

Sustainability



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Agenda

SPONSOR, OBJECTIVE & SUMMARY

DISCOVERY & CHALLENGE

TAKE AWAY & FUTURE USE

OUR 'MY PATHS'



Sponsor



Nicole Arsenault
Program Director of
Sustainability



To create a sustainable environment by encouraging York University students to be more aware of their actions. We also want to minimize waste and therefore focused on this by looking at two coffee shops.

Objective

Summary

PHASE 1: Observe & Document Data

PHASE 2: Create & Facilitate Engagement

PHASE 3: Document Data at Coffee Shops

PHASE 4: Compare Data & Create Models to Display it

PHASE 5: Create a Resource



Summary

1

SMALL ACTS WITH HUGE IMPACTS

DID YOU KNOW?
500 billion disposable cups are produced each year, that's enough to wrap around the earth 1360 times.

THIS IS EQUAL TO:

- 20,000,000 TREES CUT DOWN
- 14,500,000 LBS OF CO₂ EMISSIONS PRODUCED
- 12,000,000,000 GALLONS OF WATER USED

Let's help reduce waste and save our Earth's valuable resources. Bring your own reusable cup to any coffee shop on campus!

GRAB ONE AT YORK UNIVERSITY'S BOOK STORE!






2

**BRING IN YOUR OWN CUPS
CREATE A SUSTAINABLE FUTURE**

MUGGY MORNING

YORK UNIVERSITY



3

HELP US REDUCE WASTE

A SINGLE PAPER CUP TAKES MORE THAN 20 YEARS TO DECOMPOSE

BRING YOUR OWN RESUABLE CUP!



4

Reduce Waste

Bring a Reusable Mug

Make the Switch & Save at Tim Hortons & Starbucks



Summary



SAY NO!
TO SINGLE-USE CUPS



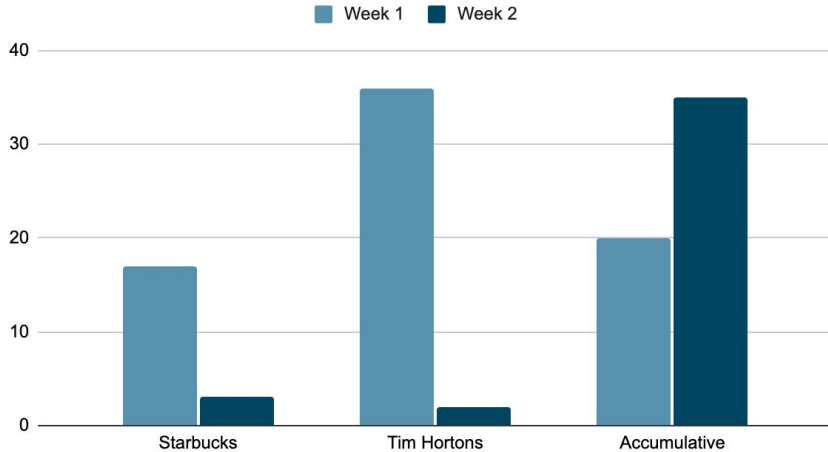
It's time to make the switch. Help save the planet by reducing plastic waste that end up in landfills and our environment. Save up to .25 cents when you bring your own mug.



Worked with Marketing Specialists to develop an advertisement that addresses our goal- minimize waste

Discovery

Amount of Reusable Mugs



The amount of reusable mugs used at Tim Hortons & Starbucks in Central Square *increased* after our intervention

Challenge

Developing an **advertisement** that met York University's **guidelines** & reflects our aim

Awareness is Key

To achieve change individuals must be aware of how they actively contribute or impede upon a goal/event. Our initiative illuminates how **increased** awareness can impact behaviour

Take-Away

Future Use

Engage in sustainable practices such as bringing reusable mugs and other acts that are conscious of the environment

Being conscious of the environment and how much waste we are producing individually as this contributes greatly when viewing the world at large

Continue expanding awareness on sustainable practices beyond University campus' to target a larger audience and promote an environmentally friendly environment



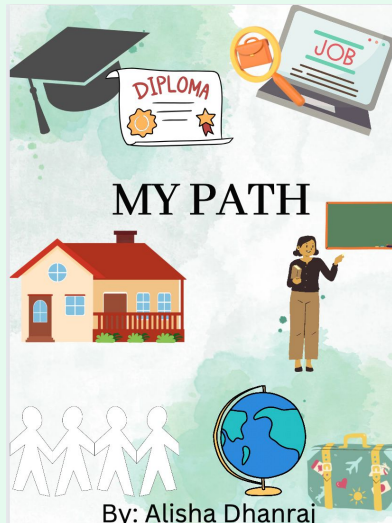
Christina Ruffolo



Our Paths



Isabella Naccarato



Nicolette Di Stefano



Kayla Gaspar