can contribute to organic produce being served in the dining halls. So maybe it would be a better idea to focus only on UT students that have meal plans.
- I need to learn the specifics of how UT composts, because I don't know the answers to all of her questions
- How will I be able to solve these problems visually through an awareness campaign?
- Is the problem the lack of awareness? or a faulty composting system?

IDEA PRESENTATION

Next I presented my progress to the class. Here are the main points of my presentation

-The last time I presented, I had to decide between doing a campaign for the UT Composting program, or working on the mechanics of the composting program. I decided to go with the campaign route.

-After having my conversation with Mary Nell, I realized that one of the things that hits home the most with students is the fact that the compost collected helps to fertilize UT's organic crops which UT then harvests and serves in the dining halls. This applies most directly to students with meal plans. So I am narrowing my audience to students with a meal plan.

-I realized that what I'm most passionate about with this project isn't necessarily increasing student involvement in the program, but rather praising the university for their green efforts and giving students a reason to be proud of their university. So my intended outcome is now to increase rapport with the university. 

-So what are the existing elements to the UT Composting brand?

The website is very informational, but not very inspirational. They do use the "Make Orange Green" slogan, which I like.

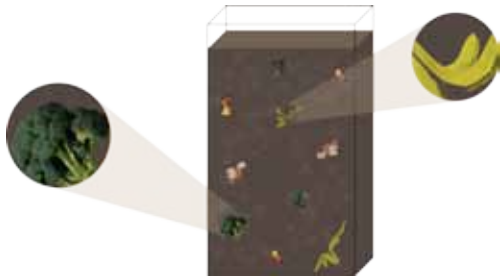


-To get more detailed information about the ins and outs of the program, I will be meeting with Jay Price tomorrow. This meeting will be a very important step in the development of my project.

-There are a few precedents that I have found in my research. An animation by AllaKinda, a poster done by Charles Loomis Chariss McAfee Architects, a poster done for Bristol City Council, and an installation at the University of Toronto.



-I want to do an installation in the dining halls. I want to do a composting container that allows you to watch as food items decompose. I envision the display having magnification spots so that you can examine the decomposition process up close. One of the challenges for this display is that I need to figure out how this can connect seamlessly with my print components, making them both clear parts of the brand.



-So, back to my deliverables.. I definitely want to come out with clear branding for UT's composting program. I also want to have a set of informational posters informing the students about their University's efforts. I would also like to do some magnets that students can use on their refrigerators so that

whenever they are getting food out, they are reminded about food waste issues.

-For my print components, I have been sketching ideas for the branding, and I have pursued watercolor techniques.

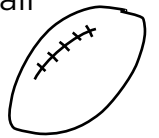


INTERVIEWING JAY AND BEA

I sat down with Jay Price, the UT Recycling Manager, and Bea Ross, the Outreach Coordinator. I asked them all sorts of questions about how the composting program works. Here are my notes!

- PCB is zero waste
- Creative Communications made the slogan "Make Orange Green" and it covers all sustainability
- They need consistency with their labels and containers
- They collect food waste as well as paper towel waste to use for compost
- They have funding and resources to get signs, stickers, etc. printed
- Morrill has front of house composting, but that doesn't work in PCB, because people throw silverware in
- I need to contact Aramark to ask about installing the display (Mary Leslie Patterson)

- It would be nice to focus on encouraging portion control
- The student workers collect the food waste and swap empty bins for the full bins. They weigh the waste and dump it at the composting site. Then they wash out the bins
- They do some composting at football games
- For 7 home football games, they collected 18,142 lbs of food waste
- They are aiming to zero waste Neyland Stadium
- Composting goes full circle on campus
- The compost has to be used on campus. It is used on the organic farm, in flower beds, and for Project VEGGIE
- UT placed first in the SEC for the Game Day Recycling Challenge in the organics category
- Collect 13 tons of food waste per month
- Would like to offset \$10,000 landscaping cost of mulch on campus with compost



INTERVIEWING JACOB AND CHARITY

Next on my list to talk to was Jacob Schneider and Charity Reeder, who are both employees of Aramark. Aramark is the company that supplies all of the food and runs the dining halls. I asked them questions about the display and I took lots of pictures of the space that I had to work with

-Other universities have done similar campaigns to raise awareness and to educate. One school did a “Weigh the Waste” campaign to show how much is wasted in one week. They used a big thermometer as a visual representation of the waste. The staff would weigh the waste and bump up the thermometer level every day.



-There was a “Dim the Lights” campaign that encouraged students to be more conscious of the energy that they use. For this campaign, the staff dimmed or turned off all the lights in the dining hall and put up signs and posters explaining

the purpose of the Dim the Lights campaign. This was a good campaign because it really caught the attention of the students. It wasn't something that they could ignore.



-Think about setting a goal for the students to work for. This can help to motivate students to think about portion control and to give students a specific goal to work for.

-If I want to do a display with organic material or flowers or anything, then I would need to do that outside of the actual dining hall. There are food safety codes that would make an organic display difficult.

-There is no problem with putting up a non-organic display in the dining hall though

-They would like students to think more about portion control

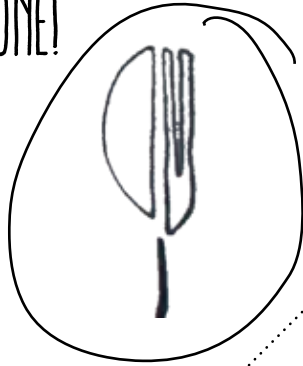
LOGO BRAINSTORMING AND INITIAL SKETCHES

After talking to Jay and Bea, I sketched out all of my logo ideas.

This is the current logo that they're using here and there for awareness. It has too playful of a tone, it doesn't stand out from competitors, and it is too complex.



THIS IS THE ONE!



Make
orange
Green



Make
orange
Green



**MAKE
ORANGE
GREEN**

DISPLAY BRAINSTORMING



Inspiration:
Felt wall art,
3-dimensional



This is the space I want to use...
right next to the food return



WALL COVERED IN FOLDED PAPER

Students will literally be able to make orange green when they fold the corners of the paper out to reveal the green inside. The posters will act as instructions, and also a reveal of the logo and slogan. Inside of the folds there could be printed logos or stickers or something

MIDTERM PRESENTATION

-For my thesis project I have chosen to work with the UT composting program to make it the most effective that it can be.

-Did you know that we beat Alabama this year? As a part of the Game Day Challenge competition, we placed first in the SEC for the most sustainable school in the organics category.

-GameDay Challenge is a competition between schools to encourage sustainability at football games. UT placed 1st in the SEC for the most organics per capita diverted from landfills. But did you even know that UT had a composting program?

-The composting program is not well known to the students. No one has the opportunity to be proud of their school for their contribution to sustainability. UT's composting program diverts 160 tons of food waste from landfills each year, that's 13 tons per month! Those numbers do not include football games. Aiming to zero-waste Neyland stadium. And as it is, we already collect over 1 ton of food waste per game.



-So 13 tons per month on a regular basis, that's the same weight as 477 Smokeys! Every month!



-The majority of the food waste collected through the program on a day to day basis comes from Presidential Cafeteria. The staff collects the waste behind the scenes. It is collected and deposited at the composting site by the Office of Sustainability.

-The composting program at UT is doing big things on campus, yet the students have little to no awareness about it. My argument is that by educating students about the program and its benefits through branding and an awareness campaign, we would instill student pride and encourage participation in more sustainable behavior. This project intends to raise awareness about the program and its successes in the context of the dining halls. So my target audience is students with a meal plan. I'm focusing on the dining halls because this is where most of the composting happens.

-So in order to get this project rolling, I had to first do a lot of research into the program to see how it works and what I have already to work with. I spoke with 3 people who have different roles in the composting program and 2 people with different roles in Aramark.

-On the main information page for the composting program on UT's website, you can see that we already have a bit of a slogan going on, but still, no clear brand.

-They have a little bit of signage, but it still doesn't fit a consistent image or represent the program well. Some of the issues that we saw with the logo are also issues here.

-This is the stylized version of the new logo. The mark is much more clear, concise and readable. It is much more balanced and sophisticated. And it stands out from what has already been done.



-I did a photographic version as well. But here is a particular area where I would love some feedback. I would like to know if you think I've taken it far enough to avoid copyright issues, or if you would advise that I stay away from a photographic style.

-I also made a small infographic that can be inserted into the napkin dispensers to help raise awareness.



-So, if nothing else, I want students to come away with basic knowledge about the composting program and an appreciation of UT's efforts to be a more sustainable campus. My hope is that my project will act as a sort of investment for future students. Maybe the freshmen now will be more willing to participate in apartment-style composting in the future.



PRESENTATION REFLECTION

- You want to limit yourself to 3 minutes talking about your observation and argument
- A hands on experience will be important
- Put fun facts in the display flaps
- There is a disconnect in the visual styles of the logo, infographic, and display... get rid of the infographic
- They respond better to the flat version of the logo
- Get rid of the dot
- Rethink the wording of the logo
- Redo the typography of the logo, it doesn't fit the organic style of the image
- The scale of the logo and type is off
- The illustrations on the infographic should fall into the same visual category as the logo
- You could take this further to be a campaign involving athletics and using the jumbotron
- Make a styleguide for the logo

LOGO REVISIONS

- Redo type
- No photographic version
- No dot
- Reword it



VOLS COMPOST



VOLS COMPOST

- Much more clear and readable
- More balanced
- Brings a sense of duality
- Has an organic feel to it
- Stands out from competition:

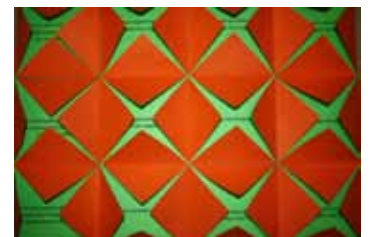


FINAL LOGO!

DISPLAY REVISIONS



- Use the color logo
- Add an explanation of what Make Orange Green means
- Put facts inside of paper fold outs
- Use the updated logo
- Change font to fit logo
- Incorporate smokey grey



FINAL DISPLAY!

STATIONARY PACKAGE DESIGN



FIRST TRY...

- Green color block is weird
- Business card works the best here
- Continue to play with duality of logo
- Text feels forced
- Scale issues



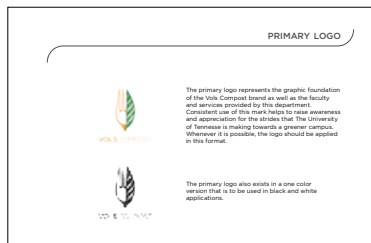
FINAL DESIGN!



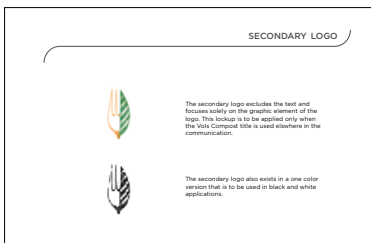
STYLEGUIDE DESIGN



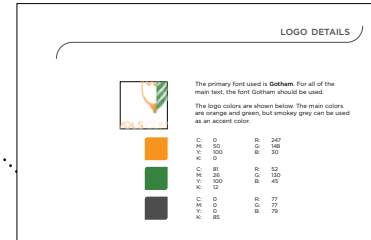
Cover page



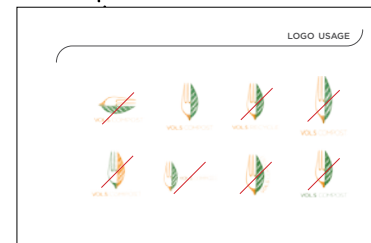
Primary logo details



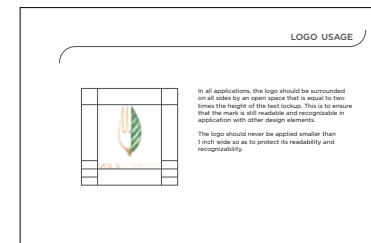
Secondary logo details



Font and color details



The Do's and Dont's



Buffer zone details

FINAL PRESENTATION

-Did you know that UT beat Alabama this year? The GameDay Challenge is a competition between schools to encourage sustainability at football games. As a part of this competition, UT placed first in the SEC for the most sustainable school in the organics category. The sad thing is that most students are not even aware that UT has a composting program!



-No one has the opportunity to be proud of their school for their contribution to sustainability. UT's composting program diverts 160 tons of food waste from landfills each year that's 13 tons per month. Those numbers do not include football games. Aiming to zero-waste Neyland stadium. And as it is, we already collect over 1 ton of food waste per game.

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-The composting program at UT is doing big things on campus, yet the students have little to no awareness about it. My argument is that by educating students about the program and its benefits through branding and an awareness campaign, we would instill student pride and encourage participation in more sustainable behavior. This project intends to raise awareness about the program and its successes in the context of the dining halls. So my target audience is students with a meal plan. I'm focusing on the dining halls because this is where most of the composting happens.

-So in order to get this project rolling, I had to first do a lot of research into the program to see how it works and what I have already to work with. I spoke with 3 people who have different roles in the

composting program and 2 people with different roles in Aramark.

-On the main information page for the composting program on UT's website, you can see that we already have a bit of a slogan going on, but still, no clear brand.

-This is the current logo that they have been using. It has only been used sporadically to raise awareness and it is not used to complete a full brand. There are several issues, it doesn't stand out against competition, the tone is too playful, and it is a little too complex.



-They have a little bit of signage, but it still doesn't fit a consistent image or represent the program well. Some of the issues that we saw with the logo are also issues here.

-So here is what I have done to revamp the Vols Compost logo. The mark is much

more clear, concise and readable. It is much more balanced and sophisticated. This logo has a sense of duality to it. I played with varying line widths to give it an organic quality, reflecting what it represents. The type is clean and in keeping with UT's branding system. And it stands out from what has already been done.



-I have created a stationary set to go with the new logo. The set includes a letterhead, envelope, and a business card. You can see how the duality of the logo plays into the design of the stationary.



-I have also created a small styleguide to instruct the designers who will be working with this brand in the future how to use the logo properly.



-A major part of my project revolves around a display, or a sort of logo reveal that will be put up in the Presidential dining hall. So this is the space that I will be using for my display. I wanted to create something with a very tactile quality. It needed to be interactive so as to stand out from the normal clutter of advertisements and posters that we see.

-So I came up with this idea of a wall of folded paper where you can reveal facts about Vols Compost by literally making orange green - folding the orange flap to reveal the green underneath. The display is in keeping with the duality of the logo design. I love the amount of texture that the display has. I think that relates

wonderfully to the idea of organics and composting.

-So here is what the wall will look like once the display is in place. The display is set to be put up in Presidential Cafeteria on August 20th, which is the first day of classes in the Fall.



-So, if nothing else, I want students to come away with basic knowledge about the composting program and an appreciation of UT's efforts to be a more sustainable campus. My hope is that my project will act as a sort of investment for future students. Maybe the freshmen now will be more willing to participate in apartment-style composting in the future.



PRESENTATION REFLECTION

- There were concerns about the materials durability for the display
- Maybe add a QR code on the display poster so that you can link directly to the website
- Make sure to incorporate facts about the danger of not composting into the text part of the display
- Also make sure to have facts about how the compost is used in the display
- Provide a link to get more information on how to compost at home
- Is there a composting day?
- Profession approach to the logo
- Make sure to get all pricing together so that the costs can be covered by the Office of Sustainability
- Overall good job, very thorough
- Moving forward, I just need to turn in the files to Jay and Bea. I need to create the display and give it to them so they can install it in the Fall

FINAL PROJECT BRIEF

Abstract

The composting program at UT is doing big things on campus, yet the student population has little to no awareness of its existence. Educating students about the program and its benefits would instill student pride and encourage participation in sustainable behavior. This project intends to raise awareness about the program and its successes in the context of the dining halls.

Project Description

Food waste in America is a substantial issue contributing to environmental, social, and economic issues. UT has taken substantial strides towards a cleaner, greener campus by incorporating a composting program into their dining facilities and apartment style housing. Yet the students cannot appreciate their university's contribution to a greener environment because most are unaware of the university's efforts and successes. Students are also losing the opportunity to get more involved in the composting efforts because of the lack of communication and awareness

about the program. A huge reserve of potential participants are left untapped due to the poor communication. As a part of the Game Day Challenge, UT won as the most sustainable school in the organics category in the SEC. UT's composting program diverts 160 tons of food waste from landfills each year, that's 13 tons per month, but these accomplishments are not being properly celebrated. Branding and an awareness campaign for the composting program can substantially increase pride in a school's sustainable behavior as well as provide education about the food waste issues that our country faces in supplying students with a clear understanding of the program and its benefits. The potential participants in apartment style housing will hopefully want to get involved in the program while living on campus, and possibly even continue their composting efforts on their own after moving off campus. In addition to branding, an interactive display will be made to serve as an awareness campaign. It will reveal the

logo and educate students in the Presidential dining hall about the composting program and its successes.

Observation

UT students have little to no awareness of the composting program and its successes.

Argument

Without a branding campaign for their composting program, UT is losing the opportunity to raise awareness and participation in the program.

Research?

- More food goes to the landfills and the incinerators than any other material in municipal solid waste. Only 4% of 36 million tons of food waste was used for composting in 2011. -www.epa.gov
- SecondBite is a program in Australia that redistributes excess fresh food to those who are in need. During 2012, 2.5 million kilograms of fresh food were used through SecondBite to support community food programs.
-secondbite.org -2012 summary report

- The U.S. Department of Agriculture (USDA) and the U.S. Environmental Protection Agency (EPA) launched the U.S. Food Waste Challenge in June of 2013 challenging the country to reduce food waste, recover wholesome food for human consumption, and recycle the discards to other uses including animal feed, composting, and for energy generation uses. This is a very new program, so their success is yet to be determined, but there is no incentive for joining so I am curious to see.
-www.usda.gov

Audience

UT students with meal plans

Audience value

Empowering students to use food more economically on a large scale and a personal scale as well as increasing the publicity of the food waste issues we face.

Outcome

To educate

Definition of key terms

- Rapport: a relation or a connection that is especially harmonious
- Food Waste: food material that is discarded or unable to be used

What expert have/will you be speaking with + why + when?

- Jay Price, the environmental coordinator for the UT composting program. He provided insight about the inner workings of the composting program and its successes.
- Bea Ross, the outreach coordinator for the UT composting program. She provided insight about past successes and failures in an attempts to raise awareness and participation in the program.
- Keith, one of the student workers for the UT composting program. He facilitated a tour around the composting sites and gave information about the process of composting from start to finish.
- Charity Reeder, Aramark employee that will be able to answer questions about

how produce is used in the dining halls. She gave insight on successful past awareness campaigns for sustainable practices done at other schools as well as information on the possibilities and limitations of a display for the dining hall.

- Jacob Schneider, Aramark employee that will be able to answer questions about how produce is used in the dining halls. He provided information on the possibilities and limitations of a display for the dining hall.

Precedents

- Many colleges are setting up pretty successful, large scale composting systems for their dining halls. (Knox College, Ithaca College, Penn State)
- Hello Compost is a service that enables the exchange of food for food waste in low-income communities. They piloted in Fall of 2013 with select communities in NYC with the help of their partner Project EATS.

- Though there are many large programs for composting, there are few programs with clear branding.

What this project is not

- A large scale solution to solve America's food waste problems
- I am not trying to start a new program for composting on UT's campus.

Form

A branding and awareness campaign with multiple components.

Deliverables

- A logo and stationary package for UT's composting program.
- Styleguide to detail brand usage in future campaigns
- Print materials to spread awareness and increase education about composting for UT's students.
- A large scale display for the logo reveal and to raise awareness.

PHEW... THAT WAS A LOT



CONCLUSION

- I've learned a lot about ideating through this project. We spent a lot of time conceptualizing our thesis so I had to learn how to verbalize my ideas and put them down on paper
- The presentation portion of this project really pushed me. I had to learn how to make an audience believe in the importance of my work and support it.
- I also learned a lot about continuing to revise and push my concept. Since this project was a semester long, I had to continue revising the whole way through, even when I wanted to be done with it.
- I think I was able to get a clear direction fairly early on, and I think I was really able to make the things in my abstract come to fruition.
- I learned a lot about communicating with clients as well. I had to speak with several different people to complete my project. I had to keep them informed and updated on my progress.
- This was also a test of endurance! I had to be so self motivated and push through senioritis.



FURTHER DIRECTIONS

- If I had more time to continue working on this, I would be able to expand the awareness campaign. I would want to involve athletics into the process. If I had the resources, I would love to do an animation or some sort of video that could be played on the jumbotron during football games.
- I would be able to create many more print components to compliment the brand and to spread awareness.
- Eventually, I think it would be awesome to have the logo put on the trucks that carry the compost around.
- There is also a need for updated signage to go on waste bins. This is something that I would be able to do if given the time.
- Volunteers are something that they're always looking for. So I could do a portion of the campaign to encourage people to volunteer with the Office of Sustainability.

ANNOTATED BIBLIOGRAPHY

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<http://www.annekyyroquinn.com> Web. 30 Jan. 2014
Felt wall art used as inspiration.

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Provided research about successful programs doing community composting.

Ithaca College

<http://www.ithaca.edu> Web 9 Jan. 2014
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New York University

www.nyu.edu Web 5 Feb. 2014
Logo used as reference.

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