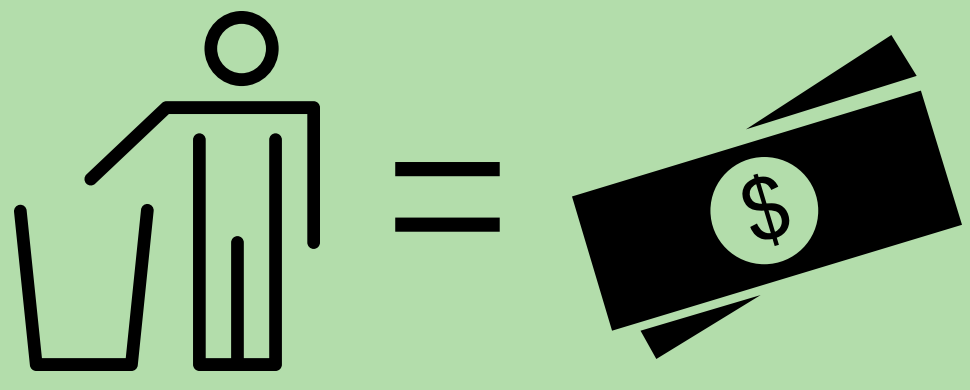


# EVERYTHING...BUT THE CUP?

By: Jessica Liao, Alessia Vaz, Brandon Tu, Eric Lee, Alyssa Chai, & Heather Ranger

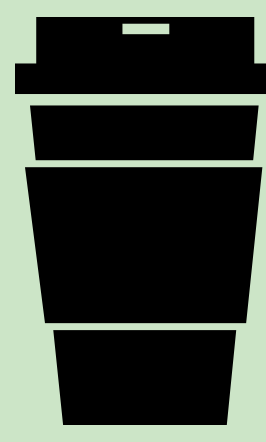
## THE ISSUE



According to the City of Vancouver, only **50%** of single-use coffee cups are recycled at Killarney Community Center. The city spends **\$2.5 million** per year to collect these cups from public places, including KCC.<sup>2</sup>

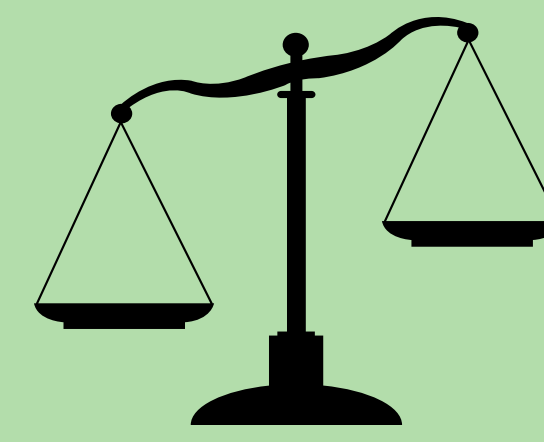
## WHY IT MATTERS

### IMPACT



**2,600,000** paper cups are thrown away **every week** in Vancouver.<sup>2</sup>

### JUSTICE



20+ countries are used as a dumping ground for the world's landfill.<sup>4</sup>

### HEALTH



Reducing waste leads to food system sustainability and improved health of earth and communities.<sup>1</sup>

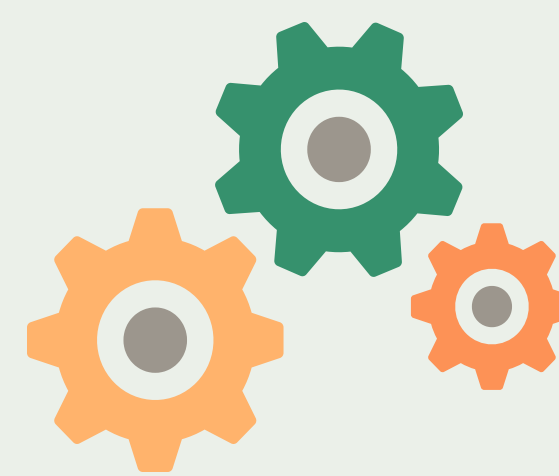
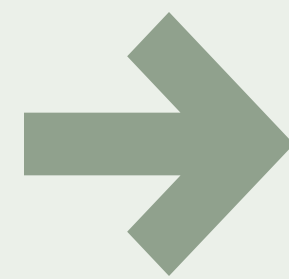
## OUR APPROACH



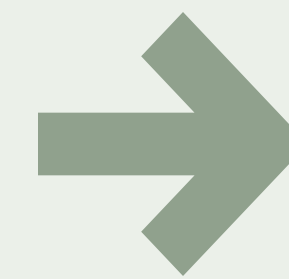
Collaboration between UBC, CityStudio, & City of Vancouver



Researched properties of an effective slogan.<sup>3</sup>



Developed 2 slogans based on findings.



62 Surveyed Killarney Community Center visitors to explore slogans' effectiveness.

## WHAT WE FOUND

**1 CHOOSE TO REUSE** **6.8/10**

**2 B.Y.O.C.** (Bring Your Own Container) **6.2/10**

"I just don't think people will understand the **acronym** right away, there's too much thinking involved."  
-KCC visitor on 'BYOC' (2018)

"I like that it **rhymes**, it's catchy, and it's clear right away what [the slogan] is trying to communicate."  
-KCC visitor on 'Choose to Reuse' (2018)

"I honestly think it's not just the slogan that matters but also the presentation as well. A slogan on a poster would have a much stronger impact."  
-KCC visitor (2018)

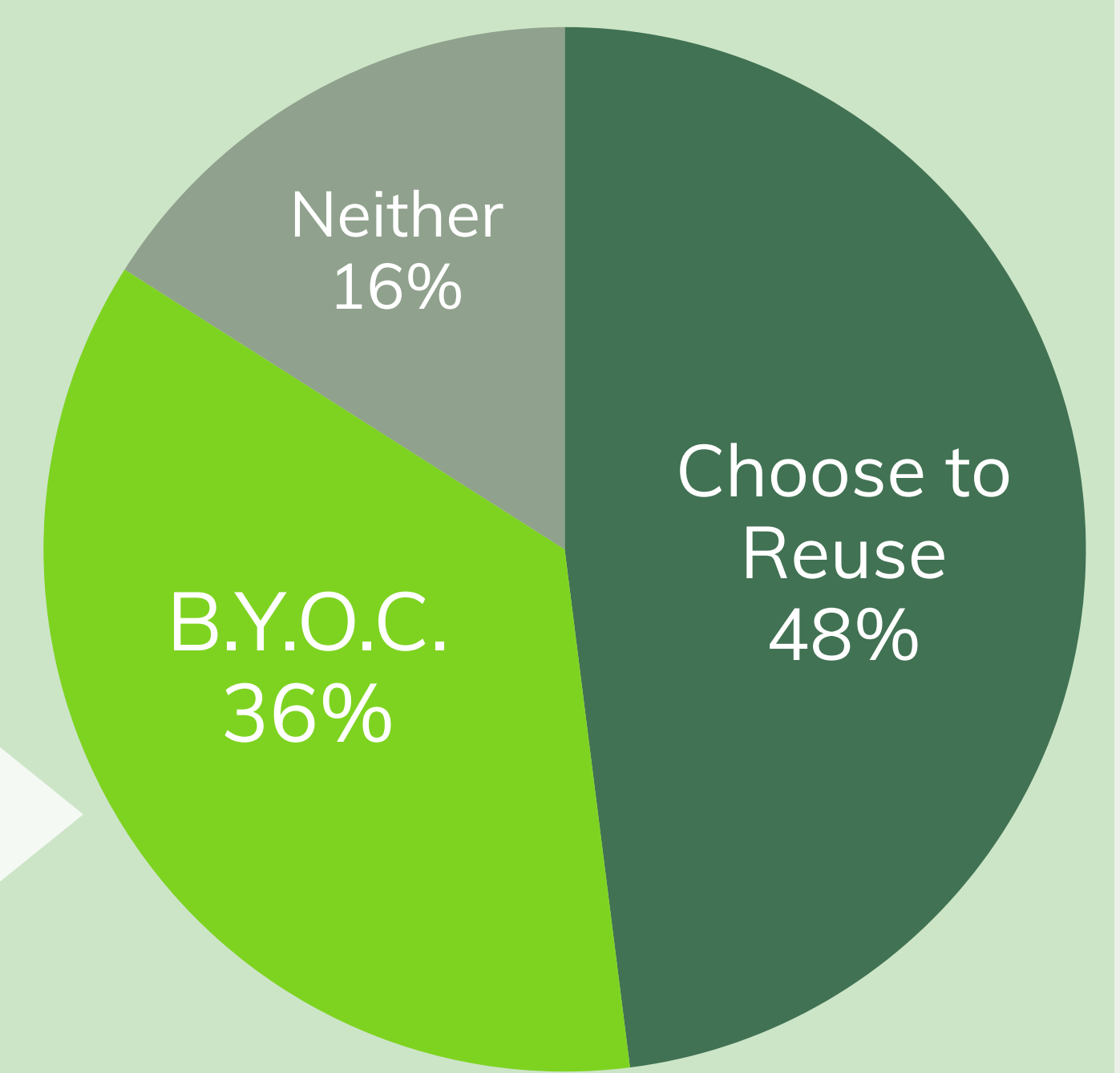
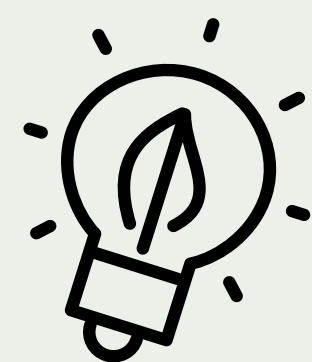


Fig 1. Slogan Preference

## TAKE-HOME MESSAGE



Phrases that rhyme are more favourable than acronyms.

Slogans + mixed media = potential behaviour change in consumers.<sup>5</sup>

Application of green tax along with policy change may be effective.<sup>5</sup>

## REFERENCES

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