

Vancouver Trashtalk

More Than Just Trashtalk – From Dialogue to Action



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vancouvertrashtalk.wordpress.com

Project History

- SFU's Certificate in **Dialogue and Civic Engagement**, Fall 2011
- Course Practicum: Food Scraps Recycling Dialogue in Kayak (Olympic Village), February 2012



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Project History

- **Food Scraps Drop Spot** in the Village in the summer of 2012
- Created a consortium of partners, Summer/Fall 2012



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Partners and Funders

Partners:



Funders:



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Project Timeline and Objectives

- End Date: June 30, 2014
- **Recruit 10-15 Recycling Champion Teams** in Diverse MURBs
- Create Tools in a Tool Kit for the Community
- Recycle and Divert Food Scraps from Waste Stream
- Identify **successful strategies for infrastructure and resident engagement** for organics recycling



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Promotions/Marketing to Recruit Champions

- Promotions through various channels: Partner networks and associated supporters, social media, CoV communications (newsletters, etc), posters/flyers, website

- Key Point of Contact:



- Still Room for Adding Buildings if Anyone Interested



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Participants to Date

Mount Pleasant

- 35 unit co-op (25 years)
- 60 unit co-op (40 years)
- 45 unit strata (35 years)
- 102 unit strata (< 1 year old)
- 118 unit strata (3 years)
- 48 unit rental apartment (3 years)
- 184 unit strata (3 years)

West End

- 15 unit strata (25 years)
- 146 unit “corporation” (49 years)
- 111 unit subsidized rental apartment (7 years)

Kitsilano

- 45 unit strata (30 years)



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Process

- Recruit recycling champs (meetings/site visits)
- Assist prospective recycling champs to secure support/approval of strata/board/property
- Assist infrastructure planning
- Assist with engagement/education strategies
- Implementation, Fine Tuning, Capturing Metrics



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Tool Kit



- Reasons to Participate
- Questions and Criteria for Private Hauler Evaluation
- Metrics Spreadsheet
- Strategies for Engagement



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Recycling Champions Network

- Bring together all champions to **share** challenges, lessons
- Provide **assistance** in communicating with one another
- Events
- **Network** will create sustainable communities of champions, learning exchange and develop recycling advocates



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Key Lessons to Date

- Regulatory Leadership is Key:
- Bringing Attention to Waste Practices:
- Different Buildings Require Different Engagement Strategies:
- Rental Apartments:



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Key Lessons Continued

- Older Buildings with Space Challenges:



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From Keeners to Critical Mass

- **Necessary vs Sufficient Conditions** for Success: Stratas & Property Managers vs Resident Leaders
- Regulatory Powers Need to **Innovate on Education and Engagement**



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Key Lessons Continued

- Waste Footprint Reduction Satisfaction

“There is this real satisfaction in taking out a smaller and smaller bag of garbage.” “I’ve composted before and when I moved here it was very difficult for me not to have an option to recycle my organics.”

- Nurturing Life-Long Dedicated Recyclers and Advocates



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