

CONFETTI THAT CARES:

A Practicum On Removing Harmful Pollution From Ohio University's Campus

Ohio University, Athens Ohio



METHODS



Figure 1: On-site litter clean up



Figure 2: Campaigning against confetti on Earth Day 2022

RESULTS



Figure 3: Loading of refillable confetti cannons



Figure 4: Process of confetti being made

LITTER DISCOVERED

If the plastic does go to landfills or incinerators (as opposed to the environment) these facilities are disproportionately located in BI-POC and low-income areas. Emissions from plastics release pollutants into the atmosphere and are linked to higher rates of asthma, respiratory, and cardiovascular disease (Yang 2021). Confetti is also harming wildlife. Animals may be attracted to the shine that comes off the plastic pieces and may eat it. It can also end up in rivers and oceans, putting fish and other marine life at risk. According to National Geographic, when these pieces accumulate in an animal's stomach, it can cause them to die of starvation.

FOOTPRINT OF CONFETTI

Confetti may be small, but using it can have big consequences. Traditional confetti is made of polyvinyl chloride (PVC) that can take 1,000 years to break down (Miller 2019). As well, it adds, microplastics (>5 mm) that are contaminating our food and water.

- ▶ In the U.S., we ingest at least 74,000 microplastic particles every year.
- ▶ We even breathe in tens of thousands of tiny plastic fragments or fibers every year. Chemicals found in some of these plastics have been linked to health problems, such as reproductive harm or obesity. (Campanale 2020)
- ▶ The University of Newcastle in Australia estimated that people consume about 5 grams of plastic per week.
- ▶ The World Health Organization notes particles can be found "in marine water, wastewater, fresh water, food, air, and drinking water (both

SOLUTIONS

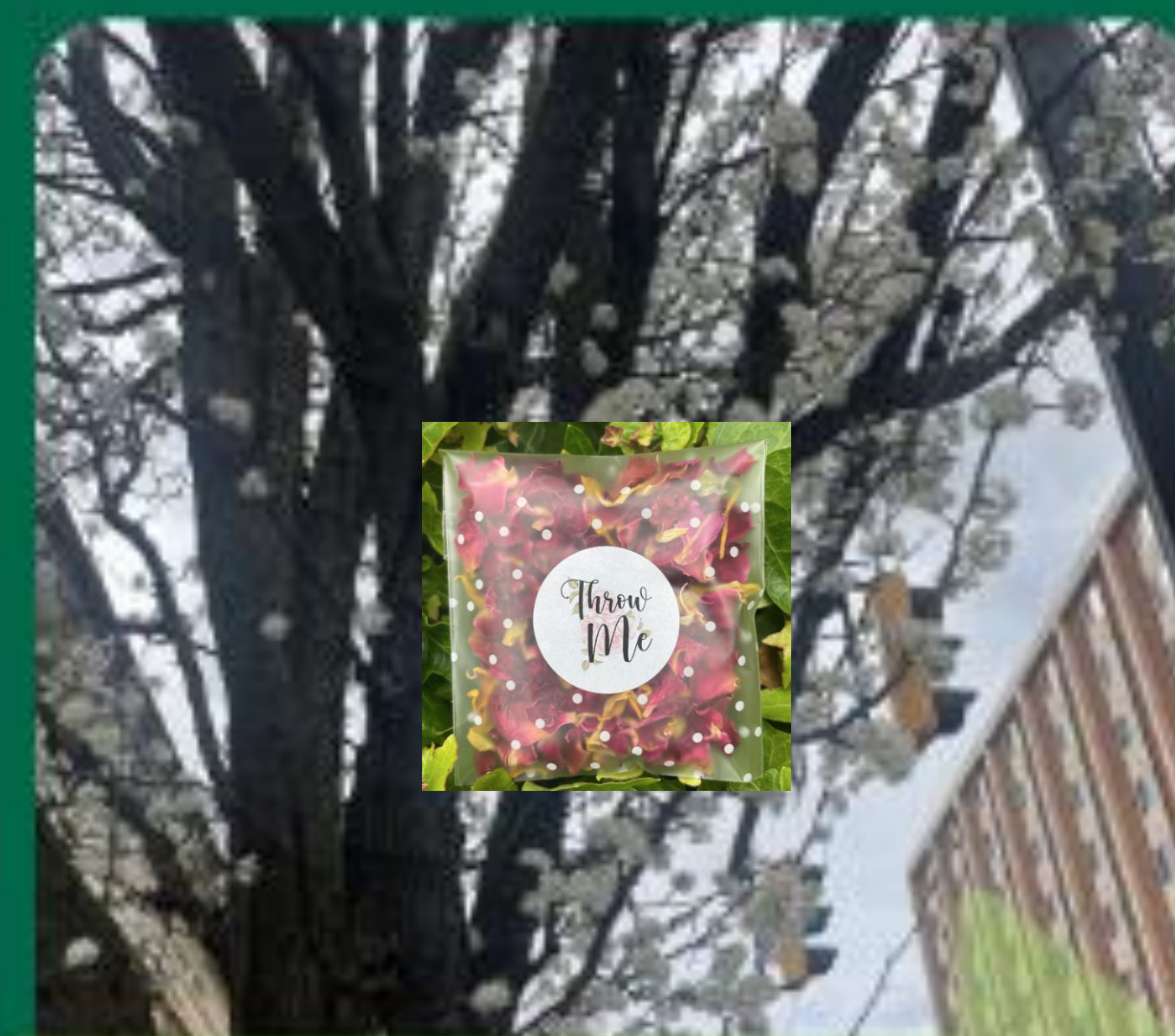
Based on these preliminary results, there is a greater need for alternatives to be provided when banning unsustainable objects, including similar celebratory products such as balloons, glitter, and faux boas.

- ▶ Heuristics and human psychology should be used as tools to bring about sustainable change. Consumers often make mental shortcuts that lead to the obvious solutions being pursued.
- ▶ Funding eco-confetti facilitation is a cost-saver for the University and consumers alike. As opposed to clean up that will never be completely efficient, bio-degradable solutions look better, work better, and have a smaller ecological footprint.
- ▶ Students enjoyed the process of crafting for a greater good. This process creates choice architecture that leads to sustainable decision-making that is facilitated by the community members it affects.



Clean-up options pursued

SPRING 2021



Idea for Eco-alternative via Brandford Pear flowers and Esty options

FALL 2021



Banned from University Stores

SPRING 2022



Greek life pursued

FALL 2022



Signs created and future efforts planned!

SPRING 2023

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