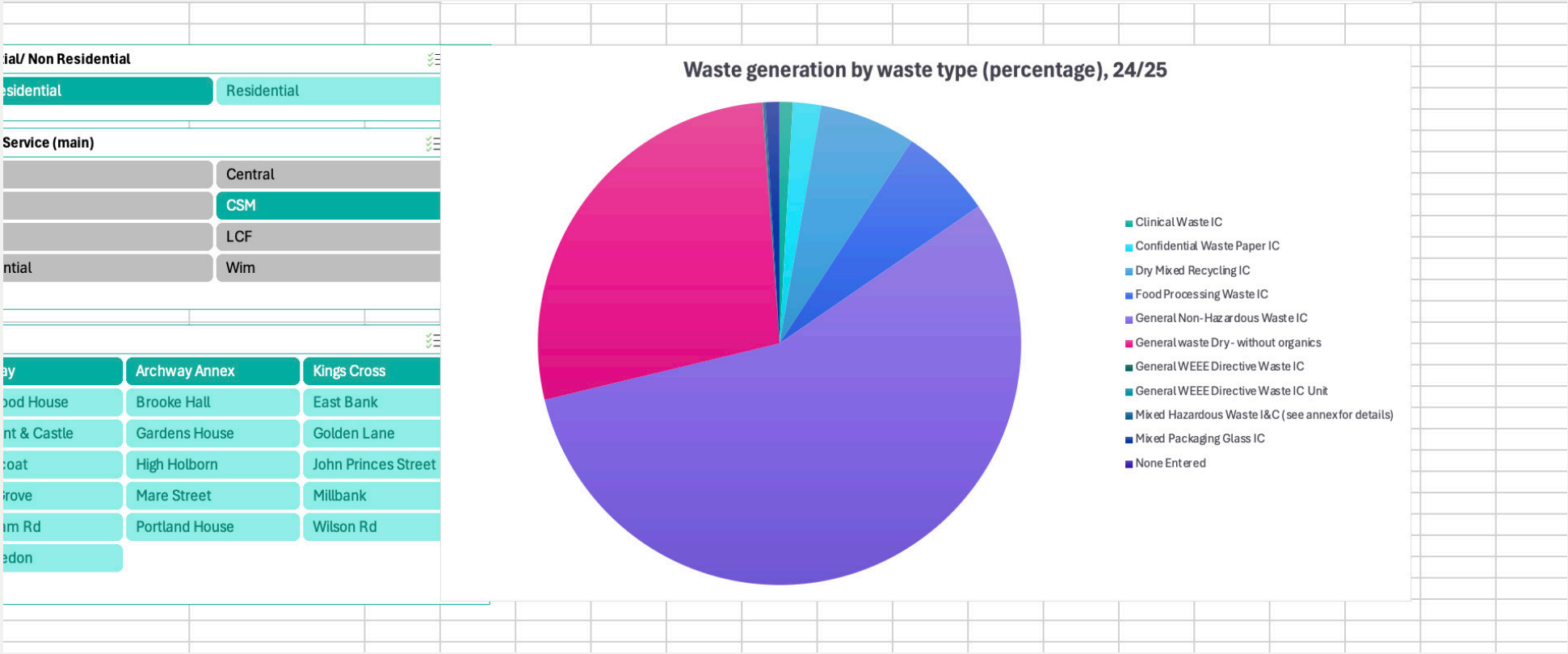
METHODS OF CONTEXTUALISING

Sara Xu, Minhang Han, Aishwaryashree

NETWORKS & COORDINATION

Waste total (tonnes), 2024/25	
Waste type	**Sum of Collected Weight (Tonnes)**
Batteries - Alkaline IC	0.10
Biodegradable Kitchen and Canteen Waste IC	15.05
Clinical Waste IC	2.35
Confidential Waste Paper IC	15.84
Dry Mixed Recycling IC	128.76
Food Processing Waste IC	53.89
General Non-Hazardous Waste IC	532.93
General waste Dry - without organics	74.36
General waste Wet - with organics	22.46
General WEEE Directive Waste IC	1.34
General WEEE Directive Waste IC Unit	0.05
Mixed Hazardous Waste I&C (see annex for details)	0.40
Mixed Packaging Glass IC	9.12
Mixed Textiles IC	0.31
None Entered	1.84
Non-Infected Sanitary Waste IC	49.40
Oily Rags Per Unit IC	1.14
Paint & Paint Related Material Per Unit IC	0.10
Sharps 18.01.03 IC	0.05
Grand Total	**909.48**

UAL Waste Total (2024/25)



CSM Waste Total (2024/25) In Percentage

IDEA 3

CAMPAIGN

DESIGN FOR A PURELY DIGITAL CAMPAIGN FOR WASTE AWARENESS ACROSS UAL'S ECOSYSTEM USING DATA AS COPY

Called **909.48 (This is the tonnes measure of waste UAL collectively Generates)**
Can also be called "Garbage Week"

1. Pop ups on Websites. Examples:
   College: "Your college contributes X tonnes to UAL's 909.48 total."
   Canteen Page:"Food processing waste accounts for 53.89 tonnes."

2. Social Media
3. Moodle
4. Email Signups
5. Apps
6. Event

Call to Action
"Let's together try to take the percentage down by X %"

WIDGET IDEAS

Live Data Counters:
UAL Waste 24/25: 909.48 tonnes
Largest Stream: General Non-Hazardous (58.6%)

Digital Calculator: Simple web tool
You slide: "Reduce General Non-Hazardous by 5% at CSM"
It recalculates total UAL waste instantly.

If 3 colleges reduce 10% each → total drops by X tonnes.

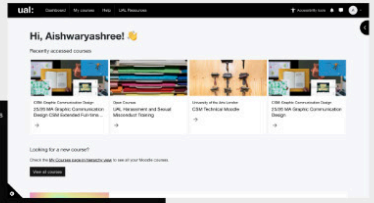
Clean up: Garbage all over the page is cleaned up by clicking and then shows related stats.

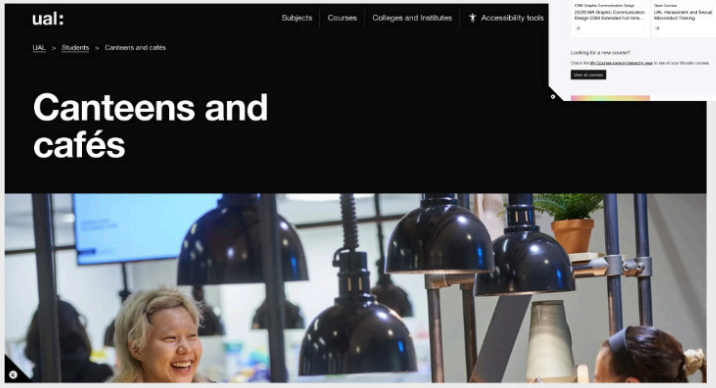
SARA // MINHANG // AISH

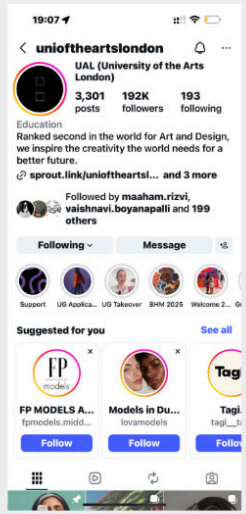
IDEA 1 CAMPAIGN

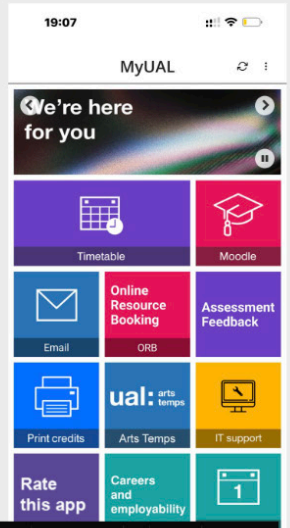
HOW CAN WE EXECUTE THIS?

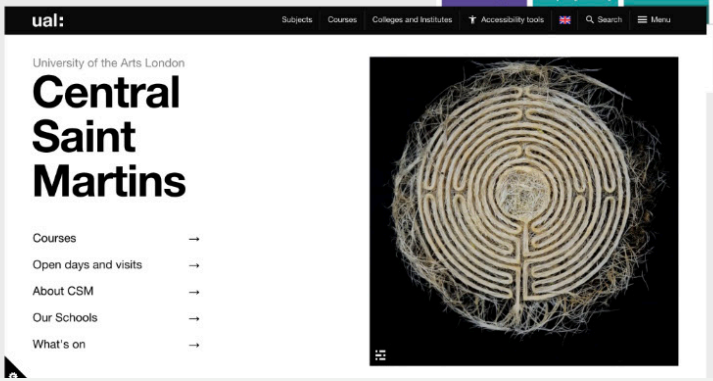
WE CAN'T CHANGE THE SYSTEM FOR A PROJECT
BUT WE CAN BUILD THE CAMPAIGN THROUGH MOCKUPS
(Actively using screenshots / screen recordings and overlaying the campaign graphics)







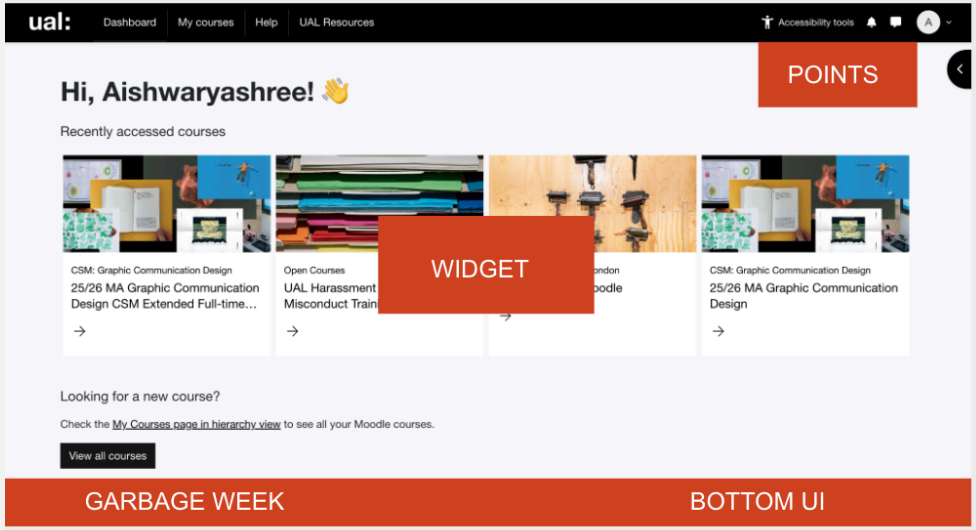




SARA // MINHANG // AISH

CAMPAIGN MODIFIED

UAL GARBAGE WEEK



How: Using the given waste dataset, we plan to develop **five widgets**, each dedicated to one day of a week-long activation, designed to inform UAL students about **key waste-related facts.** The widgets will be embedded within **Moodle** and structured as a game-like side quest. Each day, everyone with a UAL accoun access a new challenge, inte collect points, and track their completing all five days, parti digital certificate and given th high-resolution digital artefac Graphic Communication Des rewards.

SARA // MINHANG // AISH

CAMPAIGN MODIFIED

UAL GARBAGE WEEK

Mapping the Waste Network at UAL through a sharper enquiry and cleaner approach

Aim: To make UAL's waste system visible by breaking it into five coordinated stages, showing how waste depends on multiple actors, infrastructures, and external networks

Day 1 — **Generation**

Day 2 — **Collection**

Day 3 — **Aggregation & Redistribution**

Day 4 — **Treatment**

Day 5 — **Collective Action**

CRIT NOTES

A physical event instead of Digital?
What do students want?

Emphasis on Resuse cycles & Waste Segregation

In-your-face Garbage

Think of everyday student life

Speak to students. Both MA & BA

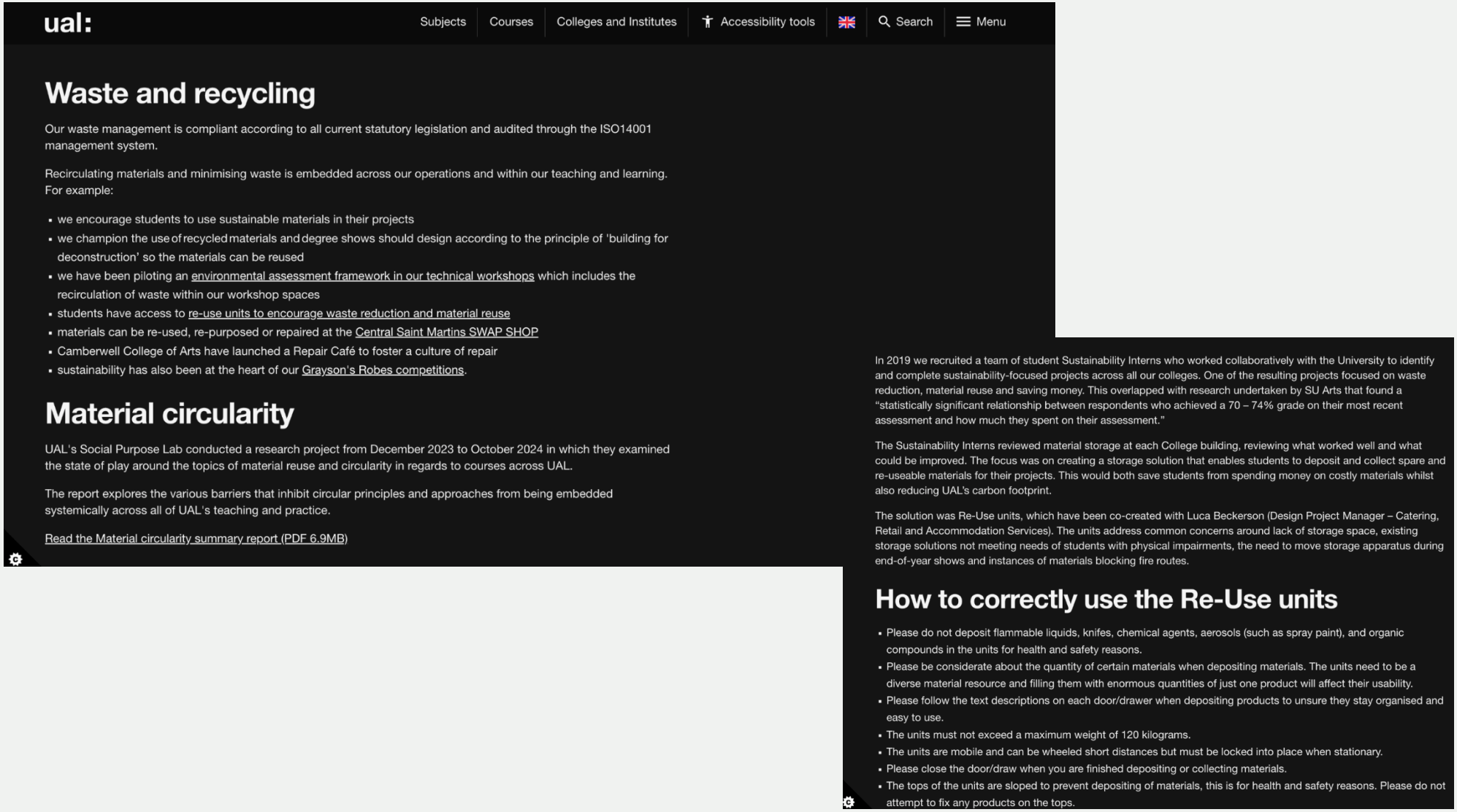
Are they even using Moodle?

Offer a prize? Reward?

Offer a toolkit

Collective call to action

UAL INITIATIVES



ual: Subjects | Courses | Colleges and Institutes | Accessibility tools | Search | Menu

Waste and recycling

Our waste management is compliant according to all current statutory legislation and audited through the ISO14001 management system.

Recirculating materials and minimising waste is embedded across our operations and within our teaching and learning. For example:

- we encourage students to use sustainable materials in their projects
- we champion the use of recycled materials and degree shows should design according to the principle of 'building for deconstruction' so the materials can be reused
- we have been piloting an environmental assessment framework in our technical workshops which includes the recirculation of waste within our workshop spaces
- students have access to re-use units to encourage waste reduction and material reuse
- materials can be re-used, re-purposed or repaired at the Central Saint Martins SWAP SHOP
- Camberwell College of Arts have launched a Repair Café to foster a culture of repair
- sustainability has also been at the heart of our Grayson's Robes competitions.

Material circularity

UAL's Social Purpose Lab conducted a research project from December 2023 to October 2024 in which they examined the state of play around the topics of material reuse and circularity in regards to courses across UAL.

The report explores the various barriers that inhibit circular principles and approaches from being embedded systemically across all of UAL's teaching and practice.

Read the Material circularity summary report (PDF 6.9MB)

In 2019 we recruited a team of student Sustainability Interns who worked collaboratively with the University to identify and complete sustainability-focused projects across all our colleges. One of the resulting projects focused on waste reduction, material reuse and saving money. This overlapped with research undertaken by SU Arts that found a "statistically significant relationship between respondents who achieved a 70 – 74% grade on their most recent assessment and how much they spent on their assessment."

The Sustainability Interns reviewed material storage at each College building, reviewing what worked well and what could be improved. The focus was on creating a storage solution that enables students to deposit and collect spare and re-useable materials for their projects. This would both save students from spending money on costly materials whilst also reducing UAL's carbon footprint.

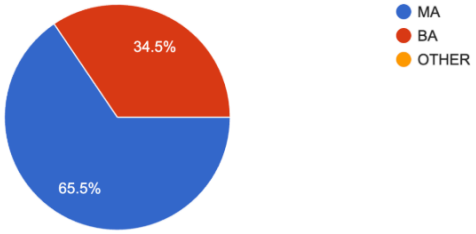
The solution was Re-Use units, which have been co-created with Luca Beckerson (Design Project Manager – Catering, Retail and Accommodation Services). The units address common concerns around lack of storage space, existing storage solutions not meeting needs of students with physical impairments, the need to move storage apparatus during end-of-year shows and instances of materials blocking fire routes.

How to correctly use the Re-Use units

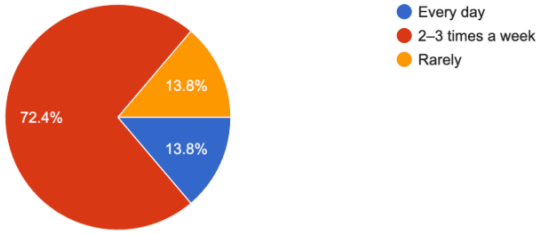
- Please do not deposit flammable liquids, knifes, chemical agents, aerosols (such as spray paint), and organic compounds in the units for health and safety reasons.
- Please be considerate about the quantity of certain materials when depositing materials. The units need to be a diverse material resource and filling them with enormous quantities of just one product will affect their usability.
- Please follow the text descriptions on each door/drawer when depositing products to unsure they stay organised and easy to use.
- The units must not exceed a maximum weight of 120 kilograms.
- The units are mobile and can be wheeled short distances but must be locked into place when stationary.
- Please close the door/draw when you are finished depositing or collecting materials.
- The tops of the units are sloped to prevent depositing of materials, this is for health and safety reasons. Please do not attempt to fix any products on the tops.

INTERVIEW DATA

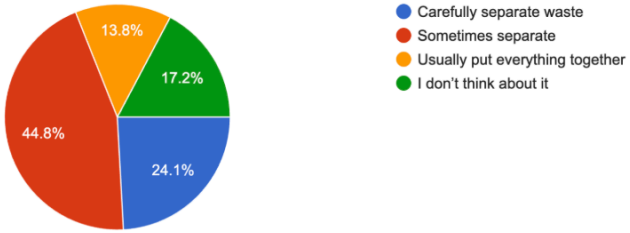
1.What course are you studying?



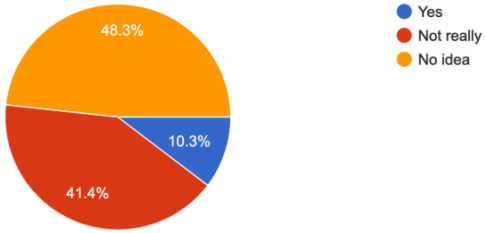
2.How often do you use UAL campus?



3.When you throw something away at UAL, do you usually:

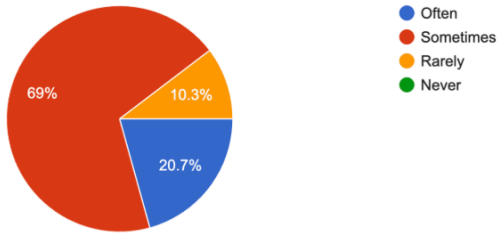


4.Do you know where UAL waste goes after collection?

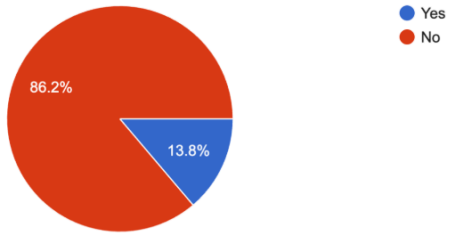


INTERVIEW DATA

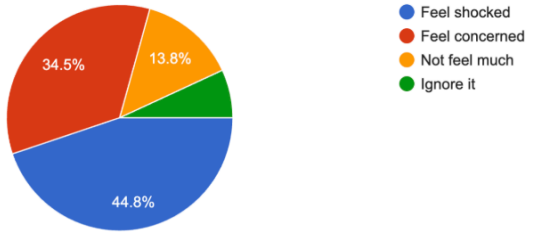
5.Have you ever been unsure which bin to use?



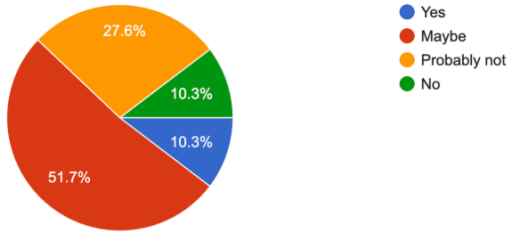
6.Did you know CSM produces around 900+ tonnes of waste annually?



7.Seeing a large number like "909 tonnes" makes me:

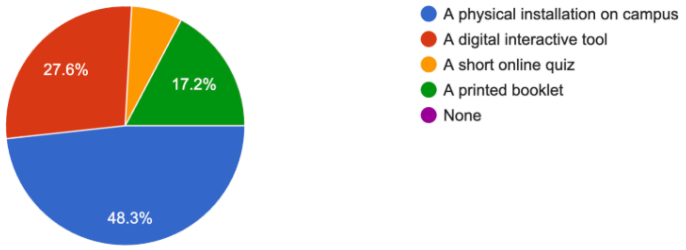


8.If there was a "Waste Awareness Week", would you attend a physical event?

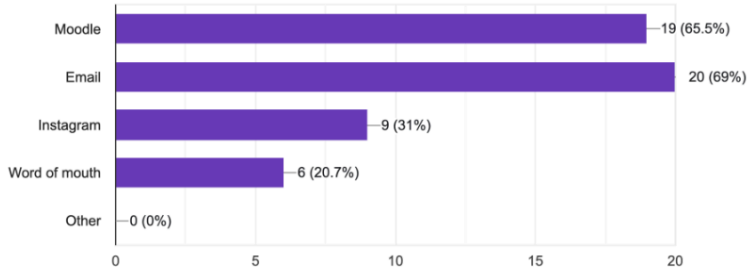


INTERVIEW DATA

9. Would you engage more with something that is:



10.Which platform do you use most for university updates?(You can choose one or more)



GARBAGE WEEK ⇨ GARBAGE DAY

EMAIL+ BRANDING FOR GARBAGE DAY

PLAN WORKSHOPS

INTERACTIVE / NO WASTE INSTALLATION

TOOLKIT

WORKSHOP KIT

WORKSHOP FLOW

SEGMENT 1

909 TONNES

This segment introduces the data set of UAL's collective waste and its many forms, we also brush through CSM's waste contribution.
Back to our UAL data set we look at what all kinds of waste we generate the most as a university and what it looks like. This will take us directly to the installation, we urge people to take the installation apart, divide the cards and take it with them as they're plantable.

SEGMENT 2

SEGREGATION

Now that we have introduced the many types of waste UAL generates we take them through the many waste streams and what goes in it. We then get to our segregation activity: SORT IT OUT.
Here they test their knowledge.

WORKSHOP FLOW

SEGMENT 3

REUSE

Now that participants know how to dispose of waste correctly, we get to how and what all to reuse. We share CSM's systems of reuse and other ways to ensure reuse and cost saving instead of just discarding something.
We then play the game: CSM REUSE PATHWAYS. (change name)

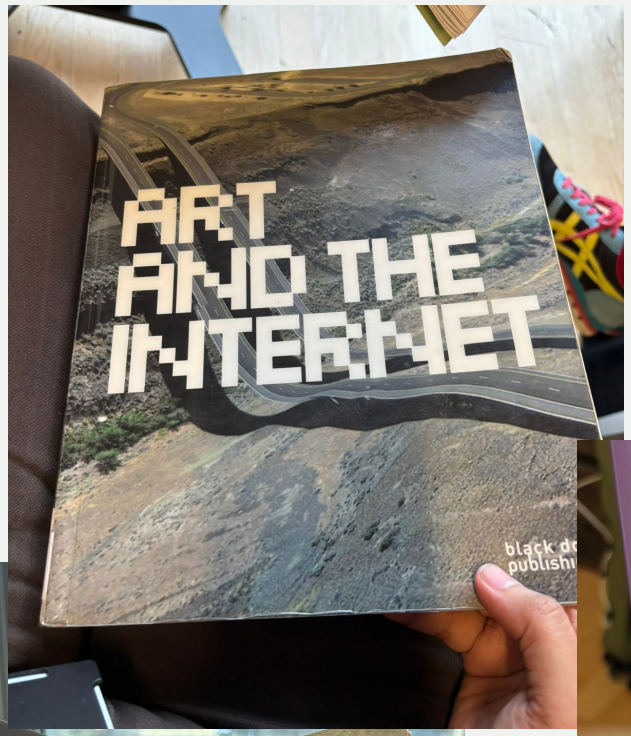
SEGMENT 4

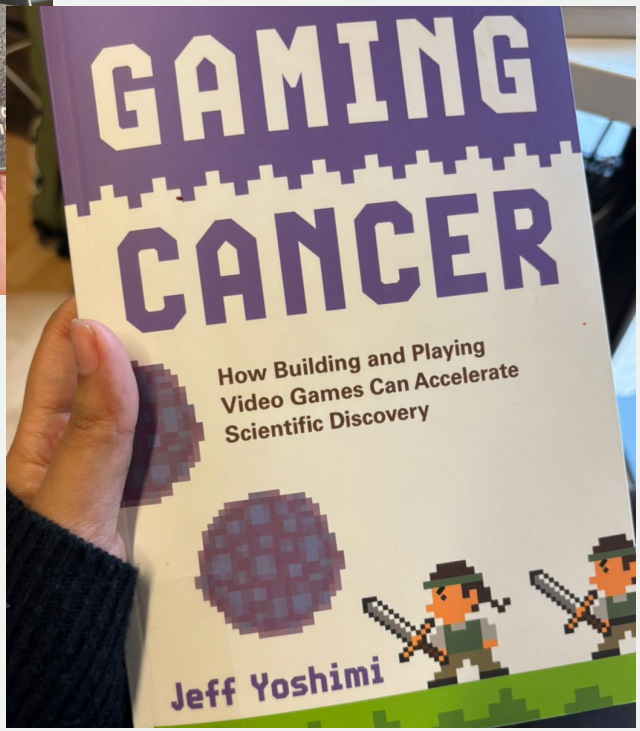
WHAT CAN YOU DO?

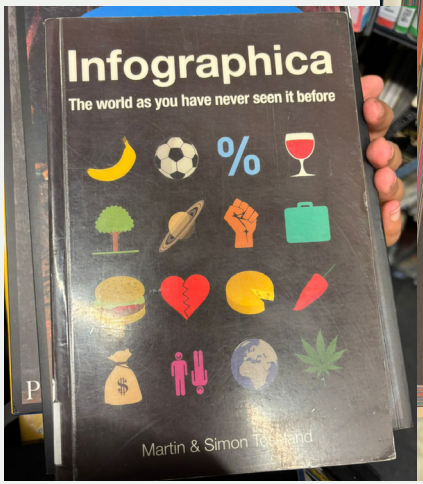
For closing we distribute what is a toolkit in form of a handbook: Tips and tricks of what you can do as a student to manage waste at a time of climate crisis.These tips will be cost and time efficient to support student life.

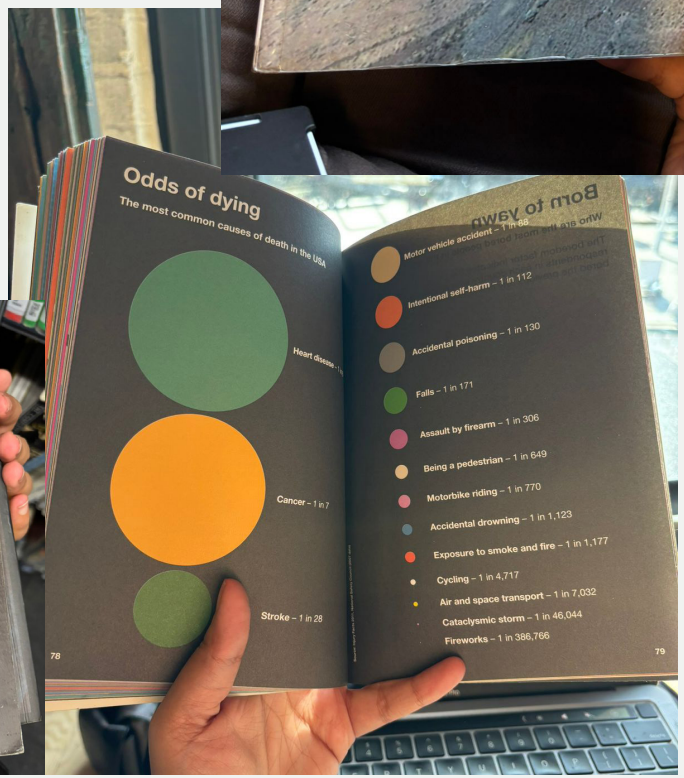
REFERENCES


Visual Concept and Design for
Samsen Kit by Lina Forsgren Studio


ART
AND THE
INTERNET


GAMING
CANCER
How Building and Playing
Video Games Can Accelerate
Scientific Discovery
Jeff Yoshimi


Infographica
The world as you have never seen it before
Martin & Simon Toseland


Odds of dying
The most common causes of death in the USA
Cancer – 1 in 7
Stroke – 1 in 28
Motor vehicle accident – 1 in 88
Intentional self-harm – 1 in 112
Accidental poisoning – 1 in 130
Falls – 1 in 171
Assault by firearm – 1 in 306
Being a pedestrian – 1 in 649
Motorbike riding – 1 in 770
Accidental drowning – 1 in 1,123
Exposure to smoke and fire – 1 in 1,177
Cycling – 1 in 4,717
Air and space transport – 1 in 7,032
Cataclysmic storm – 1 in 46,044
Fireworks – 1 in 386,766
78
79

ual:
Central Saint Martins
Garbage Day

Kit | Introduction | Installation | Lecture 1 | Game 1 | Lecture 2 | Game 2 | Handbook | Poster

Waste Workshop Kit

Designed for group delivery. Discussion supports internalisation by forcing claims to be stated, tested, and revised.



Kit

Sequence

A compact sequence of lectures and games. It moves from shared context to applied judgement, then

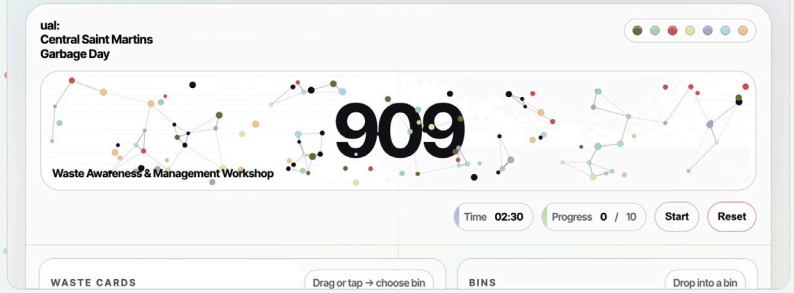
Game 1

Interactive

Test segregation knowledge by placing items into the correct bin. Online-only.

Segregation game — Web

Open game | Next: Lecture 2



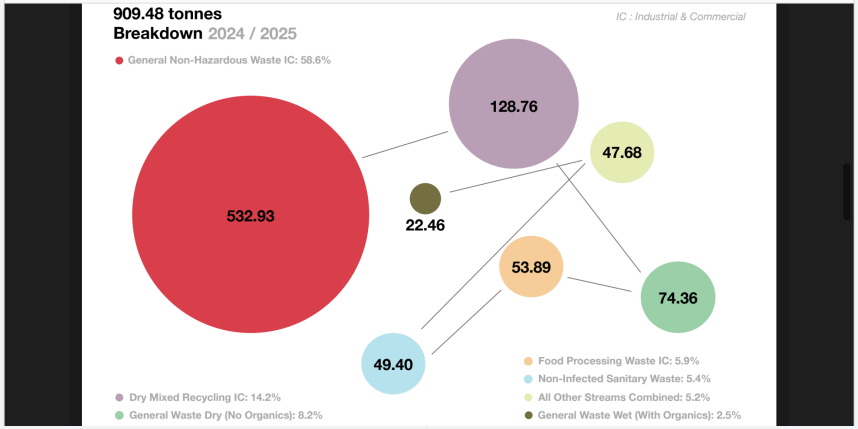
Introduction

Mini lecture

Defines 909 and outlines what UAL's collective waste looks like, using a shared baseline before the workshop moves into classification and choice.

Introduction lecture — PDF

Open PDF | Next: Installation



Handbook — PDF

Open PDF | Next: Poster

