

ACADEMIC INSTITUTION	University of Saskatchewan	PROJECT NAME	Re-colour
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NEED AND AUDIENCE

- Crayons are fun, cheap, and small but have a terrible impact on the environment and our landfills. They are made out of paraffins which is a petroleum product that can very easily be recycled but take years to break down in a landfill or like most garbage just get burned and create even more pollution. This is why we created Re-colour, a crayon recycling project.
- Our target audience are restaurants, daycares, and classrooms that use crayons once then throw them out. Some restaurants would use the crayons multiple times and just replace them when broken, but since the COVID-19 pandemic, customers are given a small package of crayons that are then thrown in the garbage after the guest leave. This is creating an enormous surplus of crayons heading towards the landfill.

ACTION TAKEN

- Re-colour has partnered with 6 local restaurants in Saskatoon and area by providing collection service. When a restaurant signs up, the Re-colour team delivers a collection bucket and it is up to the business to get staff to put the used crayons in the bin. Our team collects the buckets on a regular basis depending on the needs of the establishment.
- The crayons are then melted down and made into new ones. Old pots and pans are used to melt the crayons down and we use an aluminum mold to make the new ones. The wrappers that are peeled off the crayons are being recycled until an upcycling process can be developed for them.
- Re-colour is still in its pilot phase, but the crayons will go onto be donated to a cause the team finds in need. A portion of the crayons will be sold in order to cover operation costs.

IMPACT

- Diverted 50 pounds of crayons from the landfill. This works out to be about 3000 crayons.
- Encouraging restaurants to think more environmental by working with us.

STANDARD METRICS			
<small>(These metrics are related only to the project presented and represent work done since May 2020)</small>			
Litres of water conserved		Metric tonnes of waste diverted	0.0226796
GHG emissions diverted		Dollar value of waste diverted in CAD \$	6.33\$*

PROJECT START DATE	Oct 1 st , 2020	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes
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*This number was calculated using the U.S KPMG Waste Diversion average cost/ton waste, then converted into Canadian currency.