



## BINNERS' PROJECT

August 31, 2015  
For Immediate Release

### The Coffee Cup Revolution: Binning For Used Paper Coffee Cups

The Inaugural Coffee Cup Revolution was held last year. One hundred and fifty binners participated and in four hours over 44,000 coffee cups were redeemed. Over \$2,500 was given back to the community in the form of income.

Once again, binners will be turning in used coffee cups for 5¢ each at Victory Square. The event is on **Thursday morning, September 10<sup>th</sup> and starts at 9:30 am.**

This is the only public event in Vancouver that brings binners together and celebrates the work that binners do. The event also highlights the generation of non recycled waste in the form of paper coffee cups in Vancouver (they are recycling since 2014 for residential waste only). Binners and volunteers will gather to demonstrate the importance of binning and the BC refund system for used containers from both environmental and social justice perspectives.

The Coffee Cup Revolution will feature two roundtables bringing together community activists and experts in wide ranging discussion. More specifically, the roundtables will focus on: 1) new environmentalism in the City; 2) new economies in the City.

“The Binners’ Project, generally, and the Coffee Cup Revolution, more specifically, are exciting developments in the civic landscape of Vancouver. The energy generated towards recognition of the key role binners play in a sustainable urban environment and towards empowering the Binners’ community is remarkable,” says Margot Young, Professor, ALLARD School of Law, UBC. “Leveraging the recycling of the hundreds of thousands of coffee cups that now go into our landfills weekly is a worthy goal. And, increasing the profile and economic well-being of binners is equally impressive.”

The [Bidders’ Project](#) is a group of waste-pickers dedicated to improving their economic opportunities and reducing the stigma they face as informal recyclables collectors. The Binners’ Project is supported by the J.W. McConnell Family Foundation and the City of Vancouver.

It is a project on [Tides Canada](#)’s shared platform, which supports on-the-ground efforts to create uncommon solutions for the common good. Tides Canada is a national Canadian charity dedicated to a healthy environment, social equity, and economic prosperity.

[binnersproject.org](http://binnersproject.org)



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