

ZERO WASTE STRATEGY

EXPLORING BEHAVIOURAL CHANGE TO REDUCE SINGLE-USE CUPS AND PROMOTE REUSABLE CUPS

A Vancouver based organization connecting students with city staff to co-create solutions for the city



CITYSTUDIO¹

IN PARTNERSHIP WITH



Who we worked with:
Paul Gagnon - Corporate Zero Waste Officer, City of Vancouver
Ileana Costrut - Projects Coordinator, City Studio

HOW IT ALL STARTED

A PROBLEM AND A PARTNERSHIP

- The City of Vancouver identified poor diversion rates at Roundhouse Community Centre
- Decreasing waste at Roundhouse Community will help Vancouver work towards it's 2040 goal of zero waste
- City Studio matched LFS 350 with the City of Vancouver and a partnership was formed

OUR OBJECTIVE

Create a slogan that could encourage a decrease of single use cups through an increase of re-usable cups.

GLOBAL CONTEXT

Decreasing waste is a crucial step in the global fight against climate change. By reducing single-use cups, Vancouver will be harnessing local change as a reaction to a global problem.

THE ISSUE

SINGLE USE COFFEE CUPS



THE STRATEGY

OBSERVATION, RESEARCH, DESIGN & DATA COLLECTION

- ➔ Observed the waste sorting and single-use cup habits at Roundhouse Community Centre
 - 3 site visits
 - 2 hours of observation each visit
- ➔ Conducted literature reviews and gained valuable insight:
 - The ambiguity of the term "Zero Waste" hampers its ability to be an effective motivator. Concise and clear slogans are more effective⁵
 - Campaigns loaded with information/facts are ineffective⁶
- ➔ Developed 3 slogans and accompanying graphics to target different motives:
 - Economic
 - Environmental
 - Small Personal Change
- ➔ Surveyed Roundhouse Community Members and asked them to rank the slogans and graphics
 - 43 Community members ranked the effectiveness of our slogans & graphics



1. 57% voted for our small personal change slogan "Just Grab It, Make it a Habit!"

THE PROTOTYPES & FINDINGS

OF SLOGANS & GRAPHICS WE DESIGNED



2. 26% Voted for our environmental approach "Single-Use is Environmental Abuse"



3. 17% voted for our economic approach "It Just Makes Cents"

NEXT STEPS

- ➔ Choose a slogan & graphic
 - ➔ Display the slogan at community centres
 - ➔ Study the impact on behaviour based on waste diversion rates
 - ➔ Allow data to inform policy as the city approaches its:
- 2040 GOAL: A CITY WIDE BAN ON SINGLE USE COFFEE CUPS**

¹ Connecting Vancouver to Build a Better City | CityStudio. (n.d.). Retrieved November 21, 2018, from <https://www.citystudiovancouver.com/>
² Vancouver, C. O. (2018, February 02). City of Vancouver. Retrieved November 21, 2018, from <https://vancouver.ca/>
³ The University of British Columbia. (n.d.). Retrieved November 21, 2018, from <https://www.ubc.ca/>
⁴ Vancouver, C. O. (2018, July 06). Zero Waste 2040. Retrieved November 21, 2018, from <https://vancouver.ca/green-vancouver/zero-waste-vancouver.aspx>
⁵ Grosso, M. (2016). Sound and advanced municipal waste management: Moving from slogans and politics to practice and technique. Waste Management & Research, 34(10), 977-979. <https://doi.org/10.1177/0734242X16671100>
⁶ McKenzie-Mohr, D., & Schultz, P. W. (2014). Choosing effective behavior change tools. Social Marketing Quarterly, 20(1), 35-46. doi:10.1177/1524500413519257