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SUMMARY OF L&T MEETING

Raw materials are valuable; e.g. recycling of metals could be much more efficient

Amount of mixed waste is a problem, plastic could be separated

Many raw materials go back to the producers, e.g. recycled paper to Stora Enso

Creating an infrastructure for product recycling in neighbourhoods through digitalization

Incorporating possible services for the truck drivers

L&T is heading for digitalization, but solutions are quite expensive at the moment

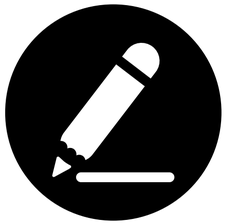
Bins are standardized for trucks, and incorporating electronics or trackers to all of them is not realistic

Designing physical solutions for the waste sheds is highly desirable

Institutionalize the recycling, “making people aware of the waste recycling”

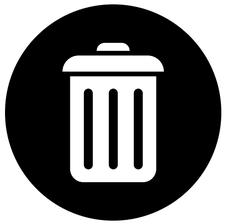
WHAT WE ARE DOING

Encouraging people to recycle
by designing:



Visual Identity

Service Design



Bin for Home

Interface
for Digitalization

VISUAL IDENTITY

Recognizable & universal colouring
- examples from “top recycling countries”
- bright, basic colours
- using them on the bins or around them

Minimal text, use of symbols
- simple enough, yet recognizable
- testing symbols with people is essential
- intuitive and efficient
- stickers or something else?



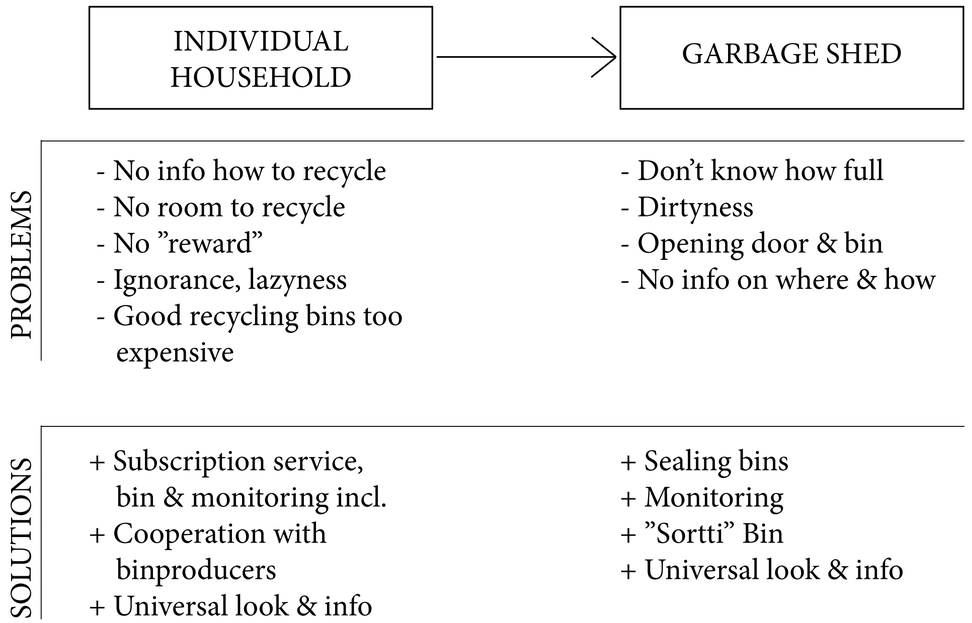






SERVICE DESIGN

Problems & Solutions in recycling process



Who would use the digital services in recycling? (user profiles)

Would people be ready to pay for services/products?

What kind of a “reward” would encourage people to recycle more?

BIN FOR HOME

Recycling starts at home, so we also need to focus on the sorting system and bins at home

There should be more than just one bin in order to recycle easily

We need to recycle at least: metal, glass, paper, bio, plastic?

Easy to carry to sorting shed

Same recognizable colours used as in bigger bins outside

Problem is the price; are people willing to pay?

The space reserved for recycling is also usually very tight

DIGITALIZATION

Determining what information should be displayed

Should the interface be interactive, or static

Who is the target group for the digitalization

What functionalities could be added beyond statistics

Should the interface be on your own device or in the shed

NEXT STEPS

Start designing visual identity: symbols & colours

Making enquiry by sending questionnaire to people and reconsider the concept after the results

Start designing bin for the home / checking possibilities for cooperation with bin producers

Benchmarking monitoring solution; what digital information should a screen show?

Find a way to "reward" consumers of their recycling