

T.I.D.E.E. Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Yair Cervantes Horta	Junior	Philosophy and Sociology
Arushi Pattar	Junior	Political Science and Philosophy
Tomohiko Ueda	Sophomore	Philosophy and Criminology
Elina Haghighi	Junior	Psychology
Roque Lopez	Sophomore	Philosophy

Advisor(s): Veli Aydoner

Topic Title: “Happiest Restrooms on Earth: Disney World’s Transition to More Sustainable Toilets”

Audience: The Walt Disney Resorts Board of Directors

Sustainable Development Goal

SDG #6 : Ensure availability and sustainable management of water and sanitation for all

SDG #12 : Ensure sustainable consumption and production patterns

Executive Summary

As the world's most visited theme park, Walt Disney World Resort represents a brand that embodies the synthesis of imaginative entertainment and ethical sustainability. Such sustainability has been at the core of Walt Disney World Resort's brand since the park's founding by Walt Disney himself. However, one area that has been overlooked in Disney World’s sustainable mission is its restroom facilities.

Toilet paper consumption has rapidly grown over the past several decades, leading to the deforestation of more than 1 million acres of the Canadian Boreal forest. On top of this, toilet paper production is water-intensive, with an average of 15 gallons of water being needed to produce just one roll. Estimated as having between 35,000 to 40,000 toilets across all parks, hotels, and other facilities, Disney World has a unique capability to become a norm entrepreneur in restroom sustainability. We here at T.I.D.E.E. Consulting propose that Disney World cut back on its toilet paper consumption by installing a product that is exponentially growing in popularity: bidets. Not only are bidets more environmentally friendly than relying solely on toilet paper use, they provide substantial return on investment and allow for a new outlet for Disney Imagineering in otherwise overlooked areas of the parks and resorts. By introducing bidets to a broader audience, Disney World can be a norm entrepreneur and an industry leader, all while increasing revenue, guest satisfaction, and environmental sustainability. With our solution, we hope to provide a roadmap for the happiest place on Earth to also have the happiest restrooms on Earth.

