The Commerce Cup(less) Challenge
- Study for COM 362 exam
- Prep for COM 321 case study
- Finish COM 361 readings

During this fall’s mid-term season, more than half of Gustavson’s third-year students decided to add another task to their to-do list: Bring to-go cup to school. Thomas Cecchi, the Commerce Students’ Society Director of Engagement, had challenged all five cohorts of students to see which group could use the fewest disposable coffee cups during the week of Oct 17. The winning team would receive prize money from CSSI to spend on a treat like pizza or doughnuts – or maybe more coffee.

“It had one of the highest levels of engagement of all our [weekly] challenges so far!” Cecchi said. People had fun with it, mugging for the camera and taking selfies as the Food Services staff handed over a large-mocha-with-whip in their own mugs. Cecchi said there was more than one lesson hidden in the fun, too. Students hadn’t realized that baristas at any café will happily fill personal mugs, and they discovered that campus coffee shops shave $0.25 off the price of your java when you use your own cup!

Mission totally possible
Gustavson students transform the impossible into plausible ideas to power a sports stadium with human kinetic energy, capture lost water, and run a zero-waste brewery in a prison. And they do it in three hours with a team of near-strangers.

Learn more about the amazing educational experience that is Gustavson’s annual Mission Impossible sustainability challenge – and the amazing students who kill it.