

Case Study: How Penn Dining Closed the To-Go Container Loop with Reuzzi Tracking

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Overview

The University of Pennsylvania's Penn Dining, in collaboration with Reuzzi and their Bon Appétit dining provider, launched a mobile app-based reuse initiative that has become a standout model for sustainable campus operations. With real-time tracking, behavioral insights, and strong campus collaboration, Penn achieved a 97% return rate on reusable containers—while cutting waste and saving money.

Challenge

Historically, Penn's Green2Go program relied on a reusable container system—but without tech to support accountability, thousands of containers were lost in a matter of months. The need for a scalable, tracking, measurable system was clear.

Solution

Through a campus-wide collaboration with Reuzzi, Penn Dining implemented a tech-based reuse solution that made sustainability easy, visible, and effective. The program leveraged:

- Reuzzi's mobile app to track user engagement, container checkouts, and returns
 - A 3-container checkout cap to encourage accountability and returns
 - Custom dashboard analytics for program monitoring and optimization
 - Seamless integration into dining operations via their Green2Go program, featured in *The Daily Pennsylvanian*, [Read the article →](#)
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Impact Highlights

In the first academic year with Reuzzi, Penn Dining's Green2Go program proudly achieved:

- 97% return rate of reusable containers
 - 10,000+ disposable containers averted
 - \$10,000+ saved in avoided single-use purchasing
 - 5,000+ lb CO₂ emissions prevented—the equivalent of planting 117 trees per year
 - Full Reuzzi mobile app functionality even in low-connectivity buildings
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What Made It Work

- Ease of use: Fast QR-based checkouts/returns in the Reuzzi app, driven by users
 - Behavioral science: Checkout caps, impact stats, and reminders increased return rates
 - Incentives: Reuzzi points and Climate Champ badges to increase engagement
 - Cross-campus collaboration: Dining, sustainability, and student orgs all played a role
 - Student-centered marketing: Check out the buzz on Instagram @penndining on [how to download the Reuzzi app](#) and [how to use the Reuzzi system](#)
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Lessons Learned

- Without accountability, reuse programs lose steam—Reuzzi tracking ensured success
 - Real-time dashboards and monthly reporting empower teams to pivot, respond, and improve
 - Clear communication and peer outreach boost adoption
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Looking Ahead: 2025–2026 Additional Strategies Considering

- Expand to other dining venues on campus
 - Take advantage of Reuzzi's reward system to drive more engagement
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Takeaway

Penn's journey proves that reuse programs can be efficient, measurable, and fun. With the right tools, aligned stakeholders, and a commitment to innovation, campuses everywhere can easily reduce their environmental impact and empower students to lead the charge.

Would you like to experience great results like these with your reusable to-go program? Contact Reuzzi today! Visit www.reuzzi.com to learn more, or email Luke at luke@reuzzi.com.