

# ZERO PAPER CUPS



CityStudio Vancouver is an innovation and experimentation hub for Vancouver in collaboration with post-secondary institutions<sup>3</sup>



Vancouver's Zero Waste plan aims to create zero waste by reducing waste going to landfill and incinerator by 2040<sup>2</sup>

## The Issue

Vancouverites dispose approximately 2.6 million single use paper cups every week<sup>2</sup>

## Why Reduce Paper Cups?



### Environmental Benefits

- Reduce greenhouse gas emissions<sup>1</sup>
- Prevents pollution by reducing the need to transport waste<sup>1</sup>



### Economic Benefits

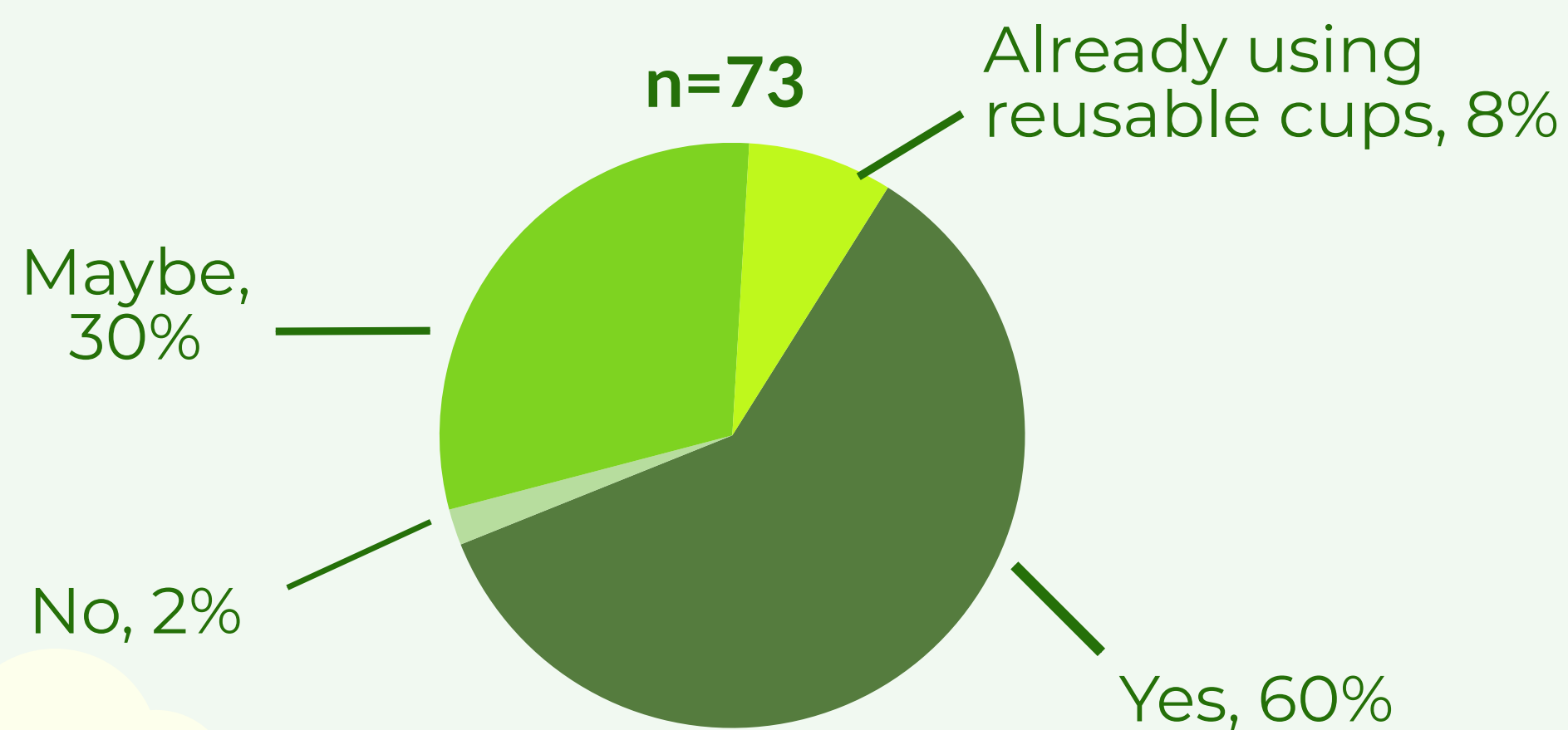
- Vancouver taxpayers can save money by reducing paper cup usage<sup>2</sup> \$2.5 million per year<sup>2</sup>

## Our Approach

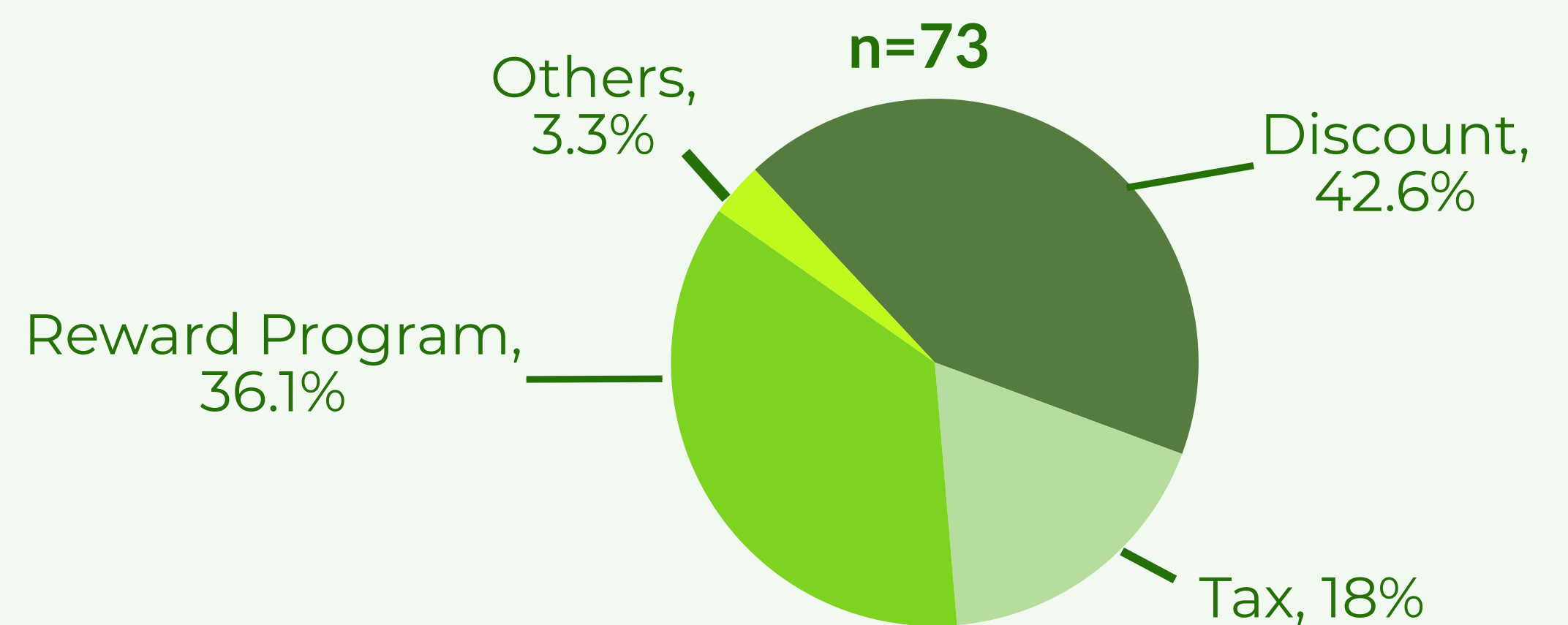
- We created a video regarding paper coffee cup reduction
- A survey to collect data on the effectiveness of our video

## What We Found

Will you consider using less paper cups next time?



Motivations for reducing the usage of paper cups

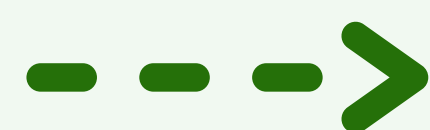


## Take Home Message

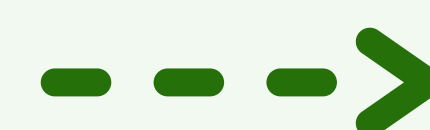
1) 90% of respondents are willing to use less paper cups

2) A reward program and discount are the most effective ways for reducing paper cup use

Our survey results suggest that:



Reduces the amount of waste sent to landfills and incinerators



Big step towards Vancouver's 2040 Zero Waste goal

**References** [1] Eisted, R., Larsen, A. W., & Christensen, T. H. (2009). Collection, transfer and transport of waste: Accounting of greenhouse gases and global warming contribution. *Waste Management & Research*, 27(8), 738-745. doi:10.1177/0734242X09347796  
[2] City of Vancouver (2017). Zero Waste Vancouver. Retrieved from <http://vancouver.ca/green-vancouver/zero-waste-vancouver.aspx>  
[3] CityStudio. (n.d). What We Do. Retrieved from <http://citystudiovancouver.com/what-we-do/>

Check out our blog for more information

<https://blogs.ubc.ca/meetzerowastecoffeecups/>

Acknowledgments

