



Friday, Oct 21st, 2016
For immediate release

Vancouver, B.C. – On Monday, October 24th binners and residents from across Vancouver are invited to collect and redeem paper coffee cups for a 5-cent per cup refund at Victory Square.

“This project is a win-win, the binners are helping with cleaning up the streets by collecting used coffee cups, while making extra cash from material that would otherwise end up in the landfills.” says Binners’ Project Director Anna Godefroy. *“Our annual event is increasingly popular among binners, and also people working in nearby offices. Everyone is bringing in their used cups!”*

An anticipated 300 binners will bring in thousands of coffee cups for the refund. This will keep a team of volunteers busy. But the event, with the themes of street-side recycling and the emerging green economy in the Downtown Eastside, will also have over 30 guests taking part in roundtables from 10am to noon. The roundtables will focus on a range of green economy and social justice issues. Guests include Jerry Dobrovolny, general manager engineering services for City of Vancouver, Albert Shames, Director Waste Management and Resource Recovery at City of Vancouver, Sean Condon, former Megaphone Director and Vancity Credit Union Development Advisor, Social Enterprise, MLA Vancouver Hastings, Shane Simpson, and Kate Letizia, director of Calgary Can.

Last year over 31,000 disposable coffee cups were collected in 4 hours. More cups are expected this year and the push is to convince the government to legislate the refund. This would: clean up city streets, decrease waste in landfills, increase the livelihood for those who depend on binning.

The goal of the Binners’ Project is to improve the economic conditions for the binners across the city, reduce the stigma Binners face as informal recyclable collectors and decrease waste going into the landfills.

“The Binners’ Project speaks to key issues of social and environmental justice. The energy and human spirit of the Coffee Cup Revolution make this a not to be missed event,” says Binners’ Project Advisory Comm. member, Margot Young (Professor, UBC Allard Law).

The Coffee Cup Revolution will take place from **10am to 2pm**, on Victory Square on Monday Oct 24th, 2016.



About Binners' Project:

The Binners' Project is an innovative social and economic initiative dedicated to working with and for binners. 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.

The Binners' Project is a group of waste-pickers aided by support staff dedicated to improving their economic opportunities, and reducing the stigma they face as informal recyclable collectors.

Binners are one of the most marginalized groups in urban areas. Their livelihoods stem from refunds received from used containers collected from bins. They positively contribute to our environment by keeping our streets clean and diverting a considerable amount of waste from landfills.

The Binners' Project is supported by the J.W. McConnell Family Foundation, the City of Vancouver, and Vancouver Foundation. This event is sponsored by Metro Vancouver, Regional Recycling, Central City Foundation, Vancity, City of Vancouver, BC housing, and SFU Beedie School of Business.

For more information about the Binners' Project visit: www.biddersproject.org.

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