



HAVE YOU BIN TALKIN' TRASH?



CITYSTUDIO



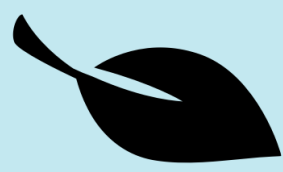
COLLABORATION

THE ISSUE

Vancouverites threw away approximately 600kg of garbage per person in 2015.



Much of this material goes to landfill due to incorrect sorting leading to valuable and recyclable materials being lost in landfill.



Protecting the Environment

Reduces GHG emissions and supports cleaner air, communities, and green spaces.



Community Connections

Inspires collective action towards cultural changes and shared values



Building Prosperity

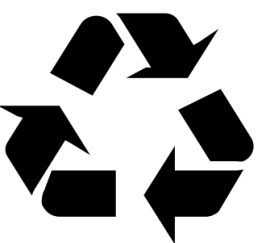
Saves money, creating opportunities for further green developments.

WHY REDUCE WASTE?



OUR APPROACH

We collected data and conducted 16 interviews on waste sorting behaviours at Killarney Community Centre to determine whether additional waste station decals improved



WHAT WE FOUND



"We need to educate people on why it's important to recycle" -

Killarney Community Centre patron



"I'm confused where plastic spoons and used tissues go" -

Killarney Community Centre patron

9% increase in sorting waste correctly, after adding decals

73

37

0

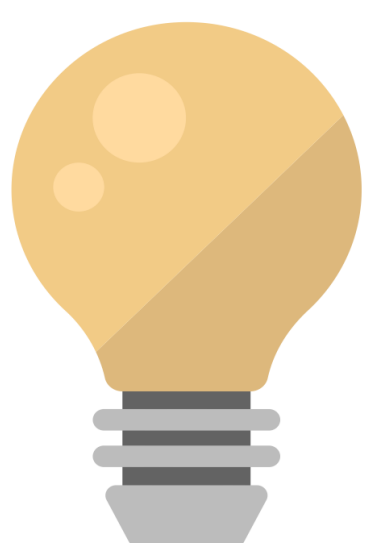
Before Decals

After Decals



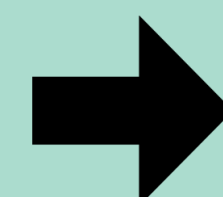
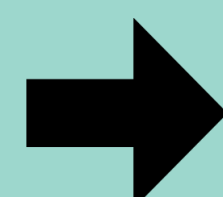
77% of people who looked at waste signage end up sorting their waste correctly

TAKE HOME MESSAGE



PROGRESS IS POSSIBLE!

Killarney Community Centre is just **1/24** community centres run by the City of Vancouver



...imagine if we implemented these changes across **THE WORLD!**



CHECK OUT OUR BLOG FOR MORE INFO
[HTTP://BLOGS.UBC.CA/SQUAD18/](http://blogs.ubc.ca/squad18/)

ACKNOWLEDGEMENTS



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