



MORGAN WONG

ENVIRONMENTAL PROJECT ASSISTANT



The Company

Green Chair Recycling is a social enterprise based in Vancouver, BC. Their mission is to reduce waste sent to landfill from events ranging from festivals to marathons while educating the public.

To do so, recycling stations are set up where Green Chair staff and volunteers actively sort and recycle waste while engaging and educating event attendees. By providing event waste management services, Green Chair is able to achieve a **90% waste diversion rate** from materials that would have otherwise ended up in landfill.

Their strategic partnerships and passion for making an environmental difference has allowed them to grow and continue to succeed on all of their endeavors.



Challenges

Recycling is not as straightforward as one would think. **Contamination** often occurs when a recyclable material is mixed with something else (think coffee with newspaper, for example) which results in an unrecyclable item.

Different recycling standards between municipalities along with **public assumptions** and unfamiliarity result in confusion, subsequently leading to accidental contamination. The outcome results in **unnecessary amounts of waste** being generated annually.



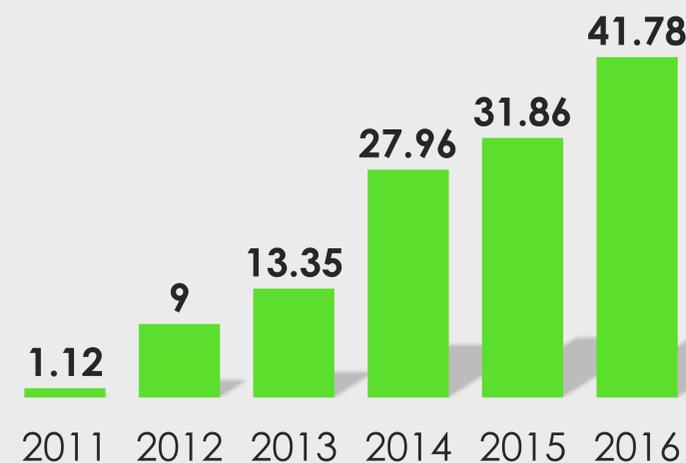
Accomplishments

- Supervised and managed teams to successfully execute recycling operations at major events and festivals
- Completed cost benefit analysis, life cycle analysis, and environmental footprint reports
- Communicated with event stakeholders and the public throughout event operations to ensure efficient collection of materials



Annual Waste Diversion

Total in Tonnes



Key Takeaways

- It is surprising how many things can actually be recycled – but people need to be educated on what is recyclable and what is not
- Standardizing recycling systems across municipalities could significantly reduce public confusion and decrease overall contamination
- By educating and helping create proper recycling habits, overall waste management will be greatly improved