

FLAGSTAFF EXTREME



GREENLIGHT GREENPAPER

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Flagstaff Extreme currently provides single-use plastic water bottles to customers for a nominal fee. While these bottles are recyclable, the lack of an easily accessible recycling facility in the area renders the act of recycling increasingly difficult; as business increases throughout the season, so does the number of single-use water bottles. The GreenLight Solutions team will determine how to reduce the waste stream of water bottles while still having the ability to efficiently and effectively sell water to customers.

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Challenges & Opportunities

Flagstaff Extreme provides water bottles to guests at a nominal cost. The company is experiencing the challenge of the lack of a recycling facility specific to the company grounds, nor an easily accessible recycling facility in the area. The county does not recycle, and the local parks and recreation department gave permission for Flagstaff Extreme to use their recycling bins, but they lock up the facility too early. Additionally, having customers bring their own bottles creates a loss of profitability for Flagstaff Extreme. Due to the recycling challenges in the area, we see an opportunity for Flagstaff Extreme to phase out single-use plastics.

Recommended Solutions

The GreenLight Solutions Project Team proposes the phasing out of single-use water bottles and the gradual introduction of attractive, reusable water bottles to take their place. The reusable water bottles can cost more than the plastic water bottles, and feature the Flagstaff Extreme brand, promoting their brand every time the bottle is used. A cost-effective means to do this is to buy in bulk and use stickers for the logo. It is suggested that the new water containers are accompanied by the immediate introduction of large water coolers, which will be strategically placed in two ground-locations throughout the ropes course. These water coolers will meet the needs of Flagstaff Extreme customers by allowing for water containers purchased at the beginning of a customers' stay to be refilled as needed throughout the course. Educational posters will also accompany the new water bottle and cooler implementation.

BENEFITS TO PROJECT PARTNER

Managers will no longer need to take home bottles to recycle them. Water will be more accessible to customers and employees, which will keep them hydrated, allowing them to enjoy their experience more. The employees and customers will have more convenience and comfort during their Flagstaff Extreme experience, and the company will have improved positive brand perception.

BENEFITS TO SOLUTIONEERS

Students will help decrease the amount of disposable products their Project Partner is using, decreasing its overall ecological footprint. They will practice their problem solving abilities as they discover different solutions that fit the needs of the company. The students will have experience in graphic design and content creation as they create the new posters.

BENEFITS TO THE COMMUNITY

The community will be able to keep the water bottles they purchase at Flagstaff Extreme to continue using after their visit. This will save them money and provide a more convenient, environmentally friendly means to store their water.