



“ECO ZEST” Results & Recommendations

On a request from the proprietor, Phed, of Zest Koh Tao, Eco Koh Tao has embarked on a report to determine the best way to move forward with a more environmentally friendly approach to providing food and drink to Zest's customers. The approach has to suit both long term customers as well as short term visitors ensuring that Zest provides an adequate solution that is both *truly* eco-friendly and cost effective.

Throughout August to October we conducted surveys of customers (44) to Zest to see what people's opinions were on being more environmentally friendly when it comes to packaging and whether or not they would be willing to pay more for a more environmentally friendly option?

The surveys were conducted both at Zest and to people who were customers of Zest but off premises at the time of interview.

Summary of Results

- Those surveyed were pretty evenly split on their time on Koh Tao with 34% of respondents staying less than two weeks while 45% would be considered 'long-term' with a stay of over 3 months.
- 70% ate at Zest at least 3-4 times per week, 34% daily
- 43% of respondents either received delivery or ordered takeaway as opposed to 57% of respondents who ate in.
- 100% of respondents were "interested in reducing the amount of waste packaging e.g. Plastic bags, polystyrene boxes, disposable coffee cups"
- 77% of people already carry their own bags to carry goods from shops either always (39%) or sometimes (39%)
- 87% are or may be "willing to pay 5 baht surcharge for a plastic bag if you haven't supplied your own bag (biodegradable only)".
- 64% of respondents never provide their own takeaway box while another 18% said they 'sometimes' do.
- 86% said they would be willing (68%) or may be (18%) willing to pay a surcharge of 10 baht for a paper takeaway box.
- 93% categorically chose to only receive straws when upon request.

On the subject of a membership scheme

- 89% said they would be (75%) or may be (14%) interested in a points membership system offering discounts or free food / t-shirts once enough points have been accumulated
- 50% said they would be happy to pay between 300-500 thb for a 1-year membership, 41% voted for nothing.

Additional ideas that were suggested from customers:

- Sell cloth bags
- Water bottle refills

Survey Conclusions

Some conclusions that can be garnered from these results

- Customers want eco-friendly alternatives
- Customers are not inclined to provide them themselves.
- Customers are willing to pay small surcharges for more eco-friendly options.
- A membership scheme would be well supported by most customers.

Recommendations

Based on these conclusions it appears customers are willing to pay small surcharges for environmental options in packaging. Other shops/restaurants are already doing this free of charge but I think with the right marketing angle Zest should be able to make it a 'user-pays' system.

Making people pay has a double benefit of saving the business from the additional costs but can also lead to customers making decisions to benefit themselves financially (like carrying their own cloth bag) which benefits the environments in the long run.

Recommended Initiatives

Plastic Bags

Change Required: Change from always supplying plastic bags to only on request. Ask customers if they need a bag.

Action Required:

- Ask customer if they need a plastic bag in the first place
- Plastic Bags to be charged. 5 baht each.
- If requested only 'oxy-biodegradable' versions.
- Have cloth bags for sale in store.

Polystyrene Foam Boxes

Change Required: Change from always supplying foam boxes to cardboard version. Provide reusable container for 'Zest members'. Charge for cardboard box.

Action Required:

- Cardboard Box to be charged. 10 baht each.

- Members receive reusable plastic 'Tupperware' that can be picked up at a later time.
- Inform customers of the availability of membership, which means they'll receive a reusable box & not have to pay the surcharge.
- Organise pick-up locations from regular bulk customers (like Crystal Dive) where plastic boxes/coffee cups can be deposited and used on a rotational basis.

Coffee Cups

- Discounts for people who bring their own cups
- Members receive reusable coffee cups that can be picked up at a later time.
- Inform customers of the availability of membership, which means they'll receive a reusable coffee cup.
- Organise pick-up locations from regular bulk customers (like Crystal Dive) where plastic boxes/coffee cups can be deposited and used on a rotational basis.
- Ask if people need sugar etc and how many. Reduce waste

Drinking Straws

Change Required: Change from always supplying plastic straw to only on request.

Action Required:

- Ask customer if they would like a straw

Drinking Water

Change Required: Change from only selling bottled water to offering clean drinking water.

Action Required:

- Provide glasses of drinking water free of charge for eat-in customers.
- Provide Water Bottle refills: Small bottle: 5 baht Large Bottle: 10 baht
- Inform customers who order bottled water that
 - a) drinking water is available free of charge &
 - b) empty water bottles can be refilled.
- Provide information on the source of the water.

Coffee Cups

Change Required: Have reusable coffee cups available for membership use.

Action Required:

- Discounts for people who bring their own cups (recommended 5 baht)
- Members receive reusable coffee cups that can be picked up at a later time.
- Inform customers of the availability of membership, which means they'll receive a reusable coffee cup.
- Organise pick-up locations from regular bulk customers (like Crystal Dive) where plastic boxes/coffee cups can be deposited and used on a rotational basis.
- Ask if people need sugar etc and how many. Reduce waste

Membership Program

Change Required: Establish a membership program

Action Required:

- Members receive an individual number and points accumulation for purchases.
- Points accumulated can be redeemed for further purchases of food & drink or for t-shirts
- 5% discount for members.
- Membership fees are annual
- Recommended Price: 350 – 500 thb

For all of the above initiatives **promotion will be critical** and this 'new direction' would have to be advertised HEAVILY to **educate consumers** as to the **reasons** behind the perceived extra costs.

For all of these initiatives to be feasible and to avoid losing customers through increased costs these changes must be introduced slowly.

Customers need to be made aware of and prepared for the changes and **in-store advertising has to be saturation**. Customers need to know why they are paying more.

Step 1: Preparation

- Develop & distribute pre-launch promotional material
- Develop Post Launch in-store educational material
- Purchase re-usable containers, biodegradable bags/boxes and other required materials.

Step 2: Launch

- Provide informational material with in-store & takeaway purchases
- Conduct surveys and provide continued feedback to customers
- Continual education is the key. Education of customers as well as staff.

Step 3: Observation & Follow Up

- Conduct surveys and follow up. Change prices/protocols as necessary.

Projected time frame

From Step 1: Preparation To Step 2: Launch: at least 1 month

Step 3: Observation & Follow Up: on going

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