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FLYER ENTERPRISE SUSTAINABILITY PLAN

**Prepared by the Hanley Sustainability
Institute Student Leaders Program and
Flyer Enterprise**



University of Dayton
Hanley Sustainability
Institute



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BACKGROUND >>>

HISTORY

A collaboration between the Hanley Sustainability Institute (HSI), the Human Rights Center (HRC), and Flyer Enterprise (FE) was initially pitched during the 2019 - 2020 school year with a particular focus on the sourcing of coffee. Despite interest and intention, the coronavirus pandemic terminated this pilot partnership. The quick and inevitable turnover of student leaders at all three entities contributed to this.

PLAN MOVING FORWARD

The creation of a written sustainability plan, with contributions and edits from both FE and HSI allows a lasting and ongoing partnership with values, focus areas, and next steps that foster long-term collaboration and continual innovation for both parties.

PARTNERSHIP EXPECTATIONS

SUSTAINABILITY LEADERS PROGRAM

The Sustainability Leaders Program is an experiential learning and professional development program open to all UD undergraduate students passionate about making our campus community more sustainable. Student Sustainability Leaders develop and lead a variety of programs and initiatives through collaboration with student groups, offices, and community partners.

FLYER ENTERPRISE CONSULTING

Flyer Enterprises Sustainability Consulting is a collaboration between Flyer Enterprises, run by students for students, and the Hanley Sustainability Institute's Sustainable Systems team. This mutual partnership emphasizes source reduction, education, sourcing, and data collection. The goals and expectations of this collaboration are to help Flyer Enterprises continuously work towards a triple bottom line: making their business better for the people, planet, and overall profit. With the help of all Hanley Sustainability Institute leaders, this program enables effective and measurable progress among Flyer Enterprises employees.

PARTNERSHIP EXPECTATIONS

FLYER ENTERPRISE

As a student-run business on the University of Dayton campus, Flyer Enterprise serves both its community and its employees through encouraging personal growth, professional development, and exemplary customer service. As a cornerstone of the UD community, FE seeks to continually contribute to its thriving and diverse business. [Carrying out this mission to its fullest includes the environmental aspect of business in order to evolve and implement sustainable practices.] - combined from FE mission and vision on their website

COO

The COO communicates with Hanley Sustainability Institute and other sustainable practices within the company's sustainability-focused organizations on campus to find new ways to reduce waste and use more environmentally-friendly items. The COO acts as the point person for initiatives and holds the responsibility to uphold sustainable initiatives in accordance with UD Dining Services.

GUIDING VALUES >>>

THE TRIPLE BOTTOM LINE

The Triple Bottom Line is a business framework that emphasizes the intersection between **people, planet,** and **profit.**

Valuing each section equally creates a balance that benefits everyone and every aspect involved. Long-term success must include the aspect detailed by the Triple Bottom line to fully account for the price of doing business.

PEOPLE

- Healthy people
- Equity / involvement
- Cultivating friendships based on mutual respect & passion



PLANET

- Resource conservation
- Climate mitigation



PROFIT

- Savings
- Adding value to products and brand
- Sparking innovation



DEVELOPING THE PLAN >>>

INITIAL PREPARATIONS

Students from HSI had an open conversation with the CEO and COO of FE and decided to make a partnership to help FE move toward more sustainable business operations.

THE COLLABORATIVE MEETING

Student sustainability leaders and FE leadership from each location came together at the Hanley Sustainability Institute to discuss the different methods and ideas to make each location more sustainable. This includes general managers from Heritage Coffeehouse, The Blend, The Blend Express, Art Street Cafe, Brown Street Bistro, Stuarts Landing, Fly By, and The Chill

FE leadership was grouped by locations with similar products and operations. These groups are known as divisions. There are 3 divisions which will be laid out later in the plan. Each group came up with different potential projects they would like to see implemented to make their locations more sustainable.

OUR FOLLOWING RESPONSE

After the meeting, student sustainability leaders conducted a thematic analysis of all the ideas produced by FE leadership to find overall areas of interest. This produced four focus areas which will be laid out in the following pages. These focus areas will guide future implementation.

FOCUS AREAS

Focus areas are common improvement themes of interest within Flyer Enterprise. These four focus areas will provide guidance to the development of future projects. These areas will not provide specific implementation methods because implementation will be unique to every location's needs and functions and up to the discretion of each location. The following are the identified focus areas:

- 1. Resource Conservation**
- 2. Education**
- 3. Sourcing**
- 4. Data Collection**



1

RESOURCE CONSERVATION

WHAT IS IT?

Resource Conservation is the practice of using less material and energy in order to minimize waste generation, preserve natural resources, and increase economic savings.

WHY IS IT IMPORTANT?

Conserving resources is important for the planet to minimize over consumption and waste generation. This is also important to Flyer Enterprise specifically as it will increase economic savings.

HOW ARE WE GOING TO DO IT?

Resource conservation will be achieved by focusing on water, waste, and energy. As a food service business, Flyer Enterprise consumes a lot of water. However, water conservation is important for the planet, so it is a goal to reduce water usage. Additionally, Flyer Enterprise is a large entity on campus that naturally produces a significant amount of waste. Thus, it is imperative to decrease the amount of waste produced. Trash, recycling, and compost can be looked at to decrease waste production. Lastly, Flyer Enterprise uses considerable amounts of energy. Energy conservation is vital because it is the most efficient way to decrease our carbon footprint.

2

EDUCATION

WHAT IS IT?

Education is a foundation of knowledge that leads to the sharing of personal interests, new ideas, and best practices. Education is geared towards both internal and external organizations. The internal organization refers to all the staff within Flyer Enterprise while the external organization refers to all customers. Ultimately, education allows the workers and customers to be responsive to this initiative.

WHY IS IT IMPORTANT?

A large part of sustainability is a strong and healthy community. In this case, that community is the internal FE team as well as the UD campus in which FE serves. Education brings the community together to share goals while inspiring the creation of new goals. Promoting a collaborative and educative environment within Flyer Enterprises drives and enables sustainable practices.

HOW ARE WE GOING TO DO IT?

Education initiatives can be achieved by focusing on trainings and incentives. Trainings will focus on the internal FE community and informing the staff on the improved business practices. Incentives will be focused on the internal and external FE community. Internal incentives can encourage staff to think of new ideas, and external incentives can encourage customers to participate in sustainable options

3

SOURCING

WHAT IS IT?

Sourcing is the practice of buying goods which will be resold. This includes the food ingredients, packaging materials. Specifically to FE and this plan, sourcing is the process of strategically and sustainably choosing the right services and goods that Flyer Enterprises needs to run their business.

WHY IS IT IMPORTANT?

Sustainable sourcing is important because it reduces an organization's carbon footprint and supports the local economy.

HOW ARE WE GOING TO DO IT?

Sourcing can be looked at first through local sourcing, then ethical sourcing. Other important aspects can also be taken into considerations such as fair trade goods and organic items. Local Sourcing is the process of strategically choosing the right services and goods within Flyer Enterprises in a manner that feeds back into the local Dayton community and job market. Ethical sourcing is the process of ensuring that the products made by Flyer Enterprises are obtained through responsible and sustainable methods. However, sourcing will be done within the bounds of any pre-existing contracts that may limit the types of suppliers.



4

DATA COLLECTION

WHAT IS IT?

Data collection is the process of gathering information on the different business practices and projects occurring within FE. This will provide an inventory of current knowledge of the interworking of the business and the efficiency of any ongoing projects. This will be done by HSI and FE.

WHY IS IT IMPORTANT?

Data collection allows an analytical view of the effectiveness of incentives, projects, and education within FE. This ensures that all decisions are based on a sound foundation of current and accurate data.

HOW ARE WE GOING TO DO IT?

Data will can be collected through waste audits and energy audits. Waste audits will be conducted by HSI which entails an analysis of the trash, recycling, and compost of different FE locations. Energy audits will also be conducted by HSI which take a deeper look at the energy usage of Flyer Enterprise.

FLYER ENTERPRISE DIVISIONS & PROJECTS

FE locations are grouped by locations with similar products and operations. These groups are known as divisions. There are 3 divisions.

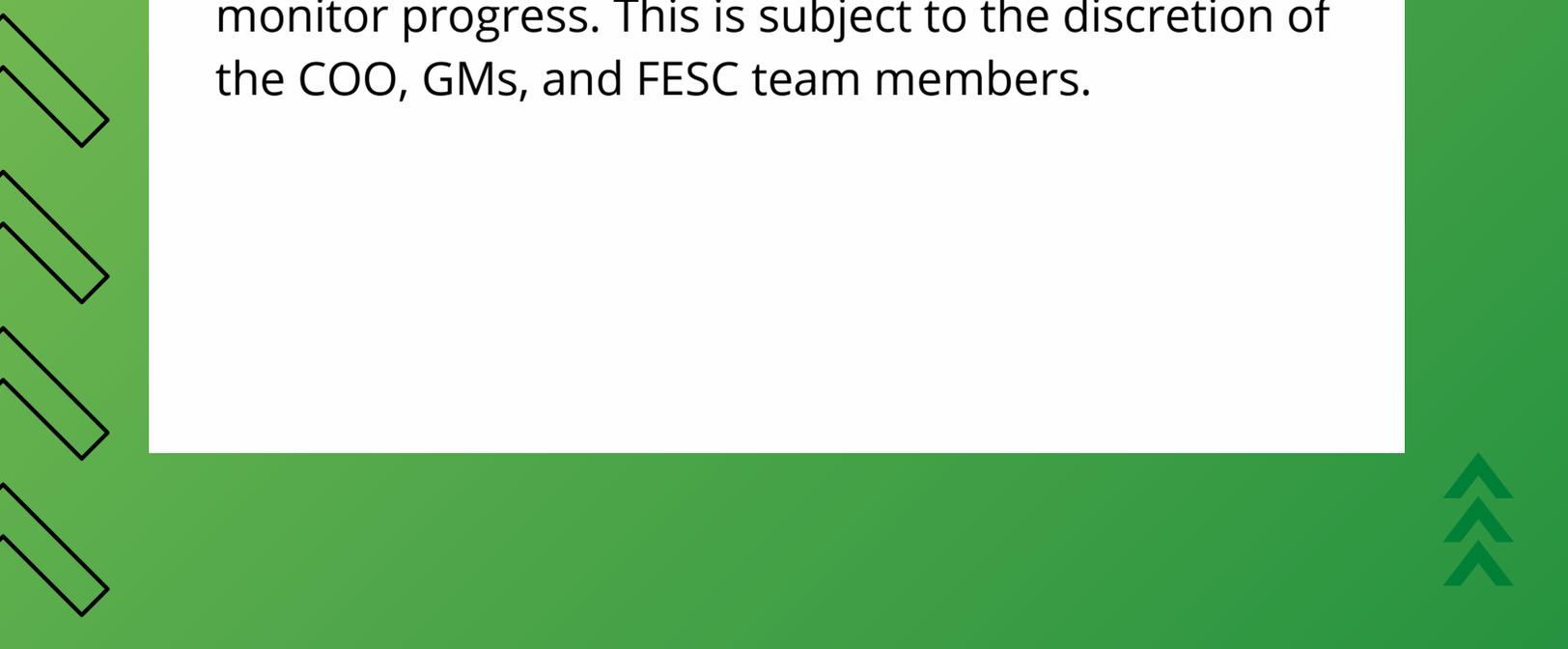
1. Coffee
 - a. The division of coffee includes four locations: Heritage Coffeehouse, The Blend, The Blend Express, and Startup Grounds.
2. Art Street Cafe and Brown Street Bistro
 - a. This division includes ArtStreet Cafe (ASC) and Brown Street Bistro (BSB)
3. Stuart's Landing, The Chill, & FlyBy
 - a. This division Stuart's Landing, located in Stuart Hall Complex, The Chill, located in the RecPlex, and FlyBy, located in Kennedy Union.

Some projects will occur in all divisions while others will be division specific. Other projects may be location specific. These projects are up to the best judgement of the current FE leadership and the current HSI student leaders. Projects will be decided upon and implemented each semester.



GOALS

The schedule and goals of each division and location should be discussed and agreed upon by the COO, location general managers (GM) and HSI Flyer Enterprise Sustainable Consulting (FESC) team. FESC will talk with locations and determine the focus area, associated project and applied values that will be addressed for the year. With this, advising projects should be feasible for the division / location and reasonably able to be completed within the academic year. For projects planned to be completed over more than one (1) academic year, smaller sections should be assigned (ex. Year 1 Goals, Year 2 Goals, etc.) in order to properly monitor progress. This is subject to the discretion of the COO, GMs, and FESC team members.



INITIATIVES: ALL DIVISIONS

These projects can occur in every Flyer Enterprise division and in each location within each division.

Sustainability Head Position

This position would oversee division's operations, meet with COO to report sustainability practices for each location. Additionally, they would ensure sustainable business practices for that division, provide support and education for their coworkers, and be the point of contact for the Hanley Sustainability Institute side of FESC.

Waste Audits

Conduct semesterly waste audits, with support from the Hanley Sustainability Zero Waste Team, to collect data on waste generation and disposal. This provides data that can be used by Flyer Enterprise to examine progress.

Energy Audits

Conduct energy audits on energy usage, with support from the Hanley Sustainability Sustainable Systems Team.

Proper Waste Management

Successful disposal of trash, recycling, and composting at all locations.

INITIATIVES: COFFEE DIVISION

These projects can occur in all four locations within the coffee division which include: Heritage Coffeehouse, The Blend, The Blend Express, and Startup Grounds.

Reusable Cups

Incentivizing customers to bring and use their own cup when ordering drinks.

Locally Sourced Coffee Beans and Tea

Purchasing coffee beans and tea that are locally and/or ethically sourced in Dayton, Ohio.

Customer Recycling Option

Recycling option in the front of house for customers to properly dispose and recycle their packaging.

LED Lightbulb Replacements

Replacements of current light fixtures to Light Emitting Diode (LED) products.

Advertisement of "For Here" Options

Promoting customer and staff awareness of "for here" options to promote reusable products.

Compostable Silverware

Switch to silverware and utensils that are compostable in the University of Dayton's in-vessel composting system.

Connect with Waste Disposal Contacts for Miriam Hall and Roesch Library

Create open communication between University of Dayton Facilities, Flyer Enterprise, and the Hanley Sustainability Institute to promote proper disposal of waste.

INITIATIVES: ARTSTREET CAFE & BROWN STREET BISTRO

These projects can occur in both locations in this division which include ArtStreet Cafe (ASC) and Brown Street Bistro (BSB). ArtStreet Cafe is self-described as a “part of an artistic and alternative outlet for students [... which] offers a wide variety of sandwiches, wraps, salads, breakfast items, smoothies, and coffee drinks” (1). ArtStreet Cafe is the second highest grossing location of Flyer Enterprises.

PROJECT

DESCRIPTION

Potential “for here” option

Reusable utensil ware, plates, and bowls for customers to dine in and reduce packaging waste.

Proper signage and education for all waste

Staff education and customer signage of recycling, trash and composting.

Customer compost option

Composting for “for here” orders to reduce customer food waste.

INITIATIVES: STUART'S LANDING, THE CHILL, & FLY BY

These projects can occur in each location in this division which includes Stuart's Landing, The Chill, and FlyBy. Stuart's Landing is the top grossing location of Flyer Enterprises. FlyBy is the third highest grossing location of Flyer Enterprises.

INCREASED PRODUCT LIFE CYCLE

Single use products such as gloves, wraps, brown bags, straws are purchased and utilized effectively to promote sustainability.

DECREASE WASTE IN PACKAGING PROCESS

Replace single-use wrapping and packaging with a more sustainable option

MAKE CONNECTIONS FOR WASTE DISPOSAL

Contacts and connection with facilities in Kennedy Union and the RecPlex

MOVING FORWARD

In the years following the approval and adoption of this plan, there should be a minimum of three (3) meetings conducted per semester. These include: first, individual and personalized discussion of the project that will be implemented with GMs and division presidents, second, the mid-way check in between location GMs and FESC members, third, a closing meeting at the end of the semester / year with GMs, division presidents, FESC members, and the COO. This schedule and format is at the discretion of FE and FESC, given that the changes made still allow feasible goals, timelines, and a process of monitoring progress.