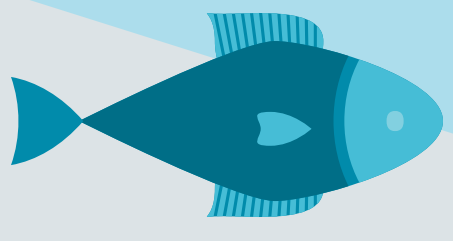




REFILLS NOT LANDFILLS

THE ISSUE

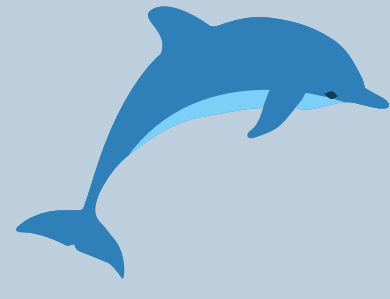
According to the City of Vancouver, single-use items are often not reused or recycled; taking up valuable space in our landfills and posing lasting impacts on our environment ¹



Requiring a significant amount of resources from our plant

WHY IT MATTERS

Animal Concerns



40,000-50,000 fur seals were killed each year due to entanglement in marine debris ²

Environmental Concerns



5.25 trillion plastic particles weighing 270,000 tons are floating at sea ³

Health Concerns



Microplastics were found in seafood products, salt, and water ⁴

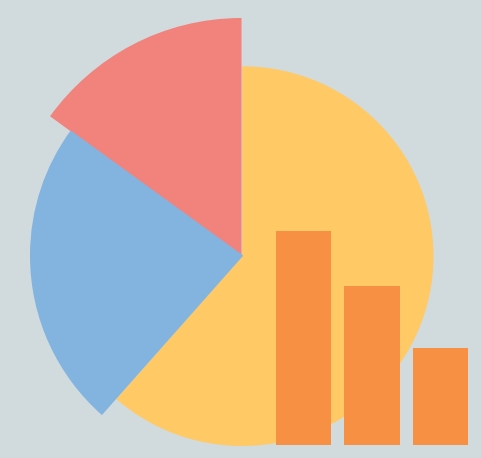
OUR APPROACH



Meet community partners: City of Vancouver & CityStudio



To raise awareness on reducing single-use plastic bottles through a poster campaign



Determine the effectiveness of our two posters by collecting data from 65 questionnaires completed by UBC students

WHAT WE FOUND

"I am surprised by the amount of plastic bottles that actually do not get recycled"

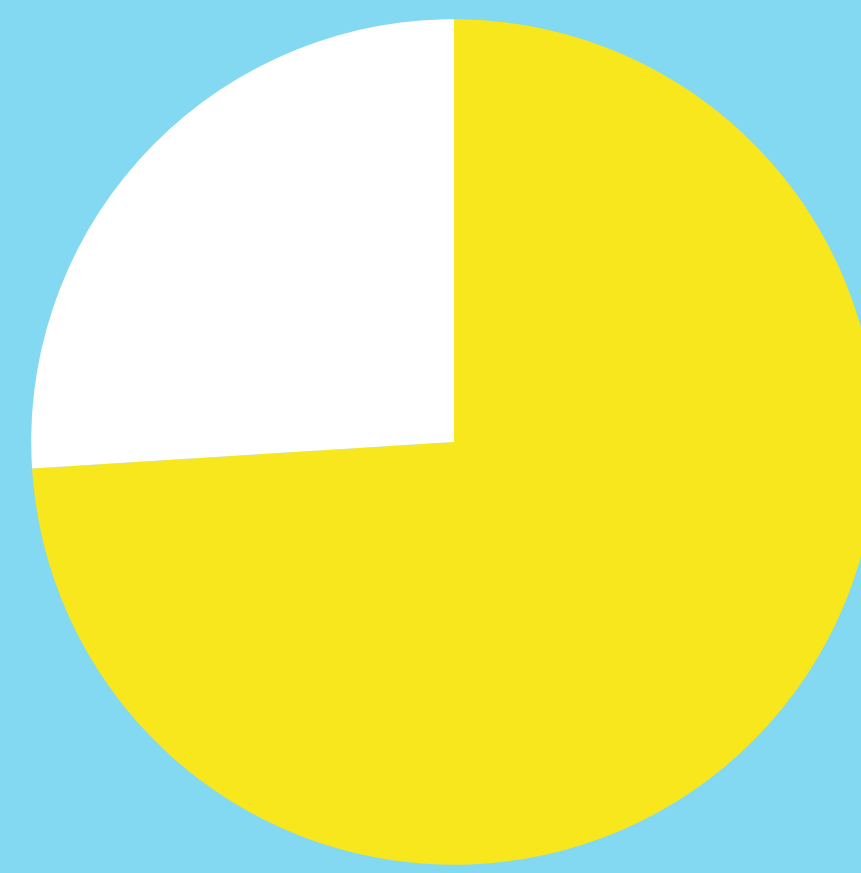
UBC Student

"Our lack of responsibility doesn't harm just us, but animals as well. We intend well with recycling, but people expect it to do it by itself, and don't take an active effort to do so"

UBC Student

We used two posters accompanying our survey:

1. A seal with a catchy slogan and hashtag
2. An infographic with facts about plastics and recycling



74% of...

people found the poster showing the seal more impactful than the infographic

TAKE HOME MESSAGE



Use a reusable water bottle to reduce plastic waste from the start

Reduce plastic waste going into landfills and oceans

Posters with more visuals and graphics are more effective in conducting a successful campaign

CHECK OUT OUR BLOG: goo.gl/pjKqXg

Brought to you by:



CITYSTUDIO



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