

A SIMPLE PRACTICE: SKIP THE PLASTIC.

TO ACHIEVE THE CITY OF VANCOUVER'S GOAL: ZERO WASTE 2040

OUR STAKEHOLDERS



UNIVERSITY OF BRITISH COLUMBIA



CITY OF VANCOUVER



YALETOWN COMMUNITY

THE ISSUE

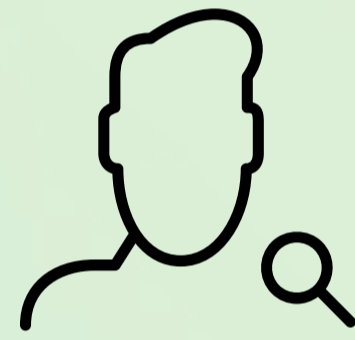
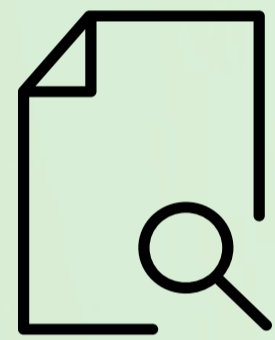
“ The Yaletown Roundhouse Community Centre has [great opportunities to increase their] plastic diversion rates. ”

- Paul Gagnon, City of Vancouver

Behaviour change towards ↑ reusable bags & ↓ plastic bags contributes to a sustainable food system, bringing us one step closer to **COMMUNITY FOOD SECURITY** within the Yaletown Roundhouse community.

OUR APPROACH

Literature research



Community observations

WHY IT MATTERS

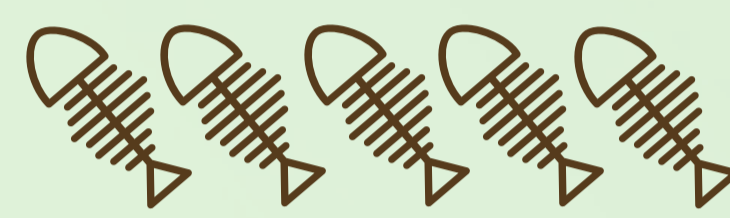
PLASTIC BAGS

1x

20-minute use before disposal¹

1.8 kg

emissions per bag²



years prior to breakdown before it is no longer an entanglement risk to larger marine animals¹

REUSABLE BAGS

104x

usage prior to replacement¹

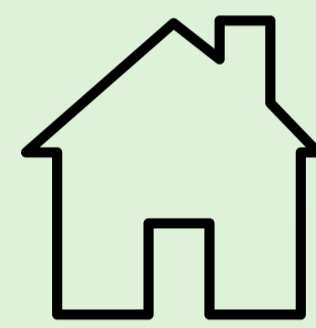
18.5 kg

emissions per bag²



years prior to breakdown before it is no longer an entanglement risk to larger marine animals¹

BARRIERS TO USING REUSABLE BAGS³



Forgetting to bring one



Lack of understanding

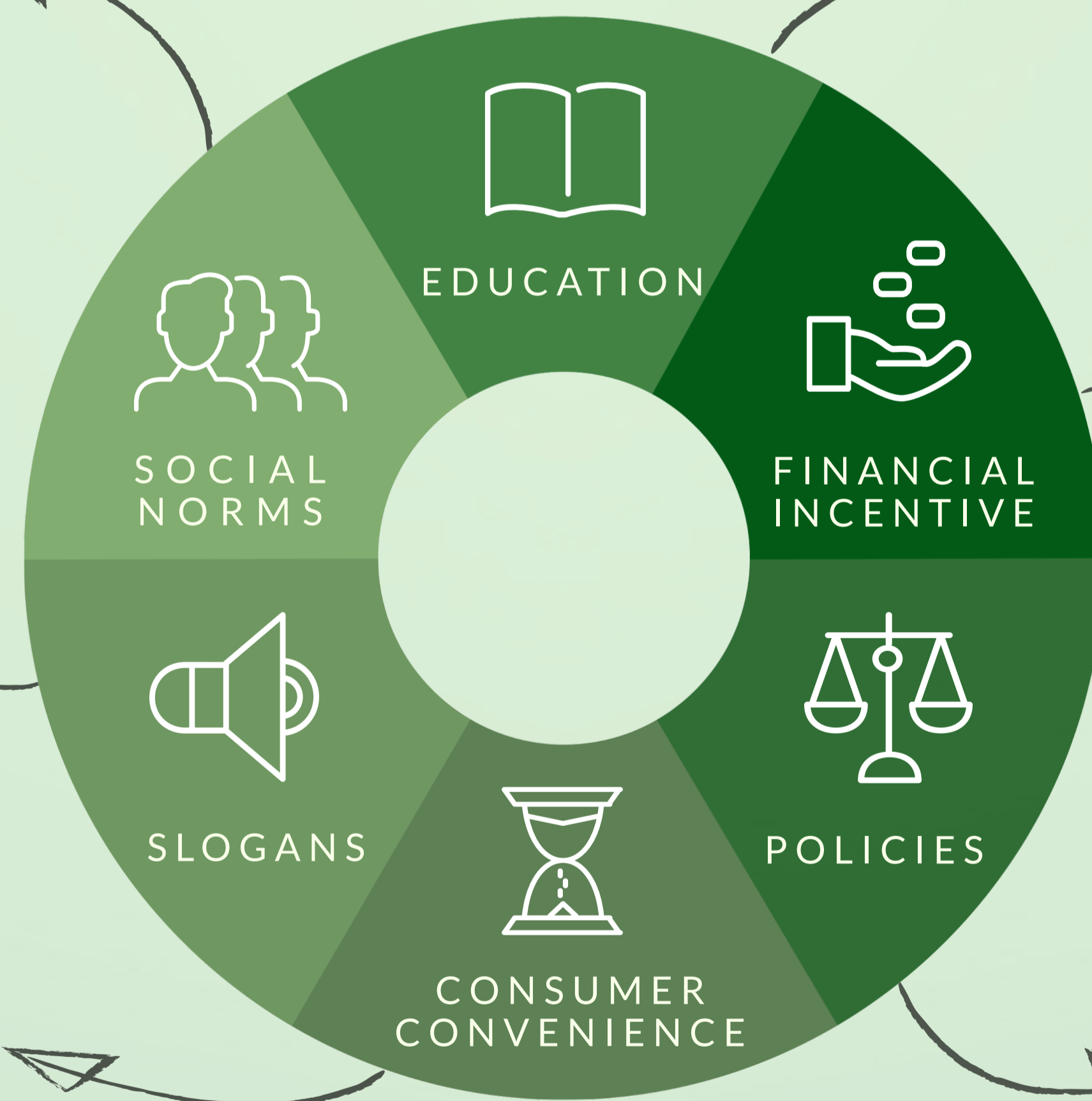


Easy access to plastic bags



Lack of concern/social pressure

WHAT WE FOUND



Addresses: Addresses

Examples: Pledges, trends, media, culture

Effect: Promotes a sense of accountability; 72% pledgers reported that signing helped them remember bringing their reusable bag¹

Addresses: Addresses

Examples: Jingles, posters, branding, media, hashtags, public campaigns

Effect: Practical information and appeal to normative values through environmental messaging leaves a greater impression which facilitates behaviour change⁴

Addresses: Addresses

Examples: Bag-share programs, accessibility

Effect: Readily available and convenient reusable bags will increase the likelihood for customers to choose them over plastic bags⁵

Addresses: Addresses

Examples: Community outreach, seminars, classes, media, curriculum

Effect: Courses that educate students about climate change increase their understanding and willingness to change behaviour⁶

Addresses: Addresses

Examples: Economic nudging, tax, cashback, stamp cards

Effect: Implementation of tax on plastic bags in supermarkets led to a 74% decrease of plastic bag usage and an increase in the use of reusable bags over four months¹

Addresses: Addresses

Examples: Bans, legislation, levies

Effect: Plastic bag ban led to 953 tonnes of plastic bag reduction in one year and consumers resorting to reusable bags⁷

NOW WHAT?

We suggest that the City of Vancouver explores the interventions we've put forth, builds a campaign strategy, and implements our slogan* to evaluate the effectiveness of our findings.



WHAT CAN YOU DO?

Start the simple practice of skipping the plastic! You play a vital role in spreading awareness about the impacts of plastic and making the use of reusable materials a social norm in your community.

* slogan: "A simple practice: skip the plastic."

¹ Auty K, Dickson K, Unfantastic Plastic-Review of the Act Plastic Shopping Bag Ban. Canberra (AU): the Office of the Commissioner for Sustainability and the Environment, August 2018. 71p. Report No. 1.

² O'Farrell K. LCA of shopping bag alternatives. Melbourne: Hyder Consulting; 2009. 36 p. Report No.: 3.

³ Laasko A. Building sustainability through social marketing: Encouraging reusable shopping bag use at stadium thriftway in Tacoma, WA - a case study [dissertation]. Ann Arbor: ProQuest LLC; 2013. 104 p.

⁴ Poortinga, W., & Whitaker, L. (2018). Promoting the Use of Reusable Coffee Cups through Environmental Messaging, the Provision of Alternatives and Financial Incentives. Sustainability, 10(3), 873. doi:10.3390/su10030873

⁵ Reiss, A. Barriers to behavior change & the application of social marketing tools. University of Waterloo, Department of Environment & Resource Studies. 2008 April 7. 40 p.

⁶ Tasquier G, Francesca P. The influence of casual knowledge on the willingness to change attitudes towards climate change: Results from an empirical study. Int J Sci Educ. 2017 Aug 01;39(13):1846-1868.

⁷ Martinho G, Balaia N, Pires A, The Portuguese plastic carrier bag tax: The effects on consumers' behavior. Waste Management. 2017 Mar;61(1):3-12