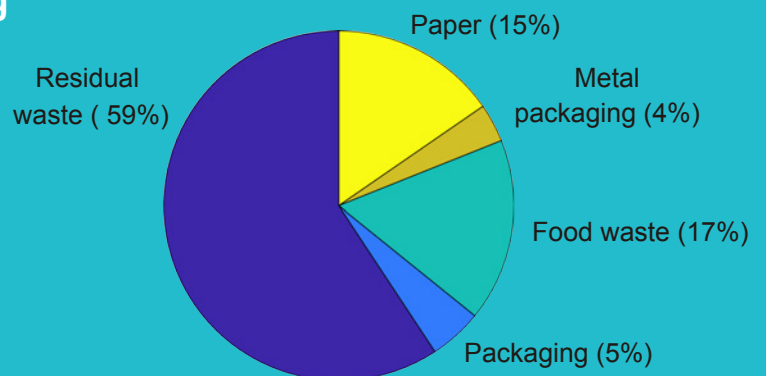


Think beyond what you see

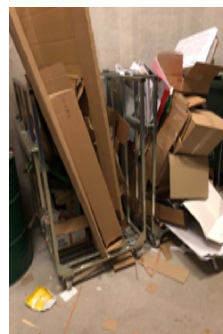


WHY?

- According to Chalmers' statistics, last year there were 440 tons of "regular" waste produced on campus (see fractions in the diagram below).
- Historic figures show an increasing tendency in waste generation.
- Awareness should be spread to students and employees, inducing all of us to change our behaviour and act in a more sustainable way.
- Students normally see the trash bins located throughout the campus, but do not see the whole picture in quantitative terms.



VS

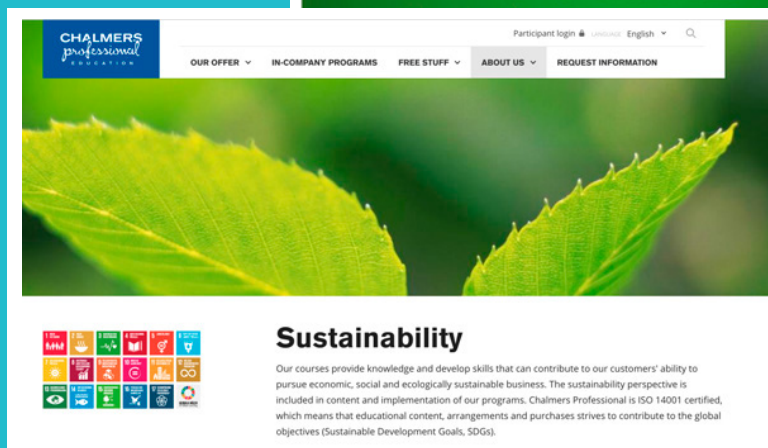


Think beyond what you see



HOW?

- Showing what is usually hidden from public eye: data, figures...
- Relating waste figures to other equivalents.
- Giving tips and best practices on how to reduce your waste generation.
- Encouraging people to demand Chalmers to be a role model on sustainability.
- Engaging people willing to take their part and collaborate with the university to make it reality.



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Presentation slides