

# A Cricket-Themed Experiment in COMSATS University Juice Shop to Reduce Plastic Disposable Glass

Plastic disposable glass is the norm at COMSATS University. Disposable plastic waste can lead to environmental pollution and negative impacts on the natural beauty of the environment, wildlife, and human health. Therefore, inculcating sustainable consumption behavior in universities is very important.

Ms. Robina, RA working under FCF-860 at the Department of Economics launched a month-long nudge activity at COMSATS University Lahore Campus's cafeteria to ditch disposable plastic glasses.

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*Mr. Asim Rehman, Deputy Director at SPIU, Environment Protection Department, Government of the Punjab, Dr. Rafi Amir-ud-Din, HOD Economics, and Dr. Suhail Riyaz, HOD Media and Communication Studies, inaugurated the activity.*

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The initiative leverages behavioral economics to encourage patrons to choose reusable glasses over disposable plastic glasses. To add an engaging twist, she ties this choice to the passionate cricket rivalry between Pakistan and India. Opting for plastic glass directs support towards India while choosing a reusable one contributes to Pakistan's tally. This innovative campaign showcases the potential for subtle persuasion in driving eco-conscious choices and underscores the collective power of small actions in addressing environmental concerns.



## Make your support count



### Choose Wisely 🗳️

Pick your glass: Reusable or Disposable?

Reusable Glass = Team Pakistan 🇵🇰

Disposable Glass = Team India 🇮🇳

### Support Your Team! 🗳️

Reusable Glass 🟢 = Support for Pakistan

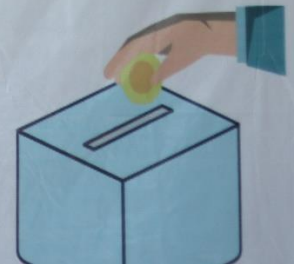
Disposable Glass 🔵 = Support for India

### Make It Count 🗳️

Place a coin in your team's box:

Green Box 🟢 = Pakistan Supporters

Blue Box 🔵 = India Supporters



We'll count the coins to see which team has your

## THE EXPERIMENT

The experiment involved placing two buckets labeled with the Pakistan and Indian cricket teams next to the juice shop in the cafeteria, with participants being asked to put a green coin in the Pakistan team bucket if they choose a reusable glass/cup and a blue coin in the Indian team bucket if they choose a single-use plastic glass. Students opting for reusable cups added a score to the Pakistan cricket team, while those using plastic cups placed a coin in the India team bucket and added a score to the Indian cricket team. The number of green and blue coins collected was recorded daily for four weeks. The result shows that the use of disposable glass is reduced by up to 30 percent.



