

# COMING, GOING & THE TRASH LEFT BEHIND: TOURISTS, STUDENTS & TRANSIENT POPULATIONS

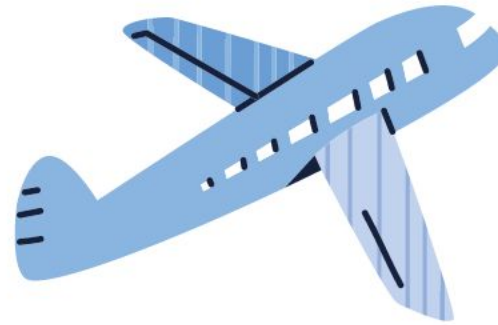
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WHY ARE WE TALKING ABOUT THIS ?

# Participation & contamination

# The audience



**TOURISTS**



**COLLEGE  
STUDENTS**



**APARTMENT  
RENTERS**

- 01** Don't have ownership of their space
- 02** No real emotion or financial ties to their space
- 03** Likely coming from a place with different recycling or organics guidelines and processes

**DON'T KNOW LOCAL  
GUIDELINES AND PROCESSES!**

# THE AUDIENCE

Not in a static,  
consistent situation



## TOURISTS

- 01 In-and-out of their resort/hotel/Airbnb/VRBO
- 02 Buying on-the-fly single-use travel necessities
- 03 Lots of takeout meals



## COLLEGE STUDENTS

- 01 On-campus (lots of different buildings/bins)
- 02 Off-campus (different than campus guidelines?)
- 03 Brains are busy...fragmented schedules



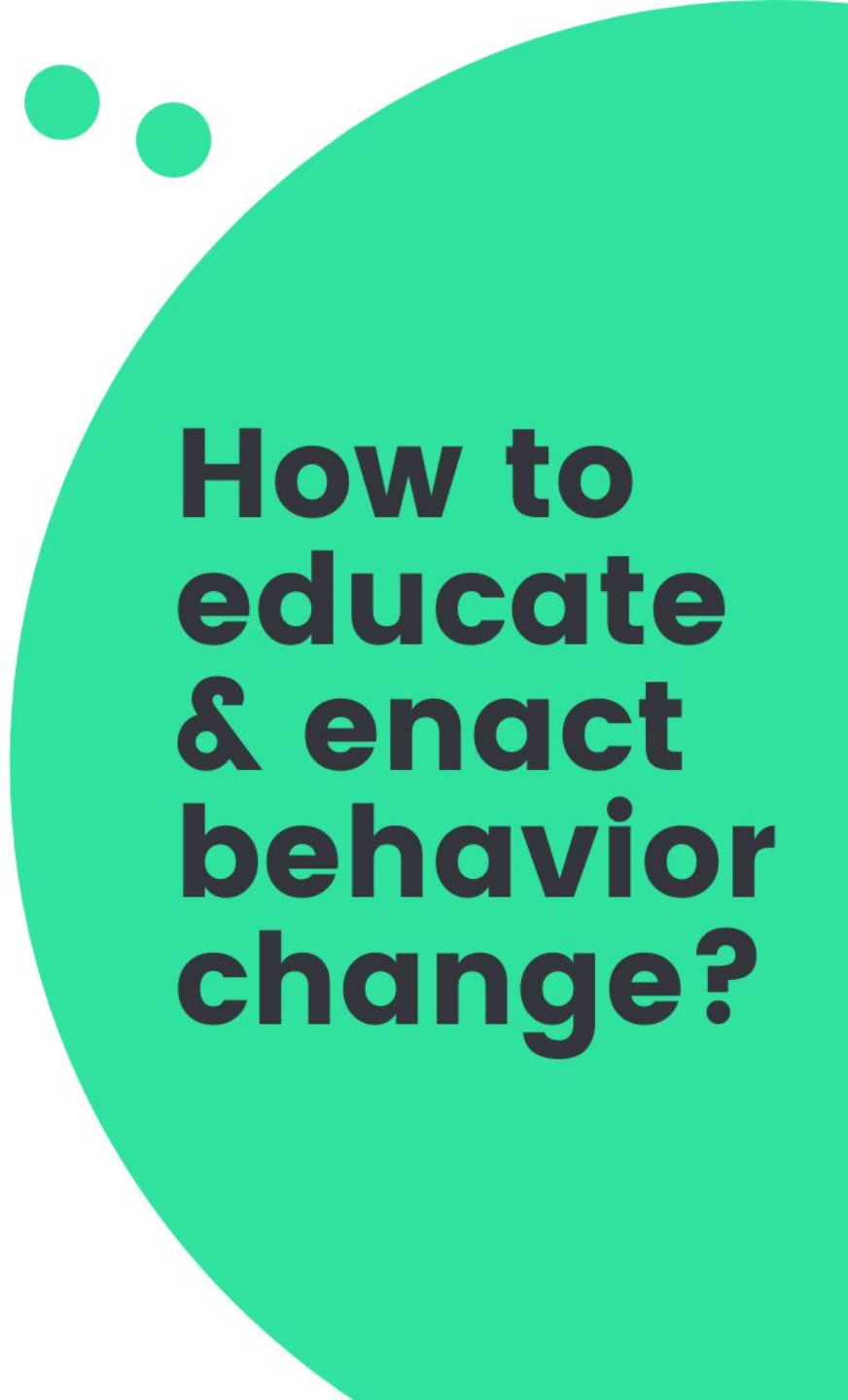
## APARTMENT RENTERS

- 01 Movement of materials from unit to disposal container; thinking about space
- 02 Frequent hauler, guideline & process changes
- 03 Live in one place for a short time period



## **SOLUTIONS MUST BE:**

- 01** Immediate
- 02** Tangible
- 03** Easy
- 04** Cool, dope, sic...



**How to  
educate  
& enact  
behavior  
change?**

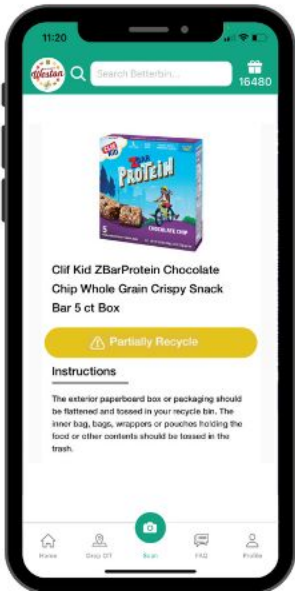


# OUR SOLUTION

# Technology + Tangible Tool

Betterbin

PUBLIC  
Thread



# SOLUTION DETAILS

Milwaukee, WI  
Airbnb/VRBO



Comes with this  
welcome letter



Has this cool-looking  
bag for recyclables



Comes with this  
QR code



Takes you directly to the  
app (no download required)



# SOLUTION EFFICACY

## 01 Immediate

On their phone.

Local instructions for what you're holding in your hand.



## 02 Tangible

No thinking required.

Accessible tool ready.



## 03 Easy

Welcome letter instructions.

QR code on trash can, refrigerator, bathroom, etc.

No download required.



## 04 Cool, dope, sic...

The bag actually looks fashionable!

**HELLO!?** A QR code and barcode scan to get local recycling instructions for what you're holding in your hand?!





## MUST HAVES

**01** Outreach to rental operators, resort personnel, campus sustainability directors

**OUT-OF-THE-BOX IDEA: Local Facebook & Meetup groups**

**02** Buy-in from a meaningful champion

**OUT-OF-THE-BOX IDEA: A tenant who REALLY cares**

**03** Promotion of the tech and tool

**OUT-OF-THE-BOX IDEA: Campus social media takeovers**

**04** Someone to foot the bill

**OUT-OF-THE-BOX IDEA: Local business sponsors**

**Ingredients  
for success**





# The Gamechanger: Data and tech to enact change

## Betterbin

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