

GREENEST

My Unthinkable Project

My Goal:

My project goal is to convince all restaurants to use sustainable to-go containers. This may include: compostable/paper straws, compostable to-go boxes, recyclable bags to hold the boxes, compostable silverware and or allowing customers to bring their own containers to store their food.

My Campaign Poster:



Plan:

- I will create awareness through social media and having major companies advocate for my campaign. I will promote the company's sustainable products, if they promote my campaign. The poster itself will only contain the company name and the idea. However, when meeting with companies I will include the price of sustainable to-go containers, the amount of trash they will reduce, and how that will affect our environment. If companies cannot afford to switch to sustainable containers, I will encourage them to ask customers

to bring their own containers. Many places, such as Starbucks, already allows for customers to bring their own coffee cups.

- Once I find sponsors for my campaign, I will have sustainable product giveaways! Everyone who writes a letter to a restaurant and asks for 0 waste containers and posts their letter on social media with the hashtag #0togo will be entered in a drawing to win amazing sustainable prizes.

Future Me:

Since the take-off of my campaign, I have successfully transformed all local restaurants in Nashville to zero-waste to-go containers! In addition, I have four major fast-food companies to turn zero waste as well! Chipotle was the first major company to make the switch, followed by Taco Bell, then Pizza Hut, and finally Burger King. Because of my team's hard work and dedication, America's food related waste has dropped 32% while Nashville's food waste has dropped 64%. We will be meeting with Wendy's this upcoming week and McDonald's in the near future.

My Instagram Post:

