

RECYCLING INTO EVERYDAY LIFE

There are so many reasons to recycle: it keeps waste out of the landfill, it lessens the need for virgin plastic, metal, and paper materials, it also costs the city less to take of and it should make us feel good.

However in a busy city like Hong Kong, not everyone understands this due to convenience, lack of space or lack of awareness.

Our proposal for EDP is about changing the common perception of recyclables as something that is unwanted to something that is of value. To achieve that, we need to enculturate the values of recycling in the daily life.

problem

- Lack of awareness about where recyclables go
- Inconvenient to recycle, requires extra effort
- Lack of space in homes
- Association of recyclables as dirty and valueless

solution

- (Re)-Creating awareness of waste disposal
- Making efforts for disposal easier
- Collaborative recycling amongst communities and businesses
- Add value and incentive to recyclables

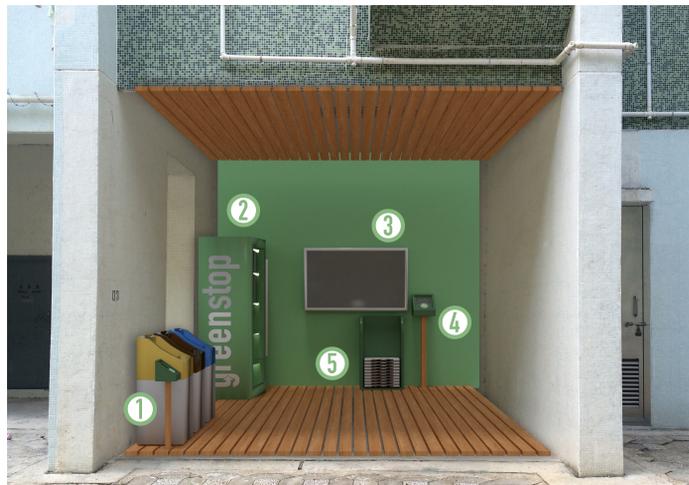
MULTI PURPOSE RECYCLING STATION

greenstop

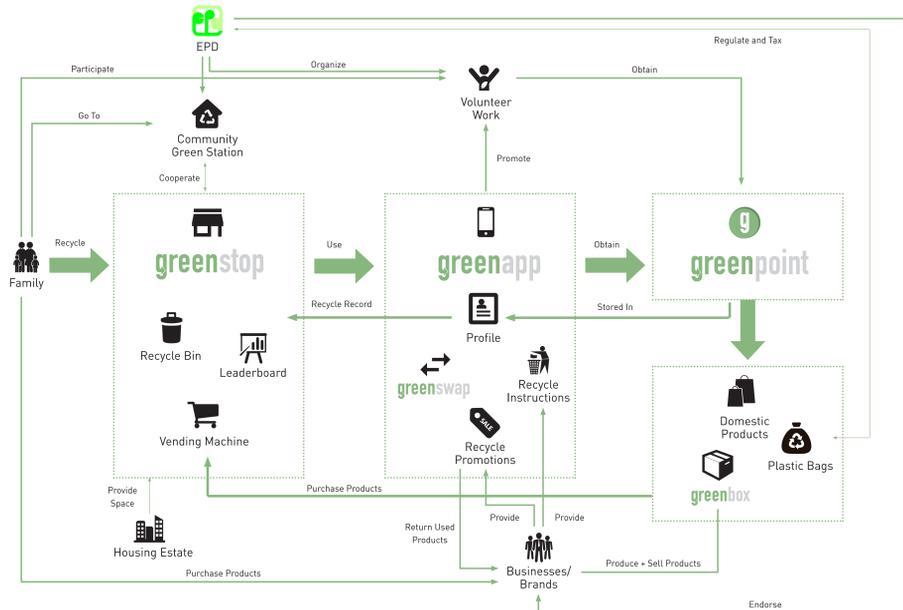
Encompassing many different functions, people are equally able to "drop off" recyclables and "pick up" recycling related items as well.

COMPONENTS

1. Recycle Bins
2. Vending Machine
3. Display Screen
4. QR Scanner
5. Newspapers



SYSTEM MAP



RECYCLING MOBILE PLATFORM

greenapp



PROMOTIONS

Companies offer promotions for packaging
Users get informed if the products they use have take back programs



INSTRUCTIONS

Scan product to get recycle instructions
Instructions provided by product manufacturers
Easily understandable



LOCATOR

Locate all Greenstop locations
Locate commercial retailers that take have take back programs



LEADERBOARD

Leaderboard of how much recycling people have done per estate or district.



GREENSWAP

Incorporating existing second hand trading platform from EDP



PROFILE

Personal profile to keep track of recycling and green points

RE-BRANDING RECYCLING

Collaborating with lifestyle brands such as MUJI will help promote recycling as part of daily life. Through collaboration, we hope to leverage on these existing brands to sustain the notion that recycling is a trendy and responsible thing to do.

Let's recycle together.

Greenco. approved stackable containers for bottle recycling.



RETAIL TAKE BACK PROGRAM

Brands such as Innisfree, Apple, Mac Cosmetics have already implemented their own take back programs. Through GreenApp, users are informed about these programs. Companies that participate will also receive an endorsement seal.



RECYCLE REWARD SYSTEM

greenpoint



VISIT GREENSTOP

OBTAIN GREENPOINTS

REDEEM PRODUCTS