WPP Campus

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共建零废弃社区系列活动
Zero Waste Community

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Location

Shanghai, China

Certification level

Platinum

Percent of Overall Diversion Achieved

95.6%

Facility Size

761783.4 sq ft

Project Overview

The program improves employee awareness and accuracy by setting up a transparent waste separation display wall in the office to visually display each category of waste. The classification and final destination of each waste is clearly marked on the display wall, so that employees can intuitively see the effect of their waste treatment and enhance the sense of participation. We run a Zero Waste Product design workshop, which aims to reduce waste generation in the product life cycle through design innovation. We run a Zero Waste Product design workshop, which aims to reduce waste generation in the product life cycle through design innovation. We held a waste art exhibition to encourage employees to make art from waste materials such as cardboard, plastic bottles, old clothing, etc. The event promoted employees' environmental awareness and creative expression by demonstrating the reuse of waste in an innovative way.

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