



OZZI ENHANCEMENT

Humboldt Energy Independence Fund

ABSTRACT

This Idea paper purposes that Humboldt Energy Independence Fund enhance the current HSU's OZZI system through increasing the accessibility & usability, and the awareness to reduce the solid waste disposal at HSU.

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HEIF Idea Paper

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Graduation Date: May 2019

Purpose

This Idea paper purposes that Humboldt Energy Independence Fund enhance the current HSU's OZZI system through increasing the accessibility & usability, and the awareness. The OZZI program is installed on campus to help reduce the solid waste disposed. According to the 2017 Sustainability Tracking, Assessment and Rating System, Humboldt State University scored a 4.20 out of 8 in the Waste minimization and Diversion section. HSU's goal is to reduce solid waste disposal by 80 percent by 2020 and move to zero waste. Increasing the accessibility & usability, and the awareness of the OZZI container would help reduce the solid waste disposal.

Need

Currently the program operates on the consumer discretion, with the consumer asking for an OZZI container instead of a single use plate or bowl and using a token to exchange at the cashier to take the OZZI container. As a self-awareness of this system, I think this system can be enhanced to address the current problems with using the OZZI containers such as cumbersome coin, limited options on product, and dining employees do not remind that the OZZI containers can be used. This project would achieve some of the primary goals of HEIF such as publicizing the OZZI program and involve students in being sustainable on campus.

Possible Solutions and Outcomes

The following actions to increase the accessibility & usability, and awareness are examples that the Development teams can research to solve the current OZZI problems. Table 1 summarizes the estimated annual cost of each action with assumptions described in the description.

Example actions that could accessibility & usability include:

- Being able to use Student Identification card to rent the OZZI container
- Providing OZZI's coin holder with purchase of coin
- More selection of OZZI containers such as bowls, plates, utensils (Currently only the big container is an option at the Market place

Example actions that could increase awareness include:

- Negative consumer incentives such as a tax on single use products
- positive consumer incentives for using OZZI container such as free pizza with 10 uses, and etc.
- Training employees to ask or suggest OZZI container
- Positive Incentives for Dining employees

Table 1. Summary of Accessibility & Usability, and Awareness costs according to each action given the description of the action.

Accessibility & Usability		
Action	Description	Annual Cost estimate (\$)
Student Identification Card	Ability to rent OZZI Container with ID card by CBORD Gold or CBORD Odyssey Card	2,900
OZZI's coin holder	Token Holder Clips – Box of 250 for \$100, estimate need of 8000 per year	3,200
Increase selection of OZZI Containers	Include smaller containers, bowls, plates, mugs, utensils	5,000
Total \$USD		11,100
Awareness		
Negative Consumer Incentives	Consumer Tax on single use products	-
Positive Consumer Incentives	Consumer reward of \$2.50 for 3000 people	7,500
Dining Employee Training	1-hour Training for 500 Dining Employees	6,000
Positive Dining Employee Incentives	Dining employee reward of \$2.50 for 500 dining employees	1,250
Total \$USD		14,750