



Working to Close the LOOP and Promote REUSE



### Bike Shop Point of Purchase Informational Signage

**Bike Shop Point of Purchase Informational Signage** provides a direct intervention at the bike shop repair counter where clients come to get flat tires fixed. Informational signage positioned at the counter raises awareness about the problem of inner tube landfill waste, while encouraging and inspiring clients to take their waste tubes home as a useful material resource instead of adding them to landfill.

Before

**DEAD END INNER TUBE MATERIAL LIFECYCLE IN SF**

Estimated over 100,000 going to SF landfill annually

**NEED:**

- Bike shops are eager for alternatives to dumping waste tubes
- Shops report handling twice the rubber since the pandemic

**OPPORTUNITY:**

- Already sorted waste material
- Sustainability minded staff and clientele

### DESIGN & FUNCTION:

- Signage includes information about the Rubber Impact Project, the enormous amount of waste material landfilled annually, and a wide range of material reuse opportunities
- QR codes on signage can link to downloadable resource sheets and other information including how-to videos

### BENEFITS of reusing inner tubes:

- A direct and organic grassroots awareness campaign that creates a dialogue at the location about the material, promoting a focus on personal responsibility
- Material reuse conserves global resources, reduces air and water pollution, and greenhouse gas emissions
- Inner tube rubber has many potential uses once it can no longer function inside a tire
- Beyond its potential in art and design contexts, inner tube rubber can be thought of as a practical material resource for the home, much like rubber bands, duct tape, or wire
- Keeping this material resource in play supports zero waste through material reuse and extends its lifecycle, mitigating overall numbers headed to landfill



▲ How-to signage for bike shops



▲ Downloadable resource sheets

**PILOT PROJECT:** Partnered with San Francisco bike shops to establish tube flow estimates. Tubes and resource sheets were offered to the public and consistently taken and utilized. By tapping the public's creativity and enthusiasm, and by enabling natural partnerships, such as between schools and local bike shops, we can collectively work together in addressing this challenging, yet amazing, waste material.

**RESULT:** Inclusion of bike inner tubes in the reusable materials category by San Francisco's recycling and waste management company in their "What Bin?" online listing resource.

### FUNDING OPPORTUNITY for Bike Shop Awareness & Action Plan

Seeking funding for in-shop outreach programming and product.

The Rubber Impact Project seeks to engage communities to adopt a mindset and culture of reuse; to create a waste flow that incorporates reuse of inner tube rubber into a circular rubber ecology; and to pressure the rubber industry to move toward greater sustainability and environmental responsibility.

The Rubber Impact Project received the 2019 IMPACT Award from California College of the Art's Center for IMPACT given for groundbreaking approaches and solutions in the field of sustainability and social impact through the lens of art & design.

For more information please visit [www.rubberimpact.org](http://www.rubberimpact.org)