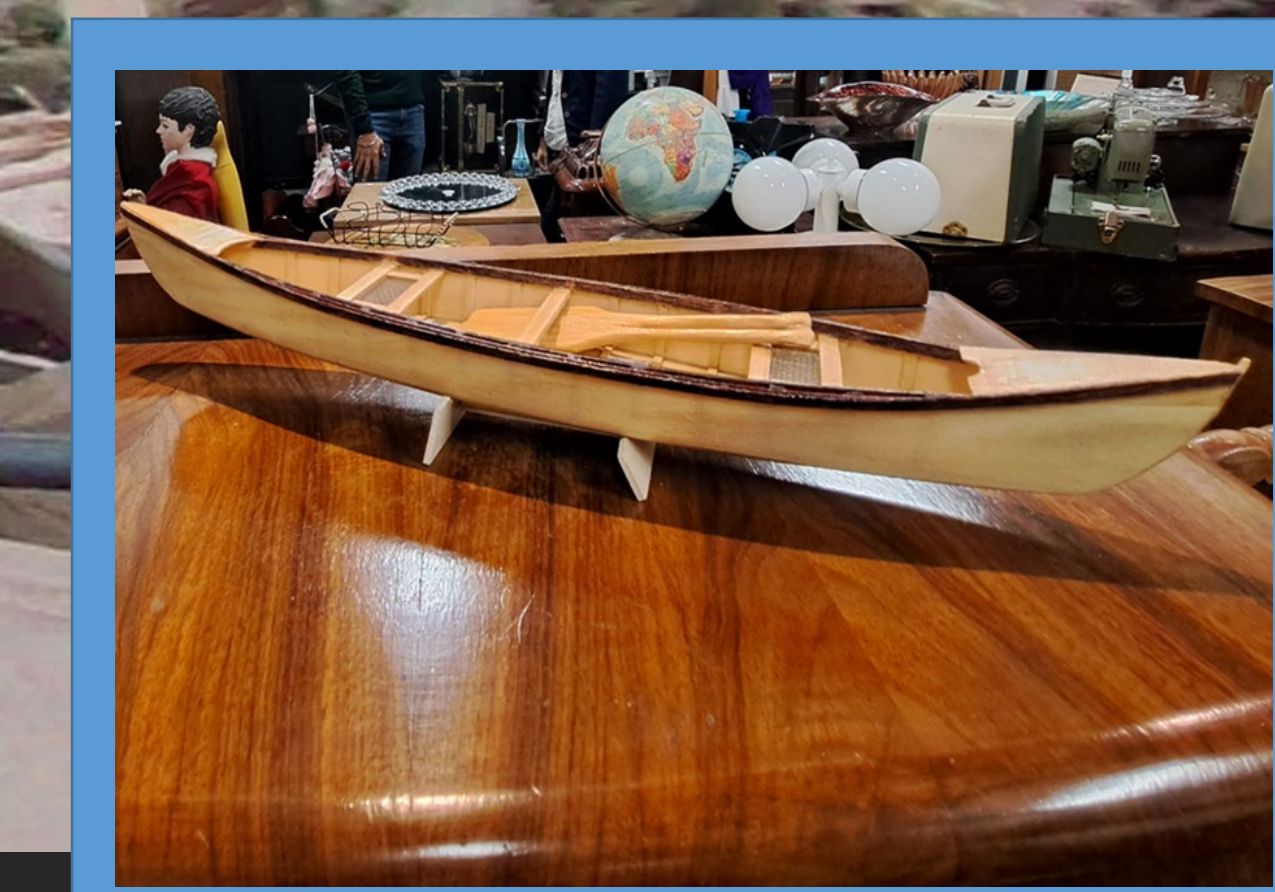
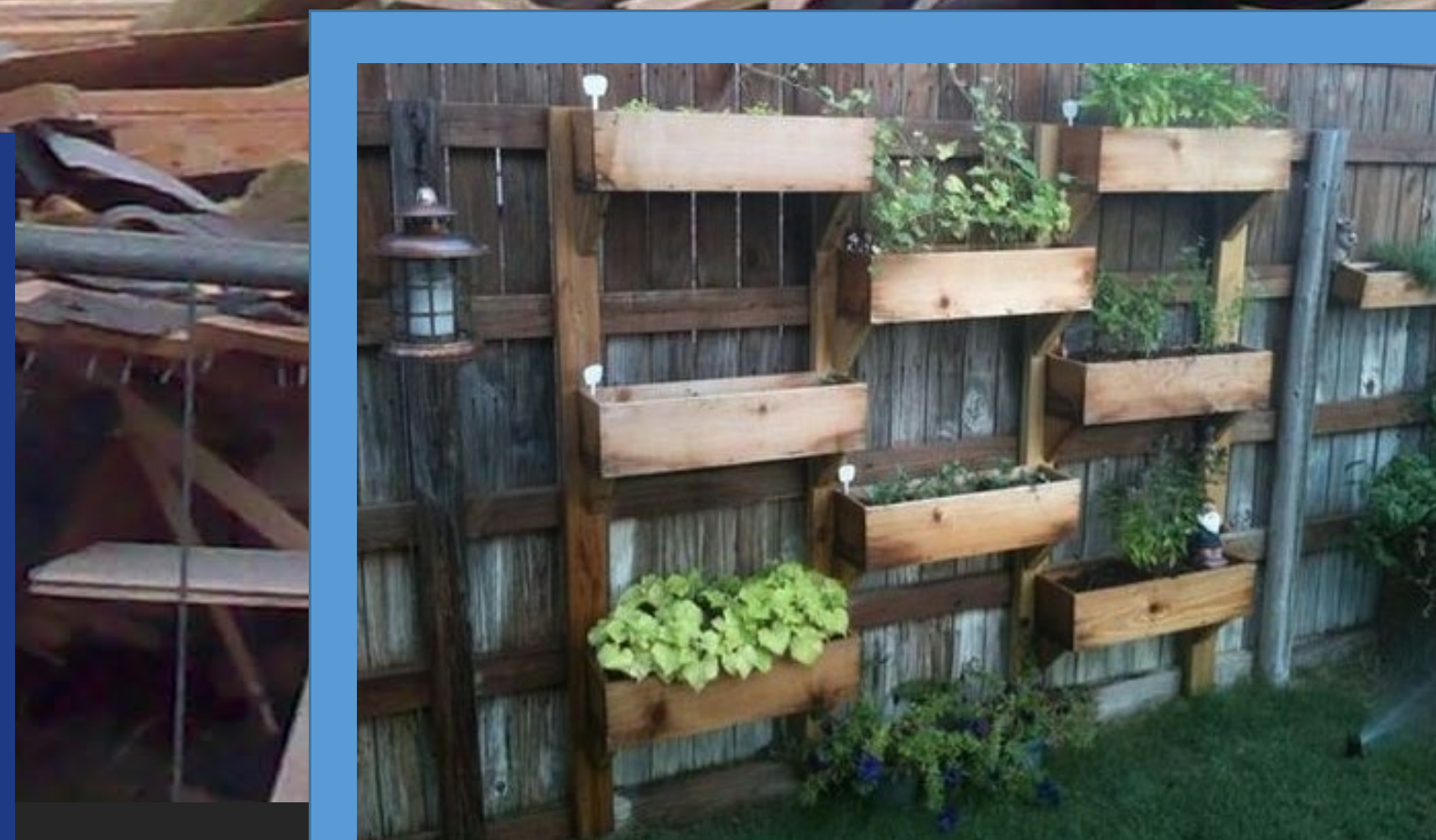




# Urban Repurpose Public Awareness Campaign

## Reusing Construction Wood Waste



### WHAT IS IT?

- Building an effective public awareness campaign for the Spring 2023 event for Urban Repurpose.
- Promoting the benefits of sustainability and the re-use of materials, especially wood from demolished homes and buildings.
- Encouraging audiences between the age of 6-60 in North Vancouver to make objects out of reclaimed wood.

### WHY IS IT NEEDED?

- 1,370 kgs of waste per person is generated in Metro Vancouver, mostly composed of wood and scrap material (Vancity Waste Report, 2019).
- The untapped potential of wood waste is essential to avoid deforestation and pollution.
- Alliance with the main goal of the city of North Vancouver, "making a livable city" (City of North Vancouver).

### HOW IT WORKS:

- Social Media content, marketing, and management.
- Local media engagement.
- Schools and universities outreach.
- Volunteer program.

### OUTCOMES

- **Secure Future Finding:**  
Return on Investment = Amount of Investment ÷ Number of People Reached (62% Daily Social Media Users in Canada, Reviewlution, 2022).
- **School and University Curricula:**  
Students Reached = Amount of Investment ÷ Number of Students Reached (48,500 student enrolled in schools in B.C., Government of B.C.).
- **Study Campaign Impact:**  
Change in Construction Wood Waste.

### NEXT STEPS

- Hire 3 coordinators, possibly funded by CapU.
- Provide volunteer opportunities for CapU students.
- Launch dedicated Social Media sites and content for Social and Mass Media, expected cost is \$3000.