At SFU we are driving innovation by pushing the boundaries of zero waste.

SFU’s Zero Waste Program is driving a regional standard in public space waste diversion. In January 2014 the program was launched with standardized interior stations, signage, colours and waste streams across three campuses in three different municipalities. The standardization and communications program are quickly becoming models to adopt and adapt within the region and across North America.

2013 Diversion

Current diversion

Tonnes diverted

Savings to date

INNOVATIVE COMMUNICATIONS PROGRAM

The communications program has received much praise and attention both internally and externally. It has also contributed measurably to diversion rates.

- 70% diversion from landfill
- External areas standardized to current system
- Offices, classrooms and bathrooms aligned to system
- All events will have a zero waste option
- Translating our innovative methods and model to industry, institutions and organizations across North America (e.g., signage, icons and station backboard currently being adopted by other organizations)

Next steps for 2015

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1. Zero waste events (Zero Waste Presidents BBQ)
2. Tactile and graphic signage and bin signage backboard (all of which are being reproduced for use by industry and institutions commercially in 2014)
3. Music video (the music video launched our campaign sfu.ca/zerowaste)
4. Web portal (one stop resource for internal and external community members)
5. Student educators (650 hours of face to face contact training on bin use)
6. Social media campaigns (“selfie” photo campaigns to raise profile of)
7. Zero waste events (Zero Waste Presidents BBQ)

$19,000**

Equivalent to the waste produced by 255 Canadians in one year

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ENGAGING TO DO BETTER:

Need Fair Trade Coffee

Need sustainable K-Cups

Pilot project with Starbucks to serve Fair Trade espresso coffee in Canada —

We endeavor to demonstrate Community & Global leadership through our sustainable practices and engagement as a Fair Trade Campus.

Improving the lives of farmers, artisans & their families in developing countries.

In the place where innovative education, cutting-edge research and community outreach intersect, you’ll find Simon Fraser University. Our vision? To be Canada’s leading engaged university.

SFU.CA