

JUST GRAB IT,

#MakeltAHabitToday



A community activation towards **Zero Waste Vancouver 2040**

STAKEHOLDERS



CITYSTUDIO
VANCOUVER



ROUNDHOUSE
COMMUNITY CENTRE



CITY OF
VANCOUVER



UNIVERSITY OF
BRITISH COLUMBIA

THE ZERO WASTE HIERARCHY



* Recovering energy from organic materials such as food and, in the case of single-use items, compostable packaging.

Figure 1. Zero Waste Hierarchy³

1/ THE ISSUE

- Recycling is not the solution
- In Vancouver, **diversion rates are lowest in community centres**¹

spent per year in efforts to clean up as litter and collect from public waste bins²

\$2.5
MILLION

per week are thrown out in Vancouver, due to being lined with non-recyclable materials²

2.6
MILLION
CUPS



2/ SIGNIFICANCE

- Replacing disposable cups with **reusable alternatives** targets the top tier of the Zero Waste Hierarchy (Fig 1)
- Community food security** is "a situation in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes self-reliance and social justice"⁴
- Shifting consumption and waste practices contributes to the ecological aspect of building a **sustainable food system**

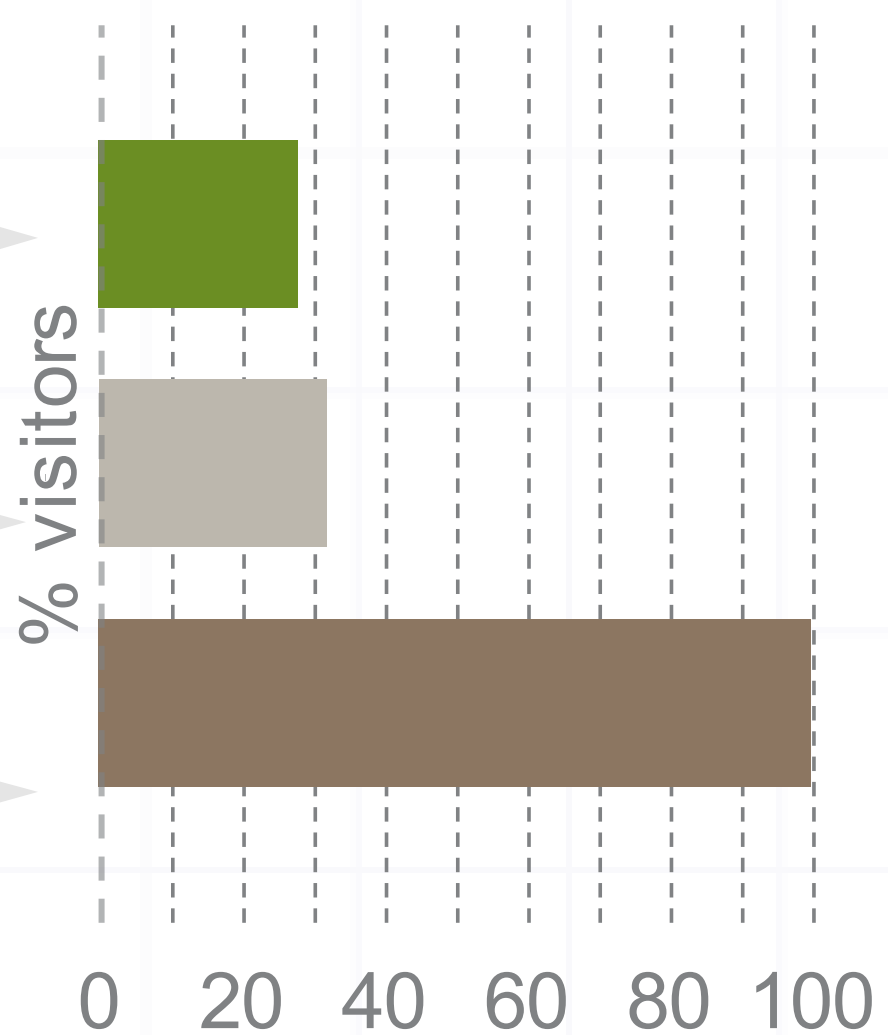
4/ RESULTS

28% of visitors expressed that they will be **more mindful** in remembering to carry their reusable cups

32% of visitors expressed that they are **very likely to start bringing reusable cups**

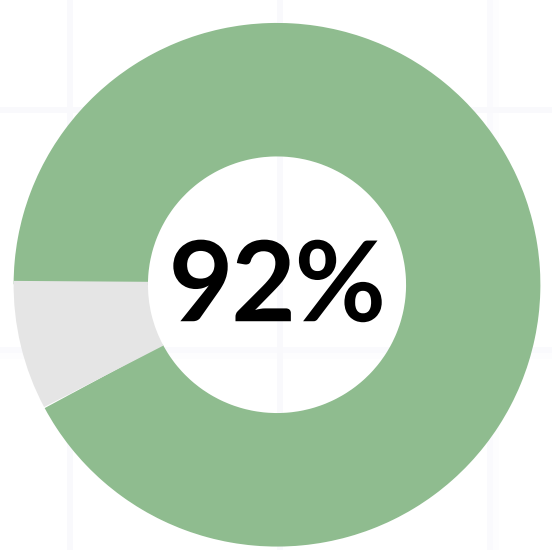
88% of visitors believed that it is possible for City of Vancouver to reach the goal of **Zero Waste 2040**

Figure 3. Percent of visitors on their responses to the activation booth (n=25)

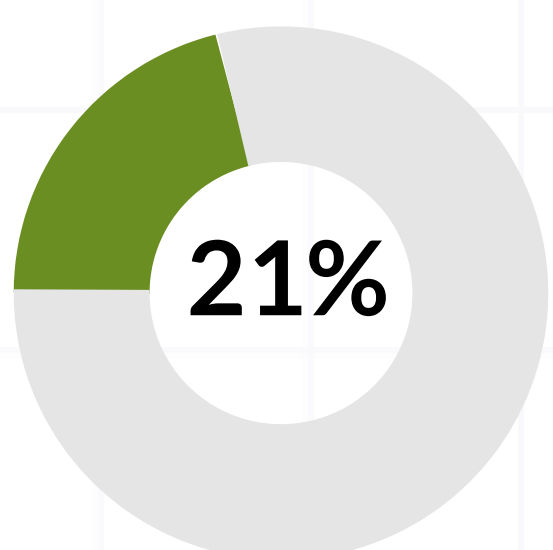


3/ OUR APPROACH

City of Vancouver's **Zero Waste 2040** requires households, communities, and businesses to collectively carry out sustainability practices through waste-reduction strategies that **prevent waste of all types**



of visitors own a reusable cup



of visitors who purchase to-go beverages never bring a reusable cup

"I forget" (73%)

"Can't make a difference" (14%)

- Patrons at Roundhouse Community Centre

5/ TAKE-HOME MESSAGE

- Most community patrons are aware of the ecological consequences of disposable cups and behaviours that are more environmentally sound
- Barriers that need to be addressed include inconvenience and the mentality that an individual's effort is insignificant to the grander issue
- The activation was moderately effective in increasing understanding of reusable cup usage but requires further investigation by City of Vancouver and CityStudio to create significant behavioural change

Objective: Host an **activation booth** at the Roundhouse Community Centre, Vancouver to better understand why patrons opt for reusable cups and the barriers that prevent them from doing so

SOURCES
1. P. Gagnon, personal communication, Feb 6 2019
2. City of Vancouver (2018, May 16). *City adopts Zero Waste 2040 Strategic Plan, Single-Use Item Reduction Strategy, and deconstruction waste measures*. Retrieved from <https://vancouver.ca/news-calendar/city-adopts-zero-waste-2040-strategic-plan-single-use-item-reduction-strategy-and-deconstruction-waste-measures.aspx>.
3. *Zero Waste Hierarchy* [Diagram]. Retrieved from <https://vancouver.ca/green-vancouver/zero-waste-vancouver.aspx>.
4. McCullum, C., Desjardins, E., Kraak, V. I., Ladipo, P., & Costello, H. (2005). Evidence-based strategies to build community food security. *Journal of the American Dietetic Association*, 105(2), 278-283. doi:10.1016/j.jada.2004.12.015