

# PEOPLE TOWELS



## GREENLIGHT GREENPAPER

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GreenLight Solutions worked with People Towels to recruit college students from 9 American colleges to use their personal reusable hand towels while tracking the number of paper towels used each day. GreenLight analyzed the data from each school and compiled the findings to see how easy it was for students to establish a more sustainable behavior.

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Since Mary Wallace, founder of PeopleTowels, has already found a niche market for her product, she had the unique opportunity to test her product with students across the country, spreading her message for sustainable change. Giving students PeopleTowels for free and asking them to track their daily paper towel use resulted in obtaining a wide range of data and information. From the weekly qualitative surveys, Mary was given a look into the average student's mind, offering information on establishing sustainable norms that can hopefully be used to further spread the image of sustainable behavior changes throughout the country.

The team analyzed qualitative and quantitative feedback through the web app responses. Main results of the project included:

- Recruited **51** ASU students
- Led the **5 week** study
- Gathered data from **364** students from **9** different universities

Main takeaways from the study participants included:

- While People Towels is a great product, it is not the first of its kind. This may make it hard to sell the product; however, with some different and unique marketing strategies, the folks at People Towels could create a newer, more funky brand or image to further increase sales.
- The other opinions gathered were about convenience of use; as we all know, if something is not as or more convenient than the normal choice, people will not use it.

#### **BENEFITS TO PROJECT PARTNER**

GreenLight Solutions gathered and analyzed data pertaining to daily paper towel usage among college students and provided this information to the project partner, which they could use to increase their sales and spread the image of sustainable behaviour changes.

#### **BENEFITS TO SOLUTIONEERS**

Research Study and Data Analysis

- Gained experience by conducting a research study and data analysis
- Learned how to apply a research study through International Review Board process and Collaborative Institutional Training Initiative

Client- Consultant Relationship

- Learned how to work with a client and establish rapport even through long distance

Product Marketing and Hypotheses

- Learned how to market a product differently in order to increase usage/sales
- Made hypotheses using survey responses and other outside factors

#### **BENEFITS TO THE COMMUNITY**

Learning about products such as PeopleTowels would provide community members with opportunities to reduce their impact while also saving them money.