

FINAL REPORT



The Ulster County Tiffin Project aimed to increase community awareness about the impact of waste reduction and reuse and address pollution prevention by providing residents with reusable, stainless steel Tiffin containers through a series of special events and classes in July 2024.

PROJECT IMPACT



87
HOURS



17
EVENTS &
CLASSES



725
ATTENDEES

311 PEOPLE
PARTICIPATED IN THE
FULL LENGTH SEMINAR

414 PEOPLE PLAYED THE
INTERACTIVE GAME

Provided with their free, reusable tiffins, and with their new knowledge about how to use them safely and effectively, 725 participants were empowered to say no to single use disposables when dining on the go!



26 SOCIAL
MEDIA
IMAGES &
VIDEOS

... that were organic posts, sponsored targeted ads, or shared by our project partners on Facebook & Instagram!

REACH: 78,910

POST INTERACTIONS: 1,767

IMPRESSIONS: 30,546

In local print and digital news advertising, the campaign also reached an estimated:



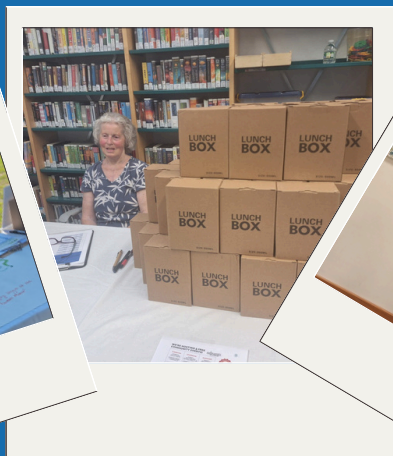
50,000+
PEOPLE

more than once!



134
UNIQUE
MEDIA
MATERIALS

... were created including project logos, webpages, event-specific media assets, presentations, fact sheets, magnets, surveys, window decals, surveys, advertisements, social media content, newsletters, and more! Project materials will be archived on our website ucrra.org/events-classes/tiffin-project/



SURVEY RESULTS



Workshop participants completed a pre-class and post-class survey to measure the program's effectiveness at motivating participants to adopt the pollution prevention strategies.



266
SURVEY
RESPONSES
REVIEWED



90-95% of people reported the class had a high or significantly high impact in making them more aware and knowledgeable about the pollution prevention issues we shared, a 50% overall increase after taking the class.

Consistently, respondents reported that their motivation towards actively reducing waste more often in their daily life increased significantly.

Motivation to "use reusable containers while at home", often or always, **increased from 87% to 97%**. Motivation to "use other reusables like bottles and bags" often or always, **increased from 74% to 89%**. Motivation to "pick up litter that is not yours" **increased from 35% to 71%**

"I pledge to be a **Tiffin Trailblazer** by using my tiffin for dine-in leftovers, and always with cleanliness and best practices in mind. By doing so, I commit to reducing single-use disposables, conserving resources, being a sustainability champion, and teaching others about reuse solutions with kindness."

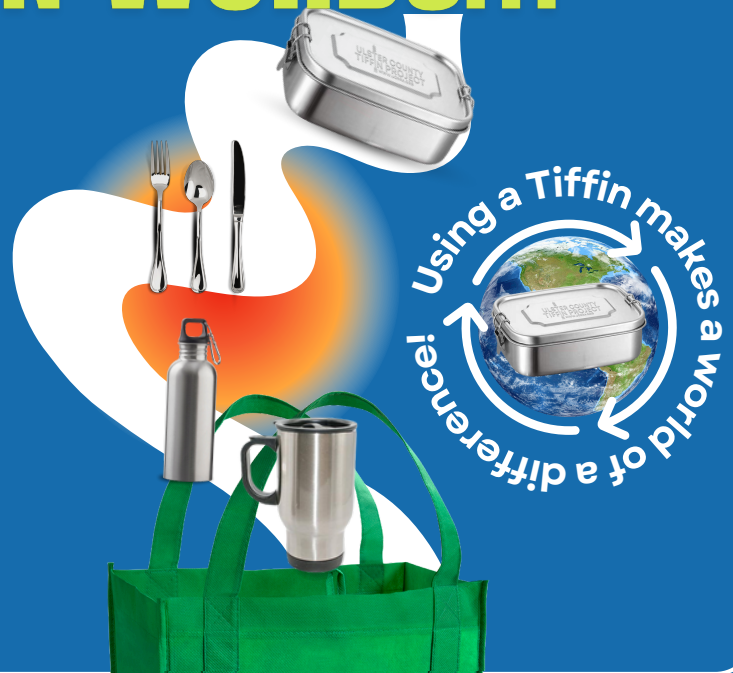
IN THEIR OWN WORDS...

“ I am so impressed by this entire class and learned so much. All of it was actionable and memorable! ”

“ It was an excellent presentation that has strongly reinforced and further encouraged my interest in reducing and eliminating single use plastics. ”

“ I have been environmentally motivated for a long time but this program helped educate me on the myriad toxic harms of single use plastics. ”

“ This event changed my mindset about the impact of these little containers. ”



THE POWER OF PARTNERSHIPS

The Recycling Outreach Team made new connections while also strengthening existing partnerships in this project. We wish to acknowledge the deepened relationships we have grown with all the community partners who were involved in this project by providing venue sites to host an event, volunteering at our events, and helping to share the news about our events!



THANK YOU COMMUNITY PARTNERS

ULSTER COUNTY
TIFFIN PROJECT
WWW.UCRA.ORG



CLIMATE SMART
KINGSTON



Beyond the participants impacted by the classes, community outreach to local businesses also promoted more widespread adoption of the safe and sanitary use of tiffins at local restaurants. The ROT created **100 window decals** that can be hung in the store front window of local restaurants and cafes, to promote that the establishment **“proudly supports customers who bring their own reusable container.”** Many of our community partners volunteered to help distribute “tiffin friendly” window decals and other project media to local restaurants, **reaching dozens of local businesses** and bringing awareness about the project.

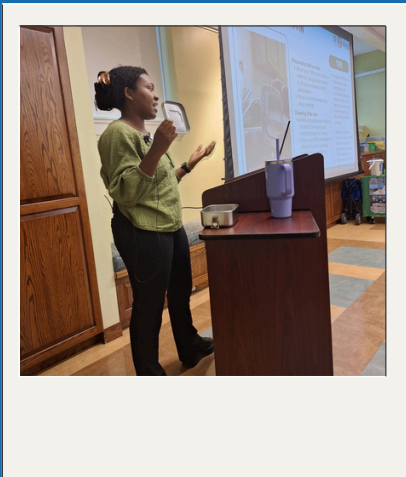
In total, **six new businesses were added to the My Plastics Alternatives M.A.P.** for being **“tiffin-friendly”** and endorsing the use of tiffins by their patrons: *Calcutta Kitchens* in Kingston, *Hash* in Stone Ridge, *Phoenicia Diner* in Phoenicia, *Gardiner Bakehouse* in Gardiner, *Peekamoose Bar & Tap Room* in Big Indian, and *The Disgruntled Chef* in Gardiner. **While this is the short term result, we expect many more businesses will follow up to be added to the M.A.P. in the coming months!**

Many local businesses were inspired to not only display the “tiffin-friendly” window decal, but to stock and sell tiffins in the future! Through researching wholesale tiffin suppliers, we created a list of vendors that we have shared with interested parties.

One of our community partners, **Protecting Our Waters**, independently ordered a large supply of tiffins to more readily support businesses interested in purchasing, stocking, and selling tiffins for their customers.

We learned that tiffins are currently available for sale at *High Falls Food Co-op* in High Falls NY, *Victoria's Gardens* in Cottekill, *Tanma Ramen* in Kingston, *FØLK Refillery & Supply* in Kingston, *Second Nature Refillery* in New Paltz and *Calcutta Kitchens* in Kingston.

PROJECT REFLECTIONS



This project far exceeded the anticipated outcomes and had very high engagement in all aspects (class attendance, social media reach, advertising reach, survey participation etc.) including extremely positive feedback from attendees about the topics, project, or classes they attended.

Our experience teaching people about reusable food containers illuminated the broad extent of public concern about the intersection of plastics, pollution, and public health.

Attendees frequently pressed further about why toxics exist in our food packaging, why most plastic packaging is not recyclable, and what could be done more broadly to help businesses fully commit to being more sustainable, which further affirmed the relevance and importance of the project.

The project will serve as inspiration in tackling similar subject matter in the future and provide insights our organization can bring forward in other aspects of our programs and services.

We are extremely appreciative of the New York State Pollution Prevention Institute for selecting UCRRA as a recipient of the Community Grants Program and for furthering our success in this project.

