

# Think Before You Throw!



## What is the issue?

In 2015, a total of 382,711 tonnes of municipal solid waste were disposed of at the Vancouver Landfill.

→ The garbage that goes to the landfill leads to the loss of opportunity to reuse the recyclable materials.



## WHY SORT WASTE?



**Recover valuable resources**



**Reduce Environmental Damage**



**Economic Benefits**



## APPROACH



**Naturalistic Observation**



**Decal Designs**



**Interviews**

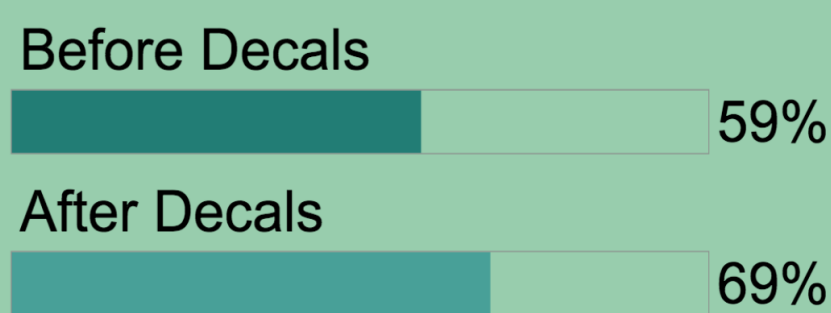
At Kerrisdale Community centers, We conducted two behavioural observations before and after implementing our decals on waste bins as well as interviewed 5 random community members to determine if the newly designed lid decals affect people's efficiency of sorting waste



## WHAT WE FOUND



### Kerrisdale Community Centre Sorting Accuracy



!0% increase on sorting accuracy, after decal implementation



### Top miss-sorted item



**Solid Paper & Paper Scrap**



**"No matter how clear the decals are, it is still up to each individual to have a sense of social responsibility to sort waste properly."**

- Kerrisdale Community member



## CHANGE IS ON THE HORIZON



WILL MY ACTIONS COUNT? + **ABSOLUTELY!**



**Think about how 10% changes collectively affect the city of Vancouver and the world**



### Each Individual Counts!

By implementing these decal designs in community... Each and every individual will gain better knowledge on how to correctly sort waste

The knowledge that we acquire and the actions that we take will result in collective environmental change

**For more info:**  
<http://blogs.ubc.ca/putwasteinitsplacegroup18/>

**Acknowledgments:**

CITYSTUDIO



**References:**

City of Vancouver. (2016, March). VANCOUVER LANDFILL 2015 ANNUAL REPORT. Retrieved April 2, 2017, from [www.vancouver.ca/files/cov/2015-Vancouver-landfill-annual-report.pdf](http://www.vancouver.ca/files/cov/2015-Vancouver-landfill-annual-report.pdf)