

Spotlight Series: 2023 SDG Multimedia Contest

Reflections from Katrina St Louis

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Katrina St Louis is a student in the Pre-Business program. In this blog entry, she describes her inspiration for and experience in the 2023 PRME SDG Multimedia Contest.

Why did you decide to partake in the contest?

This competition was recommended to me by my “Business Foundations” Professor Debi Tziatis. It was through her encouragement that led me to participate. Also, as a first-year business student, I was looking for opportunities to challenge myself, so competing against other Business students seemed like an ideal opportunity.

What inspired you to choose this initiative?

The initiative caught my attention because I had previously worked in the construction industry. I was intrigued to do it because it not only combats the pollution and plastic problem but also contributes to other sustainable development goals (SDGs) such as SDG 8 Decent Work and Economic Growth, which I am currently studying in greater depth.



(Gavran)

What was your project about?

The focus of my project was a Kenyan initiative to combat plastic by repurposing plastic

waste into bricks. This assists in addressing the problem of plastic waste pollution in landfills and oceans, reduces energy and water consumption in creating new materials, and decreases greenhouse gas emissions from production and landfills. Social benefits also include the creation of jobs through new opportunities for waste management and manufacturing and leads to more affordable housing for low-income communities as plastic bricks are cheaper than concrete.

How did you like the awards ceremony?

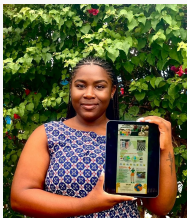
I had just barely arrived and caught that my name was called during the award ceremony! I found it to be an enjoyable experience. My favourite part of the award ceremony was the cookies and popcorn that were served.

Any recommendations you would give future students taking part in the contest?

Focus on an approach that is already in place to combat today's global issues and think outside the box. Attempt to work together with your professor, if possible, because they can be one of your greatest mentors and sources of support.

Katrina St Louis

Pre-Business



SDG Multimedia Contest Entry:





Recycled bricks produced by Genge Makers Ltd.



Recycled bricks produced by Genge Makers Ltd. being used to pave a driveway

ADVANTAGES OF USING RECYCLED PLASTIC BRICKS



Lowers the cost of concrete



Addresses the problem of plastic waste pollution in landfills and the ocean



Reduced energy and water consumption



Decreased Carbon Dioxide Emissions



THE IMPACT ON PLASTIC IN CANADA

Energy Efficient

Less energy spent to manufacture plastic bricks compared to concrete. Less energy = Less time building

Reduction of Landfill Waste

Repurposes plastic into bricks significantly reducing the amount of plastic being sent to landfills.

Creation of jobs

Creates sustainable communities through new opportunities for employment and volunteerism in waste management and manufacturing.

Supports Recycling of Plastics

Recycles and re-uses existing plastics, reducing the need to produce virgin plastics



Affordable Housing For Low-Income Families

Plastic bricks are 25% cheaper than concrete making housing more accessible.



Photo of how many plastic bricks are used to make one brick. Photo credits: ca.pelawack.net

Economic Transformation

The collective push for sustainability has the potential to reshape businesses toward more sustainable practices

THANK YOU TO ALL SOURCES

Plastic bricks in Kenya - Planet Matter - Young Champions of the Earth 2020 <https://www.youtube.com/watch?v=2M8E8E8E8E8>
 Young Inventor of Ideas: Bricks from Plastic Trash | World's Most Innovative <https://www.youtube.com/watch?v=2M8E8E8E8E8>
 How to make bricks from recycled plastic <https://www.youtube.com/watch?v=2M8E8E8E8E8>
 The First, the Only, the Only! Recycled Plastic Bricks | Plastic & Paper Recycling <https://www.youtube.com/watch?v=2M8E8E8E8E8>
 10 Minutes to make the bricks and concrete in 10 minutes <https://www.youtube.com/watch?v=2M8E8E8E8E8>
 How to make bricks from recycled plastic <https://www.youtube.com/watch?v=2M8E8E8E8E8>
 10 Minutes to make the bricks and concrete in 10 minutes <https://www.youtube.com/watch?v=2M8E8E8E8E8>



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