

# Waste Reduction Week Spotlight: YVR and Intuitive AI



intuitive



## What is Intuitive AI?



Co-founded in 2017 to address the growing waste crisis in Canada.



Developed OSCAR, a smart waste bin that uses AI to educate people on sorting their waste.



YVR as OSCAR's first public location, with over 26 million people passing through in 2019.

## ↑ Diversion ↓ Contamination



YVR diversion rates in bins with AI increased from **36% to 83%**.



Diverted an average of **11kg of waste** per bin per day.



**34 tonnes** of greenhouse gas reduction from 3 trial bins per year.



## Learn with OSCAR!



**91% accuracy rating** and improving.



82% "nudge" effectiveness rating for getting people to **#recyclerright**.



**10 times** the engagement time as opposed to a regular bin.



## Want to Learn More?

intuitive

More information at

[www.intuitiveai.ca](http://www.intuitiveai.ca)



[www.rcbc.ca](http://www.rcbc.ca)

Lower Mainland: 604-732-9253

Toll-free BC: 1-800-667-4321



[www.wriwcanada.com](http://www.wriwcanada.com)