



Knowwaste™

**SORT STATION DESIGN
AND CULTURE CHANGE**

presented by John Shaski

“The public is more familiar with bad design than good design.

It is, in effect, conditioned to prefer bad design, because that is what it lives with.

The new becomes threatening, the old reassuring.”

- Paul Rand

WASTE = BAD DESIGN

GOOD DESIGN = ZERO WASTE



What's the taxpayer's ROI?

Linear vs. Circular = Bad Design



Limiting our choice of options down to one?

Bad design.



Circular but, cynical.

Bad Design.



Creating products because they are cost effective without proper consideration for their end use?

Bad design.

A **SYSTEMS DESIGN** SOLUTION IN **4** PARTS:

- **The Resource Recovery Station**
- **The Resource Recovery Ranger**
- **Audience Participation**
- **A Committed Client**





PART ONE:

The Resource Recovery Station:

- Start with the organics
- Eliminate the Black Hole
- Speak on multiple levels
- Eliminate the gaps
- Put it on wheels

1st thing we noticed:

- It drew a crowd
- Others were afraid of it
- And some were pissed...



The takeaway?

- People's response was emotional
- We had stumbled upon something unique and powerful, even if we had no idea what it was



The 2nd thing we noticed:

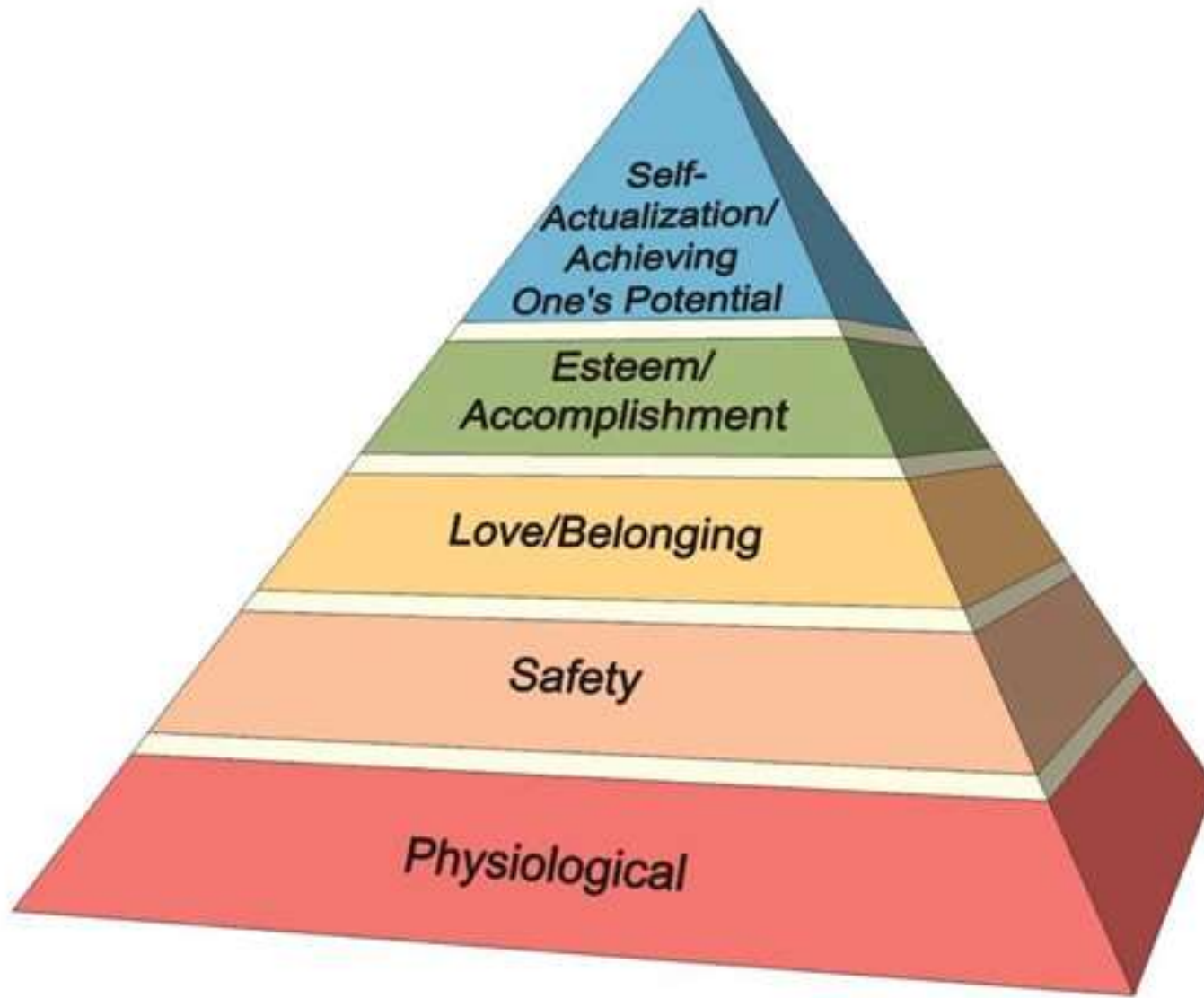
- If we weren't present, our bins were still contaminated!



The takeaway?

- Must have a multi-tiered design
- Peer pressure is REAL
- A peer can effectively and consistently meet the person where they're at

Maslow's Hierarchy of Needs

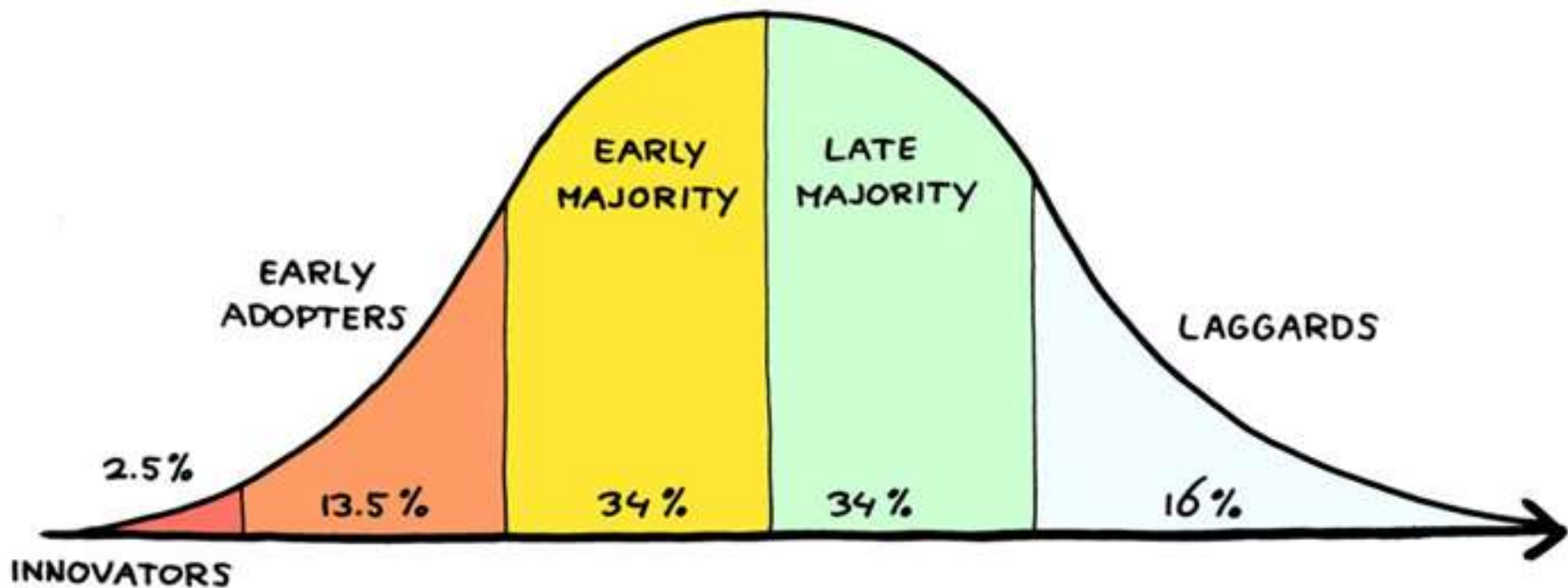




**PART TWO:
A Benevolent Authority.**



**PART THREE:
Participation matters.**



The potential for significant and lasting change is real:

- 16% are ready the day we show up
- 34% are all ears
- The next 1% tips the balance

PART FOUR: A committed client.

Your Waste Diversion Report Card

Thanks to your organization's vision and support, we were able to bring people together around the practice of recycling, reduce environmental impacts and add depth & resiliency to our local economy.

EVENT: TEDxABQ MAIN EVEN

DATE: 9/9/2017

ATTENDANCE: 1507 ppl.



SOILUTIONS

Food Waste Management

Completing the Local Food Cycle

Solutions' Food Waste Management division provides economical and efficient organic waste collection services for food service and processing facilities in central New Mexico. We take the food that would ordinarily go to the landfill and produce methane – a potent greenhouse gas – and turn it into compost for our local farmers and gardeners. It's a simple, yet powerful, step that we can take together to make our world a better place.

[Check out our fee schedule and service lists.](#)



Dylan de Thomas's 4 challenges:

- Work with your neighbors

Mayor Keller's goals:

- Include the compost

REUNITY RESOURCE S

Zero Waste Solutions for Santa Fe

Welcome

Our Story

Community Farm

How Reunity Creates Compost

Reunity Resources' composting facility operates on a unique Aerated Static Pile system. This means that rather than running large machinery to turn the piles for aeration (which results in tremendous CO2 output



One of our Aerated Static Piles.

GOOD DESIGN = ZERO WASTE:

- Smarter sorting equipment
- Put some trained professionals on your Green Team
- Meet your audience where they're at
- Committed clients dramatically increase results



‘As recyclers, we know. The long term benefits outweigh the short term costs.’

- Matthew Whelan

QUESTIONS? / COMMENTS ?

WE KNOW WASTE



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www.knowaste.net