



Friendlier Communications Verbiage

Ensure you are communicating with key campus departments to maximize reach of program information and awareness. *Adjust verbiage and formatting as needed!*

Details	Caption
<p><u>Email Draft</u></p> <p>Goal: Communicate the program launch to spread awareness and encourage participation while sharing resources for more information.</p> <p>Can be adjusted based on audience (staff, faculty, operations, students, etc.) and date of email sent.</p>	<p>Subject: <i>[location]</i> to Launch Friendlier Reuse Program on <i>[date]</i></p> <p>Hi <i>[Team/Everyone]</i>,</p> <p>We're excited to share that <i>[location]</i> is launching a new reusable packaging program in partnership with Friendlier, starting <i>[date]</i> at <i>[location]</i>.</p> <p>This initiative helps us move toward a more sustainable campus by reducing single-use waste for both meals and beverages.</p> <p>When your meal or beverage is served in a Friendlier container or cup, here's how it works:</p> <ol style="list-style-type: none"> 1. Enjoy your meal or beverage. 2. Scan the QR code. 3. Return your container to any Friendlier bin on campus and your deposit is refunded digitally. <p>Want to track your personal impact with every return? Download the Friendlier app!</p> <p>More food service locations will join the program in the fall term.</p> <p> Learn more and view FAQs at: www.friendlier.com/</p> <p>Thanks for supporting sustainability at <i>[location]</i>.</p> <p><i>[Sender Signature]</i></p>
<p><u>E-Newsletter, Webpage update, internal communications</u></p> <p>Goal: Reach extended <i>[location]</i> community to share information about the Friendlier reuse program.</p>	<p><i>[location]</i> Launches Reusable Packaging with Friendlier</p> <p>Starting <i>[launch date]</i>, reusable packaging is coming to <i>[location]</i>! Through a new partnership with Friendlier, meals and beverages served at <i>[locations]</i> will now come in reusable containers or cups.</p> <p>This simple swap is part of <i>[location]</i> Food Services' ongoing effort</p>

<p>Insert photos of the program in use wherever applicable.</p> <p>Can be adjusted based on audience (staff, faculty, operations, students, etc.) and date of sharing.</p>	<p>to reduce single-use waste on campus.</p> <p>When your meal or beverage is served in a Friendlier container or cup, here's how it works:</p> <ol style="list-style-type: none"> 1 Enjoy your meal in a Friendlier container. 2 Scan the QR code on the bottom using the Friendlier app. 3 Drop it into a Friendlier bin to be cleaned and reused. <p>Want to track your personal impact with every return? Download the Friendlier app!</p> <p>Why It Matters</p> <p><i>[location]</i> is committed to building a cleaner, more sustainable campus. Reuse is one small action with a big impact, and Friendlier makes it easy for everyone to participate.</p> <p>More <i>[location]</i> locations will adopt the program [date].</p> <p>Learn more and get your questions answered:  www.friendlier.com</p>
<p><u>Email Draft</u></p> <p>Quick, general explanation</p>	<p>We're excited to share that [Site Name] is partnering with Friendlier to introduce reusable containers at [location] to avoid the creation of waste with every meal served. This is part of our ongoing commitment to reducing waste and operating more sustainably, and it's a change we're proud to be making.</p> <p>Here's what that looks like in practice:</p> <p>What's changing</p> <p>At participating locations, food will be served in Friendlier reusable takeout containers rather than single-use packaging. After guests are finished, they return the container to a Friendlier return bin on-site, where it gets collected, commercially washed, sanitized, and put back into circulation.</p> <p>What this means for events</p> <p>In most cases, the experience for guests stays the same. Food is served as usual, just in Friendlier's blue reusable containers. The main difference is where they put their container after, and if asked, we'd love for staff to be able to explain the process simply.</p> <p>If a guest asks, here's the short version: "We're using reusable</p>

containers through a program called Friendlier. Once you're done, just drop the container in one of the return bins, and it gets cleaned and reused." That's all they need to know.

Why it matters

Every container that gets returned and reused keeps plastic out of a landfill, reduces emissions, and contributes to a circular economy. Across hundreds of meals, that adds up quickly. This is a simple swap that creates real, measurable impact, and it's something we can speak to confidently with our clients and guests.

More details on how this works for operations and which events are included will be shared as we roll this out. In the meantime, if you have any questions, don't hesitate to reach out.