

# Bluebox-i-tizing INNOVATIONS



“ Count all the books written about the importance of recycling. All the reports and studies. All the ad campaigns. They hardly moved the dial at all. Then look what they did in Kitchener, Ontario in 1983. They painted a plastic box blue, and today curbside recycling exists in hundreds of cities around the world.

**We have to bluebox-i-tize our innovations, or they won't have widespread impact.**

- Mike Harcourt, as quoted by Al Etmanski

**How can we bluebox-i-tize the social change we are advocating for?**