

DELIVER ZERO

Muses x MET Strategy Group
Final Deliverable



AGENDA

- Phase 0
- Phase 1
- Phase 2
- Phase 3
- Final Questions + Wrap-up

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Phase 0

Kickoff and Background

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Assets for Ambassadorship

Selection Criteria

- Environmental Commitment
- Communication skills
- Time commitments/availability

Used application questions to gauge eligibility

Distribution Efforts:

- Written Outreach Materials distributed on Slack channels/study groups
- Graphics uploaded on Instagram account
- Flyers hung around campus

20 ambassador signups --> sent emails and follow-ups to sign up on DeliverZero

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Survey & Petition

- Survey designed to assess students' current information on the problem, and willingness to take future action
- 156 survey & petition responses with email addresses!
- Gauging how much students value the option of having reusable takeout containers
- Positive reception by students overall, agreement with initiative
- Will discuss specifics of results in Phase 1



Phase 1

Initial Outreach and Market Research

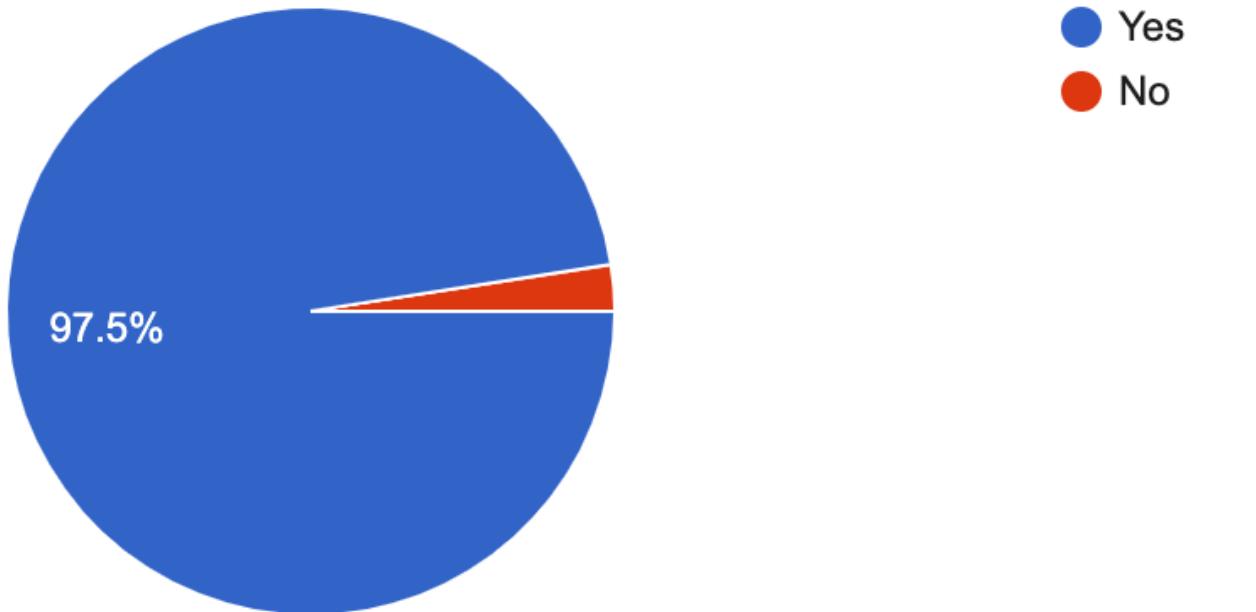
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Raw Survey Data

Would you like local restaurants to offer takeout and delivery in **eco-friendly, returnable, reusable packaging?**



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Raw Survey Data

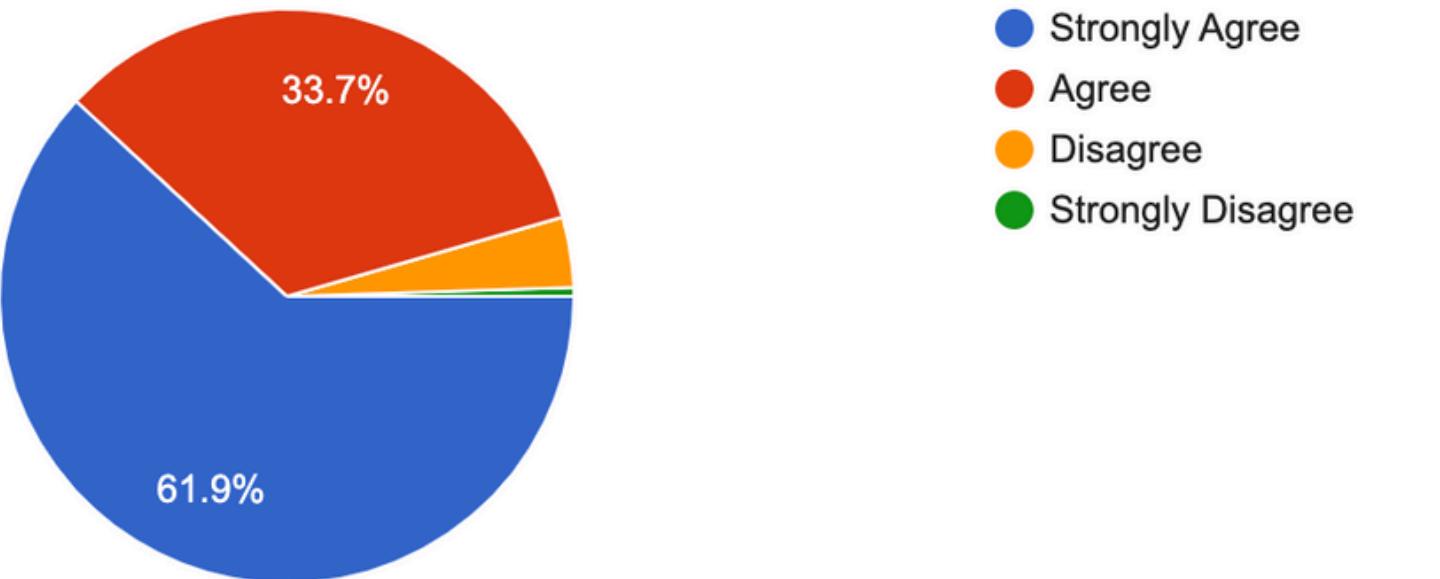


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Raw Survey Data

If a food container is labeled **compostable**, I consider it sufficiently environmentally sustainable



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Raw Survey Data

Tuesday, April 23rd is No Takeout Tuesday! By checking this box, I will not order takeout on 4/23. If you do NOT affirm, please describe why in the "Other"





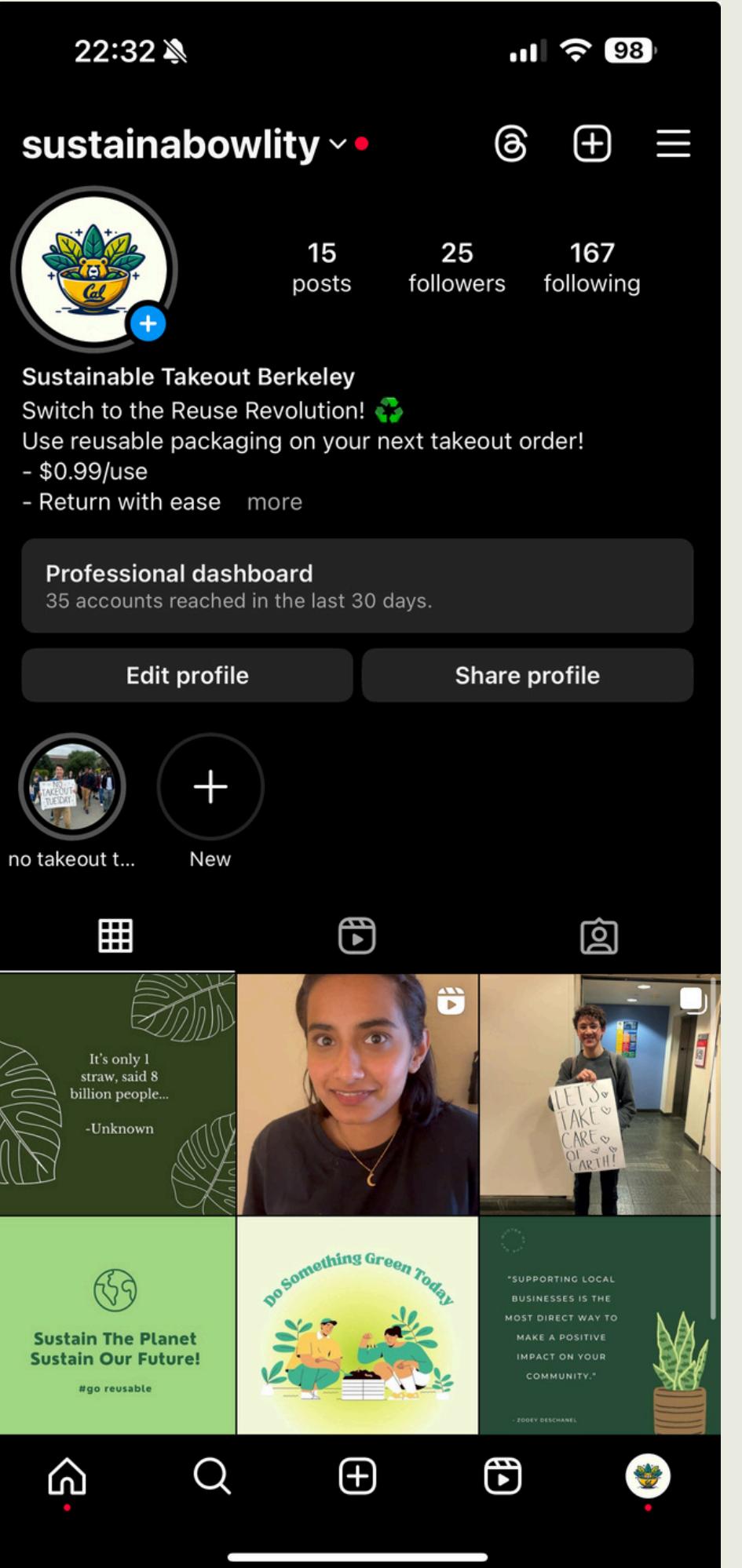
Social Media

Instagram: @sustainabowlity

Content

- Sustainability-Related Quotes
- Event pictures/recaps
- Highlights and stories
- Specific insights in phase 2

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Phase 2

Demonstration & Content Creation

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Social Media Summaries

- Profile reached 35 new accounts through Explore Page in the past month
- Posts reached 59 accounts, 20 of which were non-followers
- Top-most forms of engagement
 - Fun story posts
 - Real-time pictures from 4/20 and the glade



Articles Update

- Article 1 written and edited
- Reached out to the contact provided by Pete with no response

Strategy Group's term has come to an end, so Muses will be taking forward the following:

- DailyCal interview for Pete or another DZ member
- DailyCal opinion piece by a student on personal relationship with the convenience of takeout, and the guilt of sustainable lack
- Mahika will reach out individually about this!



No-Takeout Tuesday

- Photo footage collected
- Event Summary:
 - 54 attendees
 - Pre-Event: All food arrived on time and fun poster-making activity
 - Positive reception of DeliverZero containers, but challenging return process
 - Walked around Northside restaurants and the campus, offered free slices of pizza for anybody who will participate in the event
 - Additional survey + petition responses garnered through the above activity
 - Overall, positive reception of event and significance

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No-Takeout Tuesday



Phase 3

Awareness Event and Introduction
of DeliverZero

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4/20 Awareness Event

- Tabling at the glade and spreading the movement
- DJ set with music to attract more audiences
- Offered free snacks to anybody coming to the table as incentive
- Photo-Op opportunities with catchy posters
- Circulated survey, petition, and ambassador form
- Increased awareness of DeliverZero, promoted No-Takeout Tuesday
- Again, positive reception of movement!



4/20 Awareness Event



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Project Journey

- Key Insights from Phases
 - Phases 0 & 1:
 - Students value sustainability-related initiatives at UC Berkeley
 - Abundance of small, local restaurants that would be receptive to DeliverZero/reusable takeout containers
 - These restaurants are staffed by students and align with their values of environmental consciousness, and activation
 - Recommendation: Have ambassadors target students- favorite cafes and restaurants that maintain political stances and openly express activist opinions (eg: Free Speech Movement Cafe, 1951 Coffee Company)



Project Journey

- Key Insights from Phases
 - Phases 2 & 3:
 - At schools like Berkeley, micro-movements that promote sustainability have a great reception
 - Take a protest format next time, with students expressing their need for sustainable takeout with more urgency (protest, occupying a restaurant space, etc.)
 - Recommendation: Continue maintaining the Instagram page, regularly uploading sustainable facts, information on upcoming protests and reviews afterwards, students' personal stories



Recommendations moving forward

- No Takeout Tuesday per semester/year where students across universities only order from sustainable locations (Case Studies: National Bike to Work Day, National Skip the Straw Day)
- This event can take place close to pre-existing environmental holidays (like 4/20!, Earth Day) to group similar sentiments into an activity-filled week for the students
- Create a registration website for several students/related to pledge the event together
- Targeting several schools together through local mailers, flyers, social media campaigns, tabling, student-press activations, and local press activations to come together on the same day for NTT. Partnering with 1 club/school to take on in-person activities there
- Starting with environmentally-aware areas to reduce information gap (California!)



Thank you!

