

Put Waste in its Place: Takeout Containers

A Waste Reduction Initiative To Reduce Single-use Containers in Restaurants

PURPOSE

Work with the City of Vancouver and CityStudio to achieve zero waste goals.

OUR AIM

Create a literature review answering:

1. What prevents people from reducing waste?
2. What motivates people to reduce waste?
3. What are some current & previous waste reduction initiatives?



SIGNIFICANCE

\$2.5 spent annually on collecting single-use disposables¹
MILLION



of waste volume in public bins come from cups & takeout containers¹



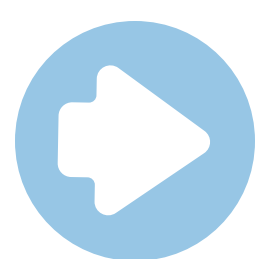
Disposable cups & takeout containers have poor recycling rates¹



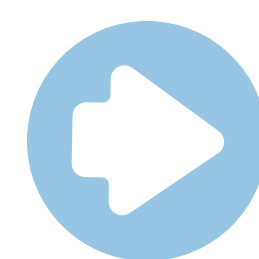
Food to-go containers, wrappers + plastic cutlery make up 17% of plastic from beach clean-ups worldwide²



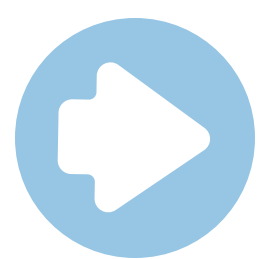
OUR PROCESS



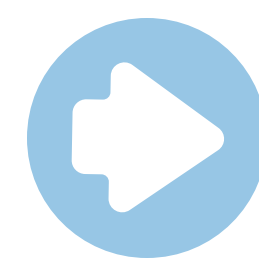
Academic and Community research
Keywords: Sustainability, solid waste, barriers, motivators, visual advertising & descriptive norms



Categorized articles based on:
1. Barriers + Motivators to waste reduction
2. Previous waste reduction projects
3. Effectiveness of visual reminders

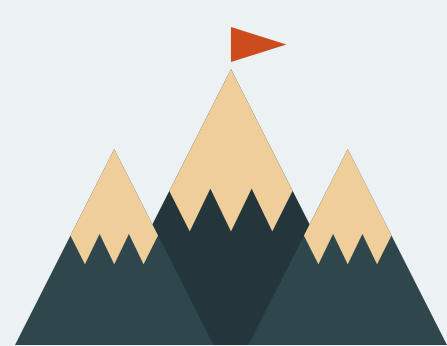


Designed stickers on Adobe Illustrator & sent to community partners for feedback

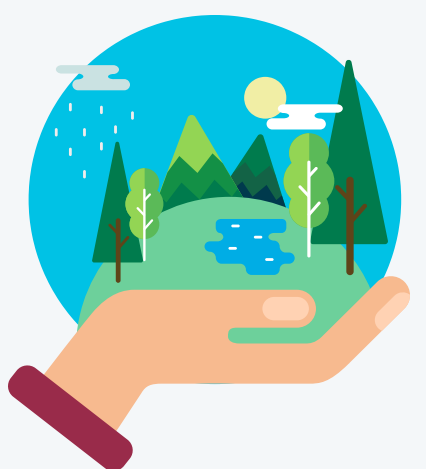


Created a brochure to survey restaurants

WE FOUND



The public is confused³
Overwhelming media hinders pro-environmental action⁴



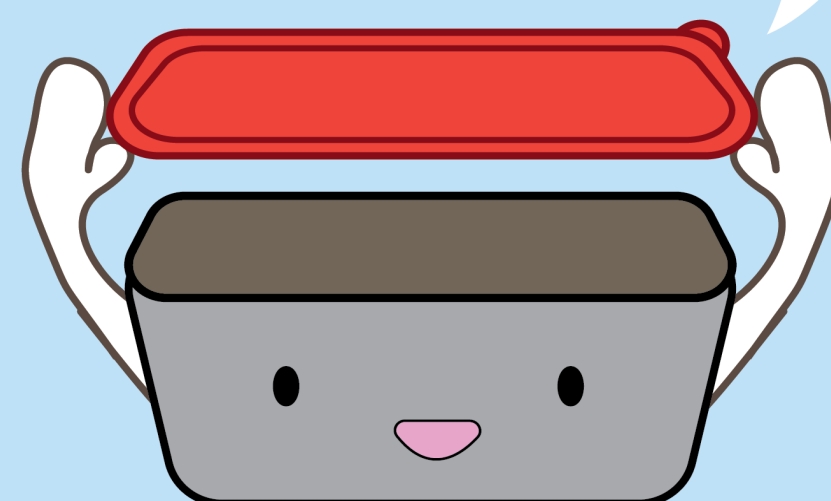
People need motivation⁵
Moral attitudes contribute to waste reduction planning⁶



Abstract and concrete advertisements are equally effective⁷

Mass media can increase engagement in pro-environmental behaviours⁸

Put a lid on it!



We're reusable container friendly

Our final sticker design

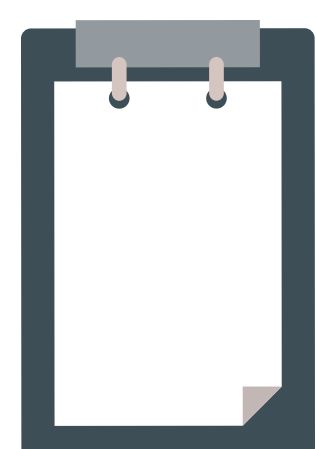
TAKE HOME MESSAGE

Recycling and reusing is not enough!



Reducing our waste as a collective is essential to becoming a greener city.

NEXT STEPS



1. Survey the public



2. Approach restaurant associations



3. Implement within the community

CityStudio Vancouver is an innovation and experimentation hub for the City of Vancouver in collaboration with seven of Vancouver's post-secondary institutions (BCIT, ECUAD, Langara, SFU, UBC, VCC and NEC). Since 2011 CityStudio has contributed more than 100,000 hours of experiments, projects and skills training to support City goals and strategies like the GreenestCity Action Plan and Healthy City for All strategy. Learn more @CityStudioVan

In partnership with



References

1. City of Vancouver (2017). Creating a single-use item reduction strategy. Retrieved from <http://vancouver.ca>
2. Society Promoting Environmental Conservation. (2013). Sustainable to-go food containers: An investigative report. Retrieved from <http://www.spec.bc.ca>
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4. O'Connell, E. (2011). Increasing Public Participation in Municipal Solid Waste Reduction. *The Geographical Bulletin (Ypsilanti, Mich.)*, 52(2), 105th ser.
5. Riley, M. 2008. From Salvage to Recycling New Agendas or Same Old Rubbish? *Area*, 40(1): 79-89.
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7. Defeng, Y., Lu, Y., Zhu, W., & Su, C. (2015, December). Going green: How different advertising appeals impact green consumption behavior. *Journal of Business Research*, 68(12), 2663-2675.
8. Liao, Y., Ho, S. S., & Yang, X. (2016). Motivators of pro-environmental behavior: Examining the underlying processes in the influence of presumed media influence model. *Science Communication*, 38(1), 51-73. doi:10.1177/1075547015616256

Learn more about our

project: <http://blogs.ubc.ca/putwasteinitsplace/>