

Spotlight Series: 2023 SDG Multimedia Contest Reflections from Gelica Sara Guico

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Gelica Sara Guico is a student in the Global Business Management program. In this blog entry, she describes her inspiration and journey partaking in the 2023 PRME SDG Multimedia Contest.

The Perspective

Quoting Robert Louis Stevenson, **“Don’t judge each day by the harvest you reap, but by the seeds that you plant”** – this timeless wisdom captures one of my cherished perspectives. I started my post-graduate studies in Global Business Management at Seneca Polytechnic in the Fall of 2023, and I am dedicated to making the most of my academic journey by actively engaging in opportunities. One notable instance was joining the SDG Multimedia Contest. Each step in this journey represents my commitment to sow seeds for growth and impact.

The Inspiration

Over the past decade, I have lived and worked in the United Arab Emirates. With an appreciation for the nation's innovative endeavours, I have drawn inspiration to search for a sustainable initiative that could contribute to the greater good in my new home, Canada. **The project I selected encourages commuters to deposit plastic bottles in reverse-vending machines installed at bus terminals, earning them points that can be redeemed as bus fare credits on their transportation card** (Gupta).



(Aleksej)

The Project

I believe that adopting a similar initiative in Canada could have a significant impact on our plastic problem. By incentivizing plastic recycling through a rewards system, a substantial volume of plastic waste could be diverted from landfills and the environment. Significantly, this program aligns with the United Nations Sustainable Development Goals, including SDG 11, which focuses on creating sustainable cities and communities through improved public transportation and traffic reduction. Furthermore, promoting responsible production and consumption through plastic recycling advances SDG 12. This concept would provide Canada with a compelling and workable method to address its plastic problem and promote its sustainability goals as it proposes a win-win solution for the environment and its residents.



The Opportunity

The success of this meaningful journey would not have been possible without my GBD110 Professor, Kim England, opening the door to the 2023 SDG Multimedia Contest. I am deeply grateful to have had the chance to be a part of it, whether I ended up winning or not. **For me, the actual victory lies in the steps you take, the challenges you overcome, and the persistence you exhibit in working towards your goal.** That is a lasting reward for seizing every opportunity. Nonetheless, I was beyond thrilled and honoured to receive the news that I had made it to the Top 5 posters, and eventually winning first place. It all began with a desire to share a concept that I believe could be a helpful contribution – and if you believe in something, believe in it all the way! I experienced such a wonderful, memorable moment during the awarding ceremony event held at the Seneca Newnham campus, and I am truly

humbled by the recognition given for this achievement. **#SenecaProud**

The Key Takeaway

As you work towards making a difference, nurture the seed within you—whether it's an insightful thought, an idea taking shape, or a project you are passionate about turning into reality. **You don't need to search far; it resides within your distinct life experiences—the very experiences that shape you into a valuable contributor to society.** As Harry Truman once said, *"It is amazing what you can accomplish if you do not care who gets the credit."* Remember, this will be your unique journey, and it will be worth it.

Gelica Sara Guico

Global Business Management



SDG Multimedia Contest Entry:

**Plastic to Points:
Reverse Vending
Solution**

Recycle, Reward and Ride
by Converting Plastic
Bottles into Transit Credits

Deposit Plastic
Bottles and Earn
Points

**The
Solution**

The United Arab Emirates is
pioneering the future of

**Impact on
the Plastic
Problem**

The "Points for Plastic: The Bus

The graphic features a green and white vending machine with a recycling symbol and a bus icon. It includes text describing the 'Plastic to Points' solution, which converts plastic bottles into transit credits. The bottom section highlights 'The Solution' and 'Impact on the Plastic Problem' in a yellow box, mentioning the United Arab Emirates as a pioneer in this field.

Points Balance to Value Conversion

Load Transit Card

sustainable transportation by introducing "Points for Plastic: The Bus Tariff," an innovative initiative that rewards eco-conscious commuters with bus fare credits in exchange for recycling plastic bottles through a reverse-vending machine installed in bus terminals.

The "Points for Plastic: The Bus Tariff" initiative in Abu Dhabi, UAE is expected to have a positive impact on the plastic problem in Canada by serving as a potential model for similar recycling and public transport promotion initiatives globally, contributing to the reduction of plastic waste and promoting environmental sustainability.

11 SUSTAINABLE CITIES AND COMMUNITIES

Sustainable Goals Achieved

⇒ The initiative contributes to creating more sustainable cities by promoting public transport, reducing congestion, and improving urban mobility.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

⇒ Encouraging plastic bottle recycling and responsible consumption reduces waste and promotes a circular economy, which is vital for environmental sustainability.

Canada's Green Opportunity

Canada should adopt this solution to address plastic waste, promote public transport, mitigate climate change, protect biodiversity, enhance resource efficiency, support urban sustainability, and engage communities in sustainable practices.

RECYCLE, REWARD, RIDE

Source: Gupta, N. (2022, November 11). Thousands of plastic bottles recycled for free bus trips in Abu Dhabi. *The National*.

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