



Circular Dorm Innovation Opportunity for Target

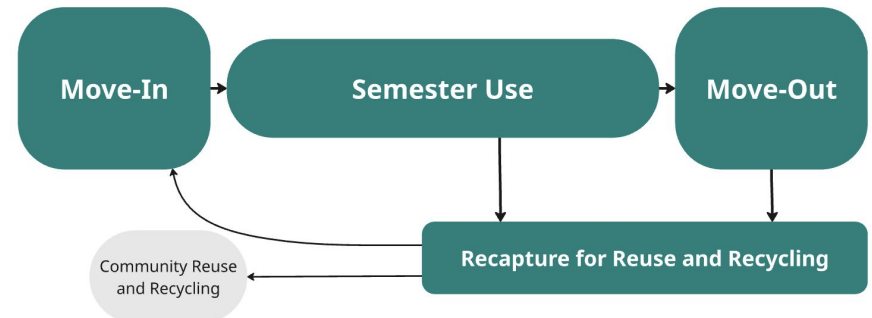
Project Overview

As part of Target Corporation's ongoing corporate sustainability efforts, the Bard MBA NYCLab team was engaged to explore opportunities for circular innovation within Target's college dorm segment. The project set out to understand the full landscape of dorm product use, disposal pain points, and stakeholder behaviors across students, families, and college administrators to identify where Target could be meaningfully integrate circularity into the college lifecycle. Using primary stakeholder research, the team translated insights into prioritized recommendations and scenario concepts with high visibility, designed to build Target's reputation as a circularity innovator.

Methodology

- Stakeholder interviews were conducted, themes surfaced and pain points were mapped to the flow of dorm items across four lifecycle phases.
- Recommendations were developed and assessed for strategic fit. Market sizing and landscape research was conducted to provide further validation.
- Five recommendations were prioritized as opportunities for circular innovation testing.

Four Phase College Dorm Item Lifecycle



Findings

- **The barriers for students are structural:** Students care about circularity and want to reduce dorm waste but in order to make circular impact in the dorm segment, Target will need to remove the logistical barriers for students inherent to the dorm move in and out cycle.
- **Many solutions are needed to solve the system challenges:** Many opportunities exist throughout the four phases of the college dorm item lifecycle for Target to develop circular models. Prioritizing solutions that address system challenges will have the greatest impact.
- **Circular solutions on campus exist and need support:** Target can develop effective circular opportunities by working with college campuses to address waste where it occurs and bolster circularity efforts where there is existing energy and urgency on campus.