

# CREATING A ZERO WASTE VANCOUVER

## Plastic Bag Reduction in Community Centers

### In Collaboration With



City of Vancouver's Zero Waste strategy aims to implement policies and actions for Vancouver to achieve zero waste by 2040.<sup>1</sup>

### The Issue



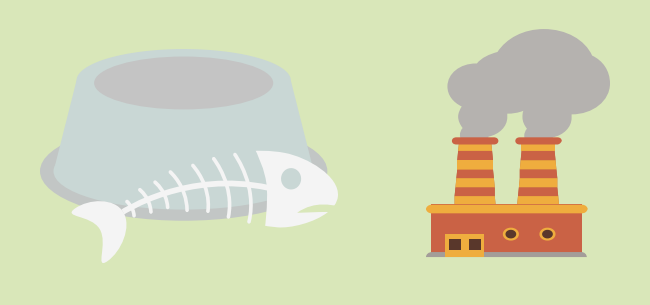
**2 Million**

Plastic bags are thrown away to landfills in Vancouver each week.<sup>1</sup>

### Community Food Security

"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."  
- Hamm & Bellows, 2003<sup>6</sup>

### Why Stop Plastic Use?



Reducing single-use plastic bags helps minimize harmful ecological impacts to achieve community food security and a more sustainable food system.<sup>2</sup>

### Our Objective

Provide the City of Vancouver with strategies to improve waste diversion in community centers

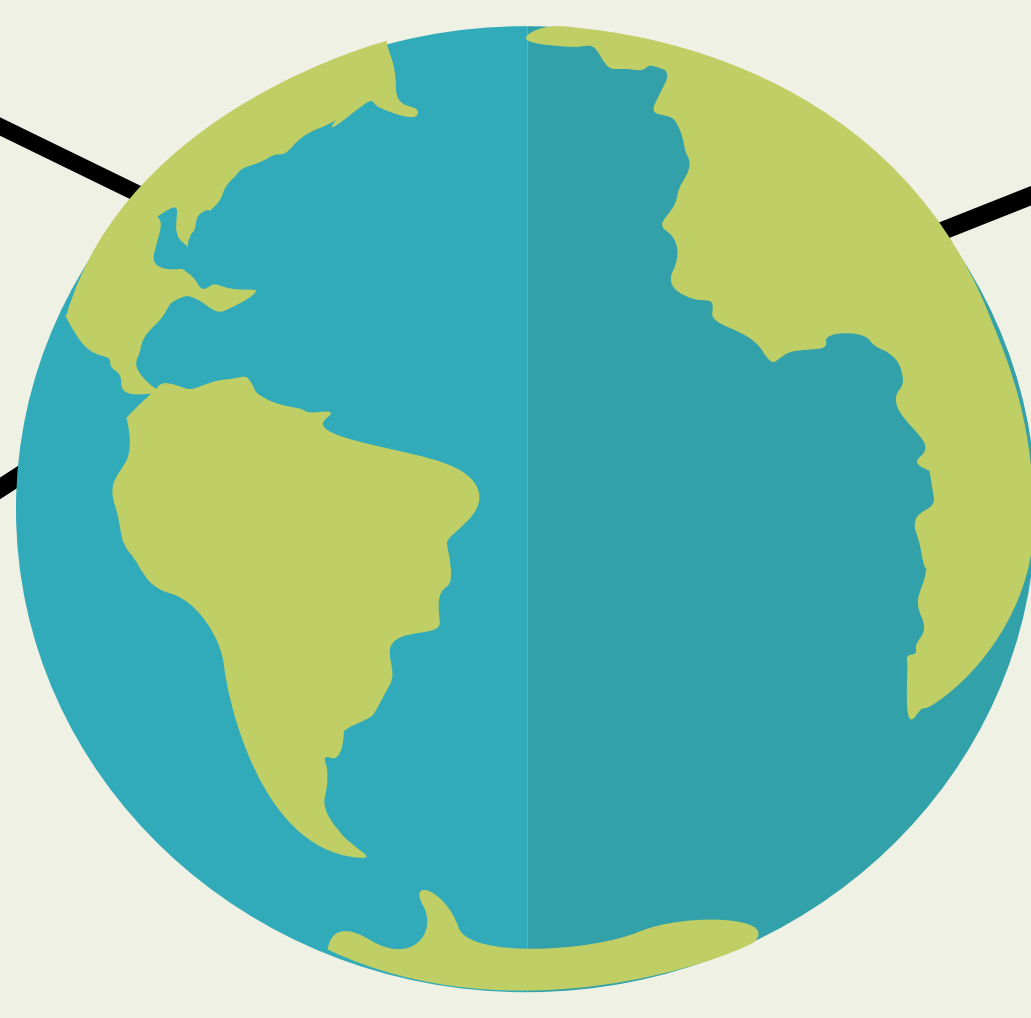
### Our Approach

Conduct scholarly and web-based searches for global plastic bag reduction and effective slogan **strategies**  
Create effective **slogans** based on theoretical guidelines

## Our Discoveries

### Global Sustainability Initiatives

**Alberta, Canada:** Partnership with Canadian Retail Associations<sup>5</sup>



**Kamikatsu, Japan:** Recyclable Paper Point Campaign<sup>8</sup>

**New Jersey, USA:** Re-usable Bag Education Program<sup>7</sup>

**Woolworths & Coles, Australia:** Self-Imposed Bag Prohibition<sup>4</sup>

**PARTNERSHIP WITH RETAIL ASSOCIATIONS**

**21.6%**  
Plastic bag distribution in Alberta<sup>5</sup>

**SUPERMARKET SELF IMPOSED BAN**

**80%**  
Plastic bag consumption in Australia<sup>4</sup>

### Corporate Plastic Bag Reduction Strategies (N=20)



Offer **reusable bags** (25%), **paper bags** (10%) and **cardboard boxes** (10%).

### Slogans

#### Effective Slogan Marketing<sup>3</sup>

Shorter slogans are easier to recall	✓
Moderate level of complexity can be easier to remember	✓
Intention should be clear and understandable	✓
Humor and creativity attracts attention	✓



It's only only 1 plastic bag ... said 8 billion people

I don't mean to brag, but I brought my reusable bag

It's time to stop plastic pollution with this easy solution: Bring your own reusable bag!

## Next Steps

Adapt, implement, and test global plastic bag reduction initiatives in Vancouver to measure their contributions to the Zero Waste Strategy



Create and post signage with slogans at community centers and test for changes in waste diversion rates

1. City of Vancouver.(n.d.). Single-Use Item Reduction Strategy. Retrieved from <https://vancouver.ca/green-vancouver/single-use-items.aspx>.  
 2. Spranz, R., Schlüter, A., & Vollan, B. (2018). Morals, money or the master: The adoption of eco-friendly reusable bags. *Marine Policy*, 96, 270-277. doi:10.1016/j.marpol.2018.01.029  
 3. Kohli, C., Leuthesser, L., & Suri, R. (2007). Got slogan? Guidelines for creating effective slogans. *Business horizons*, 50(5), 415-422. doi:10.1016/j.bushor.2007.05.002  
 4. National Retail Association. (2018). 1.5 billion single use plastic bags eliminated since July. Retrieved from <https://www.nra.net.au/media-release/1-5-billion-single-use-plastic-bags-eliminated-since-july/>  
 5. Retail Council of Canada, Canadian Federation of Independent Grocers, & Canadian Association of Chain Drug Stores. (2013). Alberta Plastic Bag Distribution reduction Strategy. Retrieved from <https://www.alberta.ca/assets/documents/ep-plastic-bag-reduction-2012-report.pdf>  
 6. Hamm, M. W., & Bellows, A. C. (2003). Community food security and nutrition educators. *Journal of Nutrition Education and Behavior*, 35(1), 37-43.  
 7. Sustainable Jersey. (2019). Reusable Bag Education Program. Retrieved from [http://www.sustainablejersey.com/actions-certification/actions/?type=1336777436&tx\\_sjcert\\_action%5BactionObject%5D=507&tx\\_sjcert\\_action%5Baction%5D=getPDF&tx\\_sjcert\\_action%5Bcontroller%5D=Action&cHash=10433e6ede5425af2cb18f9d4b336a31](http://www.sustainablejersey.com/actions-certification/actions/?type=1336777436&tx_sjcert_action%5BactionObject%5D=507&tx_sjcert_action%5Baction%5D=getPDF&tx_sjcert_action%5Bcontroller%5D=Action&cHash=10433e6ede5425af2cb18f9d4b336a31)  
 8. Zero Waste Academy. (2003). The Zero Waste Measures of Kamikatsu, Tokushima Prefecture. Retrieved from [http://zwa.jp/wp/wp-content/themes/zwa/assets/pdf/ZeroWaste%20in%20Kamikatsu\\_infobook\\_2018.pdf](http://zwa.jp/wp/wp-content/themes/zwa/assets/pdf/ZeroWaste%20in%20Kamikatsu_infobook_2018.pdf)

Theresia Clairine, Puloma Kaushal, Courtney Lau, Anica Li, Helen Zhou