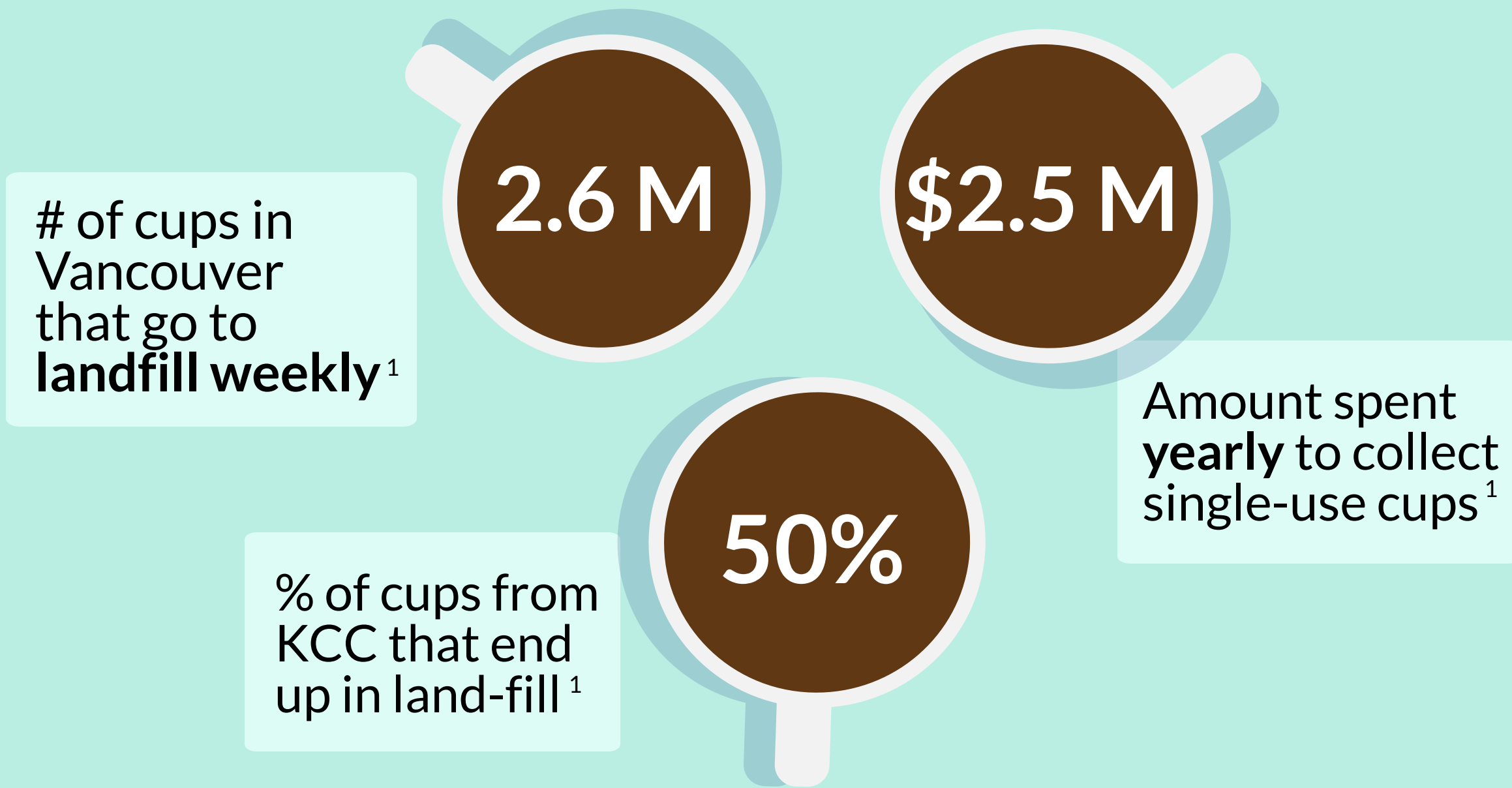


CHOOSE TO REUSE

WHAT'S THE ISSUE?

WHY DOES IT MATTER?

- The city of Vancouver has a long-term goal of achieving **Zero Waste by 2040**
- Zero Waste Strategy** is a long-term strategy implemented in order to achieve this goal
- According to the City of Vancouver, **Killarney Community Centre** has opportunities to improve their **waste diversion rate**.



Decreasing waste is a crucial step in achieving **community food security***

Food security is one of the key components for promoting a **healthy, sustainable and just food system**²

The **polyethylene** layer of the cup makes it hard to **recycle** properly... even if we *think* we're recycling, we **might not be!**³

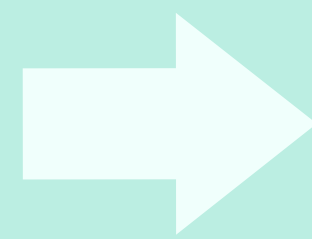
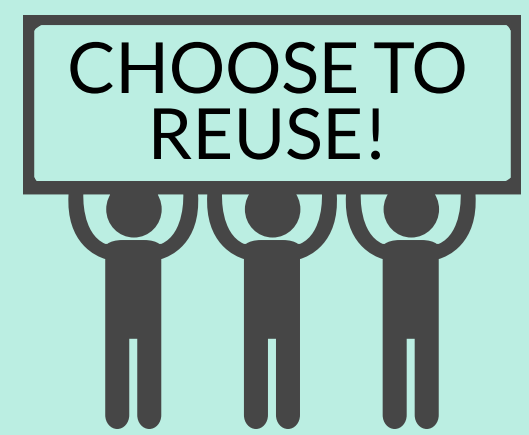
*community food security: exists when "all individuals in a community have access to affordable, safe, culturally appropriate, ecologically responsible and nutritionally adequate food at all times".²

OUR OBJECTIVE & STRATEGY...

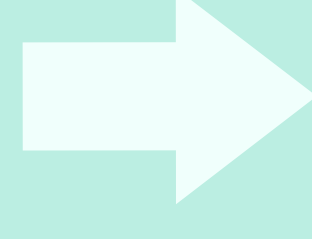
OBJECTIVE:

To determine the effectiveness of the slogan, "Choose to Reuse"

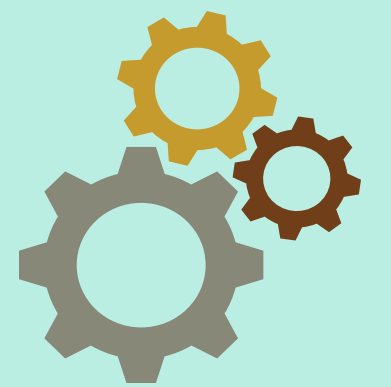
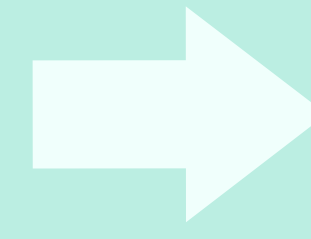
Testing Slogan:



Literature review on effective slogans



Conduct workshop and survey KCC patrons

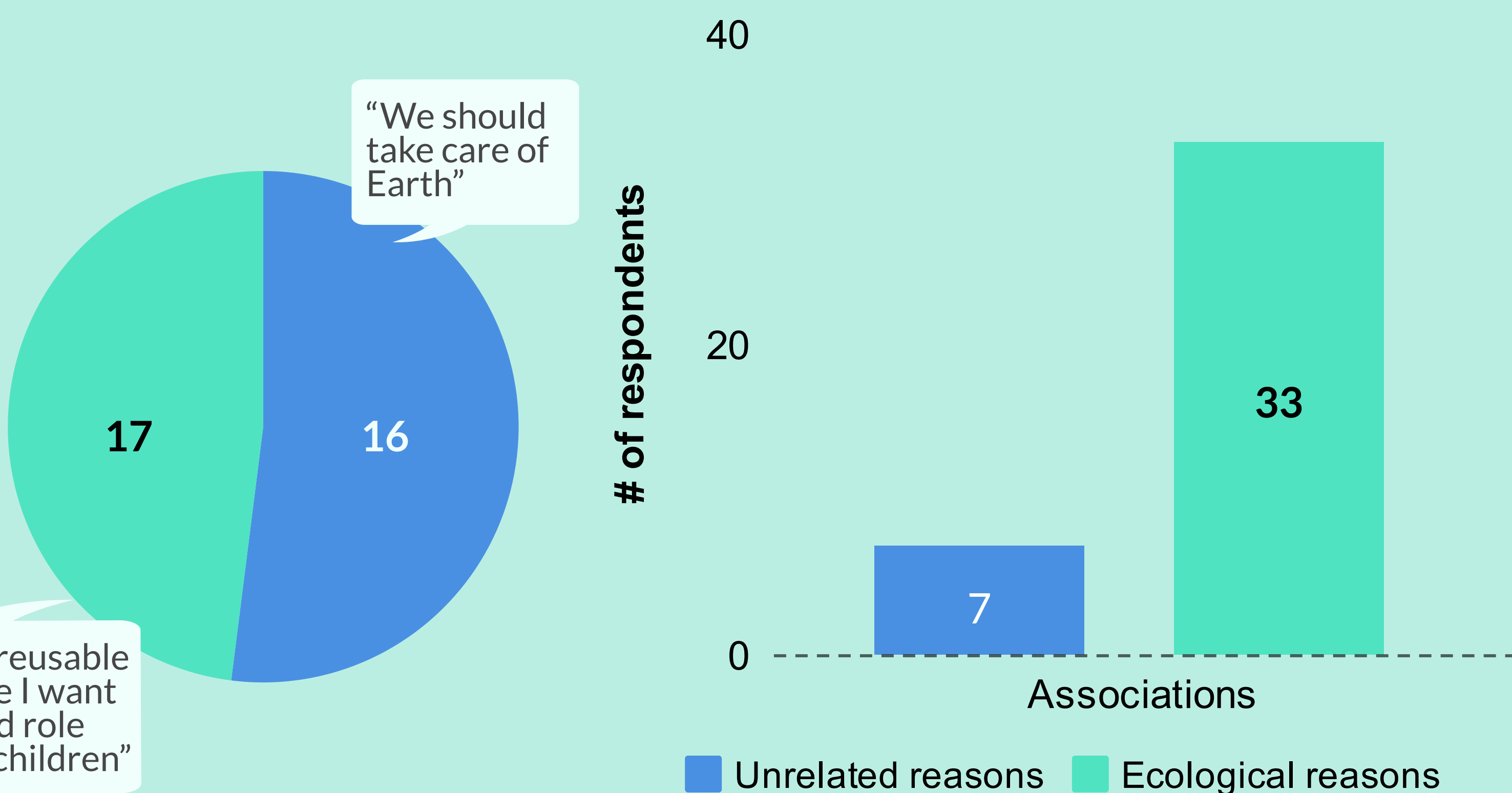


Data analysis

OUR FINDINGS

THE SLOGAN WAS ASSOCIATED WITH...

Other ecological topics (52%) Reusable items (48%)



TAKE HOME MESSAGE:



NEXT STEPS...

- continue to monitor effectiveness of slogan on individuals' behaviour around single use items and reusable mugs!

REFERENCES:
 1. CITY OF VANCOUVER SINGLE-USE ITEM REDUCTION STRATEGY 2018-2025. (2018). Retrieved from <https://vancouver.ca/files/cov/single-use-item-reduction-strategy-with-amendments.pdf>
 2. Land, Food and Community II. (2019). Session 1 - Course Introductions (Jan 02). Faculty of Land and Food Systems. Retrieved January 29, 2019 from <http://fs350.landfood.ubc.ca/session-notes/session-1-term-1/>
 3. Toor, S., Khan, M., Dhir, N., & Bajwa, A. (2018). Ecological and social costs of single use coffee cups and what can be changed. UBC Wiki. Retrieved 1 March 2019, from https://wiki.ubc.ca/Course:CONS200/Ecological_and_social_costs_of_single_use_coffee_cups_and_what_can_be_changed