



Put Waste In Its Place

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THE UNIVERSITY OF BRITISH COLUMBIA



CITYSTUDIO

THE ISSUE

"In 2008, the city of Vancouver produced 480 thousand tonnes of solid waste that went to the landfill/incinerator."

WHY SHOULD YOU CARE?



Reduce greenhouse gas emissions polluting the air, land, and water.



Save tax money spent on transportation of waste to landfills.



Raise community awareness on the impact of improper waste disposal.

This is the result of incorrect waste sorting where recyclables end up in the landfill.

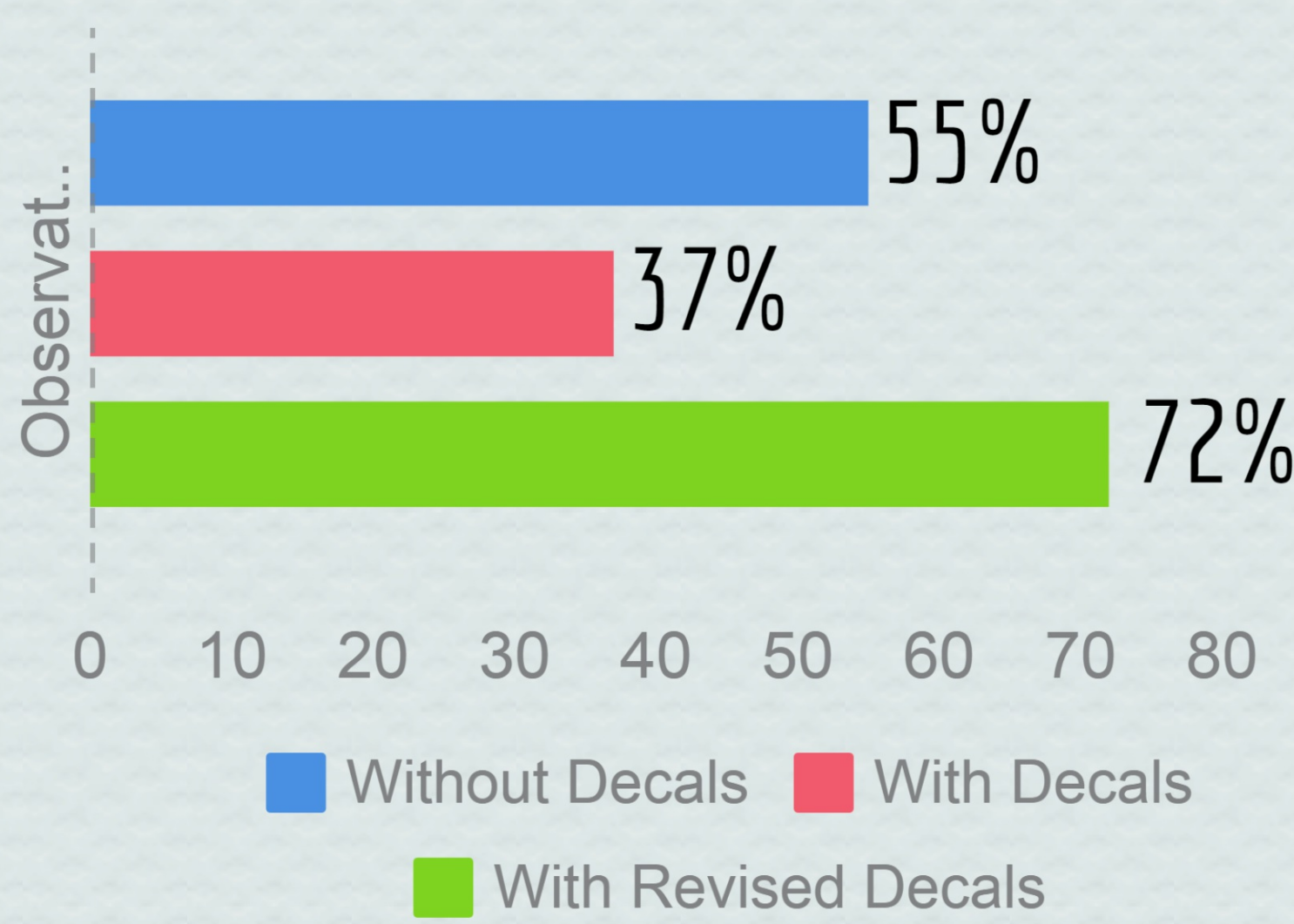
<http://vancouver.ca/green-vancouver/waste-diversion.aspx>

OUR APPROACH

- 1 Vancouver Community Centre
- 2 Sets of Decal Designs
- 3 Visits
- 3 Hours Observing

176 Naturalistic Observations

RESULTS



17% increase in waste diversion



ORIGINAL



REVISED

TAKE HOME MESSAGE



Check out our blog for more info: <http://blogs.ubc.ca/putwasteinitsplace17/>

SPECIAL THANKS TO:
Paul Gagnon and Jeanie Morton

<http://vancouver.ca/green-vancouver/waste-diversion.aspx>