

From Trash to Treasure CAMPAIGN



THE OVERVIEW

The United States is home to thousands of landfills that are rapidly filling up with waste. The rise in the number of landfills in the United States has resulted in a number of environmental and public health concerns. To increase awareness about these issues, education is crucial.

This campaign “From Trash to Treasure” focuses on raising awareness about waste reduction, by reintroducing reduce, reuse, recycle along with a new “R,” rethink. By providing accessible and practical information, this campaign can empower individuals to make informed choices and adopt sustainable behaviors.



WHAT IS AFFECTED

AIR
POLLUTION

WATER
QUALITY

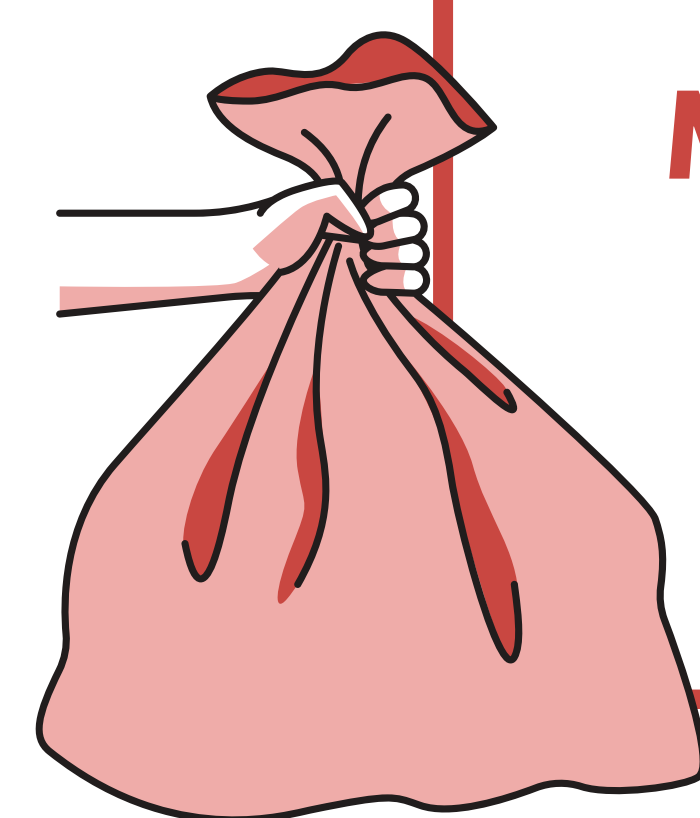
SOIL
QUALITY

HAZARDOUS
DISCHARGE

HEALTH AND
WELL BEING

REDUCE

Minimize the amount of waste we create by putting a product to use instead of throwing it away



U.S GENERATES ABOUT
624,700
METRIC TONS
OF WASTE
PER DAY

OVER
1250
LANDFILL
FACILITIES ARE
LOCATED IN THE
UNITED STATES

AVERAGE
PERSON
PRODUCES
ABOUT
5 POUNDS OF
WASTE A DAY

REUSE

Allows products to be used to their fullest extent



POLLUTED WORLD



CAMPAIGN EVENT ON
SCHOOL CAMPUSES

RECYCLING CAN BE THE
NUMBER ONE THING WE CAN
DO FOR THE ENVIRONMENT
IF WE DO IT PROPERLY

RECYCLE

The collection and often reprocessing of discarded materials for reuse



INFORMATION RETAINED &
HABITS FORMED/ADJUSTED



HABITS ARE
IMPLEMENTED

SMALL CHANGES
ADD UP TO MAKE A WORLD
OF DIFFERENCE!

RETHINK

Considering how your actions affect the environment



ITEMS ARE DISPOSED AND
RECYCLED CORRECTLY



QUE “A GREENER
EARTH”

PRECIOUS CHIBUEZE

PROJECT TO PARTIALLY SATISFY THE
REQUIREMENTS OF DEGREE: MA IN HUMAN
EXPERIENCE DESIGN INTERACTIONS

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