



TRASH ACAP FORMERS

Cape Breton



WHO ARE THE TRASHFORMERS?



THE TRASHFORMERS HAVE BEEN COLLECTING AND ANALYZING LITTER SINCE 2011 TO HAVE A CLEAR UNDERSTANDING OF THE LITTER IN CAPE BRETON.



THE TRASHFORMERS ARE UNIVERSITY STUDENTS WHO WORK FOR 12-15 WEEKS OVER THE SUMMER.



TWO FOCUSES OF TRASHFORMERS ARE COLLECTING LITTER AND EDUCATION.

TRASHFORMERS IS A PARTNERSHIP BETWEEN CAPE BRETON REGIONAL MUNICIPALITY AND ATLANTIC COASTAL ACTION PROGRAM.



DATA COLLECTION



ITEMS

THE TEAM KEEPS A MENTAL TALLY OF ITEMS FOUND AS FILLING UP FIVE GALLON BUCKETS.



WEIGHT

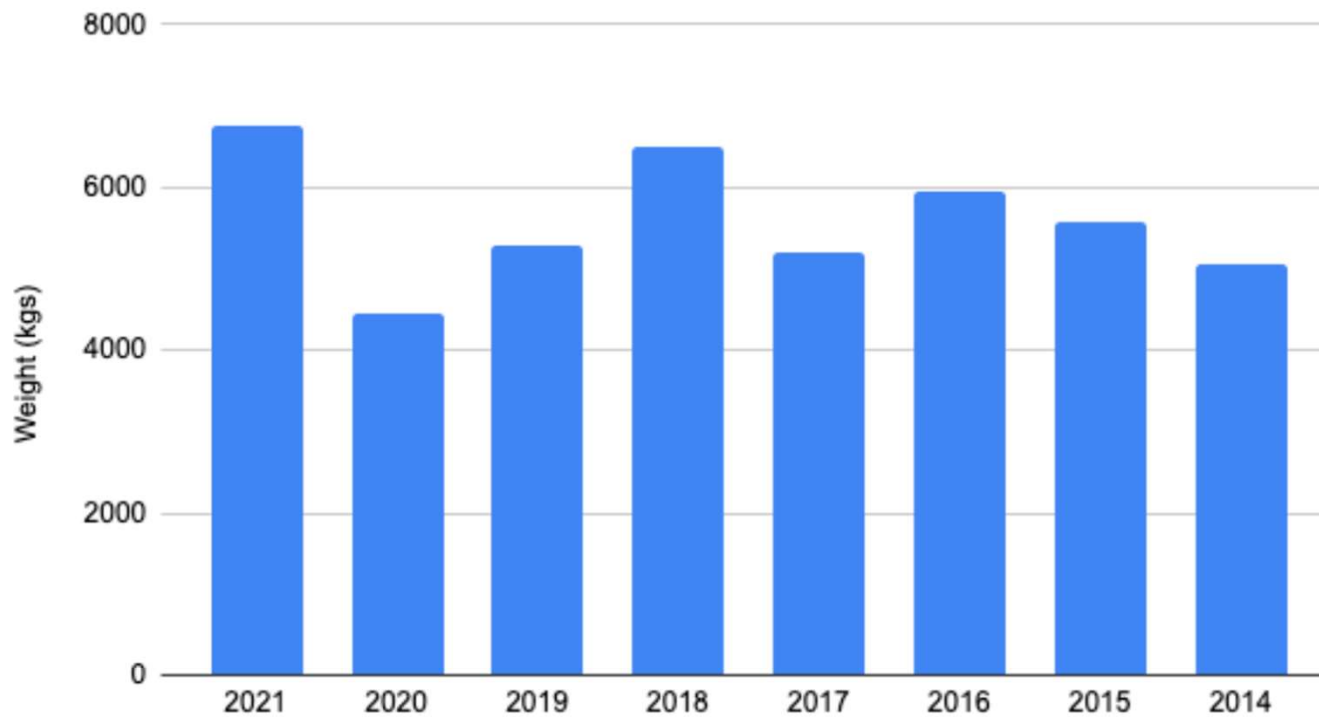
EACH DAY THE TEAM TAKES THE COLLECTED LITTER TO SOLID WASTE. THEY ARE GIVEN A WEIGHT IN KILOS.

LOCATION

EACH CLEANUP IS CAREFULLY TRACKED SO WE CAN ANALYZE WHERE LITTER ORIGINATES.

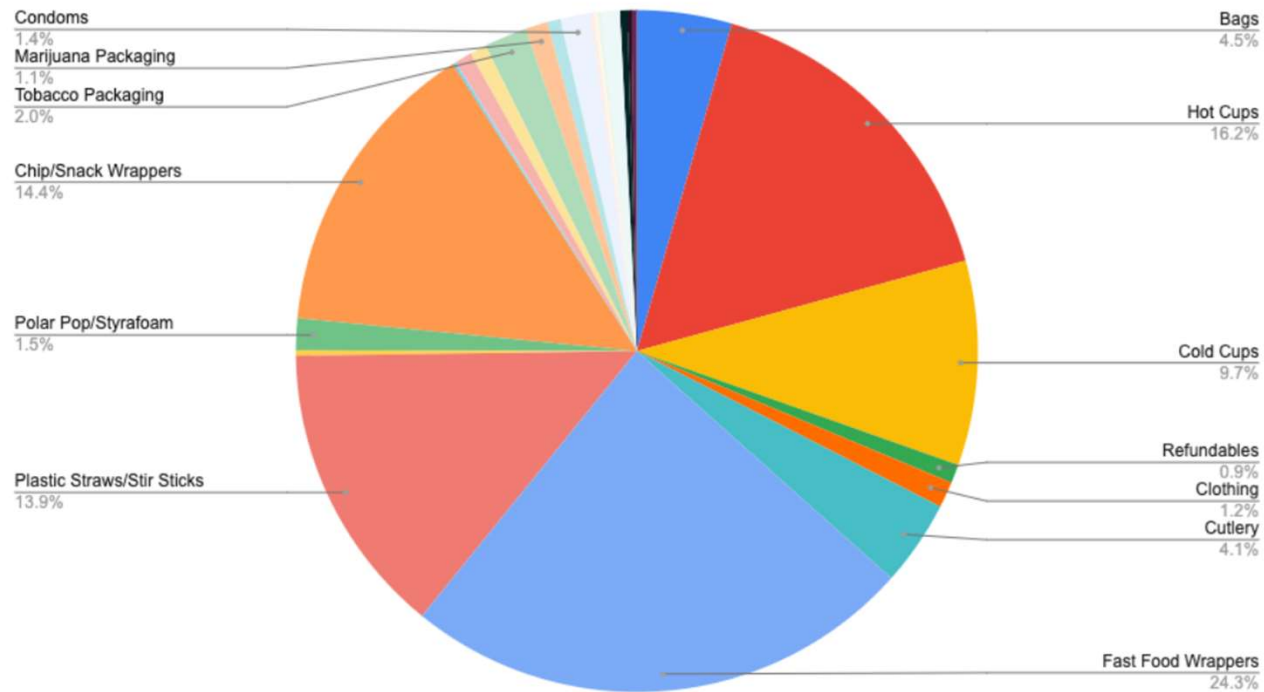


Weight Collected by Trashformers (kilos)



**prior to 2014 only quantity of bags filled was tracked

SYDNEY RIVER (Harbourview Drive)

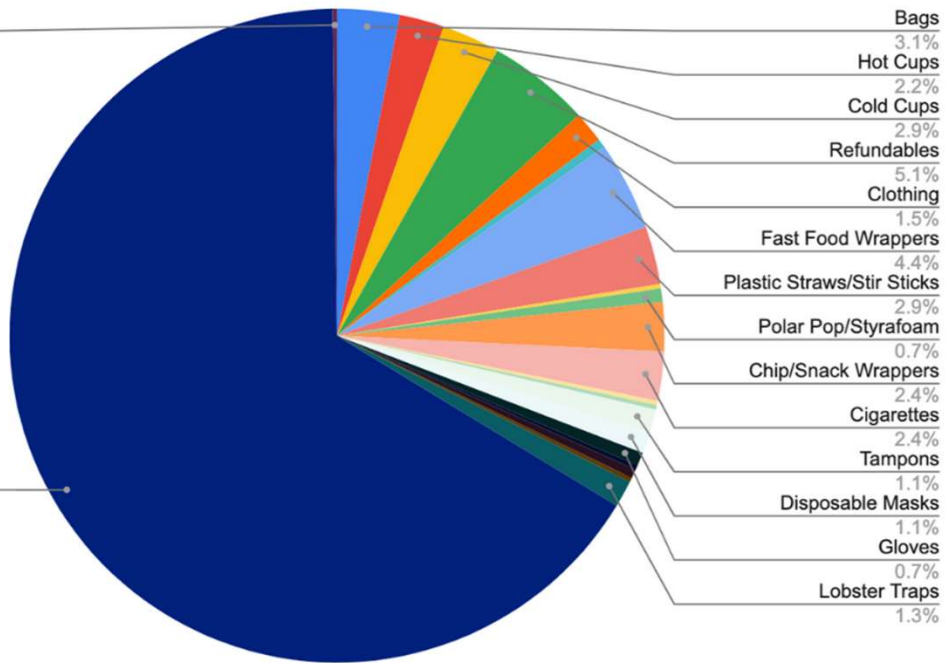


LOCATION DATA

Schooner Pond

Large Items
0.2%

Rope (ft)
66.1%



LOCATION DATA

EDUCATION



TRASH FORMERS

ACAP
Cape Breton

- COMMUNITY EDUCATION
- SCHOOL AGED EDUCATION



COMMUNITY EDUCATION



ACAP Cape Breton is in Meadows Road, Sydney Forks.

June 24, 2021 · 🌐



It was a good morning to be [Trashformers](#). We covered roughly 4-5km on Meadow's Road between 9am-11:30am (with some help from Leah of [Cape Breton Environmental Association](#)).

The team removed:

- three bags of refundables
- 264 fast food wrappers
- 52 pizza plates (we tracked this separately from fast food since we picked so many)
- 390 disposable cups (hot and cold) ... [See more](#)



- PUBLICLY AVAILABLE DATA



COMMUNITY EDUCATION

The screenshot shows the Instagram profile for 'trashformed', a community organization. The profile includes a bio, a 'Message' button, and statistics: 75 Following, 97 Followers, and 938 Likes. Below the bio, there are two rows of video thumbnails. Each thumbnail shows a different activity related to community cleanup, such as stream cleaning, marine debris removal, and litter picking. The thumbnails include view counts and captions.

trashformed
Trashformers

Message

75 Following 97 Followers 938 Likes

Meet the team keeping your community clean. #CBRM

Videos

And just like that, the 2021 Trashformers season is over. ▶ 954

That's a wrap on 2021, ...

Meet our dysfunctional ... ▶ 116

Some highlights from thi... ▶ 101

Schooner Pond cleanup. 140kg of marine debris / litter removed. ▶ 744

#marinedebris #novasc...

60kg / 132lbs of litter were removed from watersheds. So much trash! ▶ 842

Another day as a Trash... ▶ 238

One persons litter is a T... ▶ 1095

From our collaborative c...

Hour one of a three hour stream clean. ▶ 152

Stream clean with @cbe...

50kg of litter yesterday ... ▶ 638

Consider Meadows Roa... ▶ 648

Safety First! #litterpick... ▶ 129

To Wear When

We're the clean, green, ... ▶ 716

Meet The Trashformers!... ▶ 617

A Litter Showdown #ca... ▶ 576

- PUBLICLY AVAILABLE DATA
- SHORT VIDEOS ACROSS MANY PLATFORMS



COMMUNITY EDUCATION



ACAP Cape Breton

July 14, 2021 · 🌐

...

On July 13th, The [Trashformers](#) joined with [Cape Breton Environmental Association](#), [Eskasoni Fish and Wildlife Commission](#), [Eskasoni First Nation](#), and [Red Road Project - Eskasoni](#) cleaned up two sites on Mountain Road.

The sites were overwhelming to start, but once we got going, many hands made light work! Approximately 2,270kg (5,000lbs) of litter and dumping activities were removed in six trips to CBRM Solid Waste.

More than 90 bags of garbage were removed, and many items were too bulky/sharp to be bagged. Many thanks to all the folks who generously used their trucks, trailers, and ATVs to help move the debris.

Cleanup highlights:

- 90 Bags/990kg of garbage
- Six tires
- Many household items (fridge pieces, bed frame, mattress, barbecue, sinks, toilet, and household waste)
- Clothing/shoes
- Children's toys (bicycles, action figures, wagon, bassinet)
- Many bags of refundables
- Sharps (one needle, lots of broken glass)

- PUBLICLY AVAILABLE DATA
- SHORT VIDEOS ACROSS MANY PLATFORMS
- COMMUNITY CLEANUPS



IN SCHOOL EDUCATION



- INCORPORATING LESSONS ON THE IMPACTS OF LITTER



IN SCHOOL EDUCATION

TAPPY'S BIRTHDAY COMMUNITY CLEANUP

- * For Tappy's birthday, one of the best presents you can give is a clean community!
- * Organize a cleanup in your area & ACAP will help out! We have grabbers, bags & gloves!
- * Call us at 902-567-1628 to arrange pickup of materials!
- * Tag your before and after photos on facebook with #TappyTurnsTen



- INCORPORATING LESSONS ON THE IMPACTS OF LITTER
- SCHOOL YARD CLEANUPS



IN SCHOOL EDUCATION



- INCORPORATING LESSONS ON THE IMPACTS OF LITTER
- SCHOOL YARD CLEANUPS
- KID DRIVEN CLEANUPS WITH GUIDES, SCOUTS, ETC.
- PRESENTATIONS WITH UNIVERSITIES AND HIGH SCHOOLS.



THANK
YOU