PROGRESS SESSION 3

Observations & Learnings

Student

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Mentors

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Increase Accessibility

Only 50% of Zurich residents have access to biowaste disposal.



Reduce Foodwaste

Using the project to inform about possibilites of reducing foodwaste.



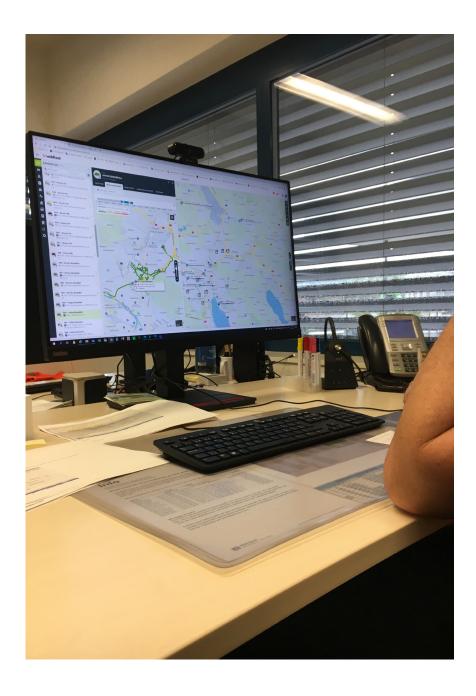
😃 Insights ERZ

Cooperation ERZ

LEARNINGS

Convincing Real Estate Managements to get a container is difficult

□ Focus on sharing containers

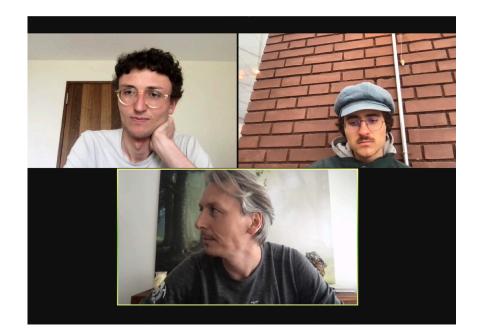


😃 Insights ERZ

Cooperation Trashare

LEARNINGS

Cooperation with ERZ is sloooow → Focus on bottom-up solution → 5'000 CHF from UGZ

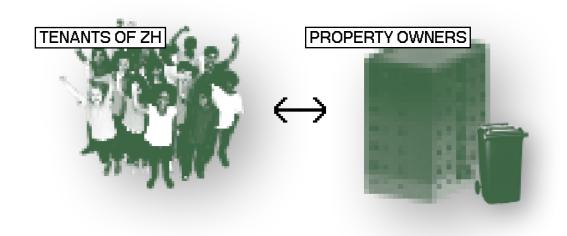


😃 What we do

Concept

OUR WORK

We inform, enable access and activate → Container Owner + Citizens



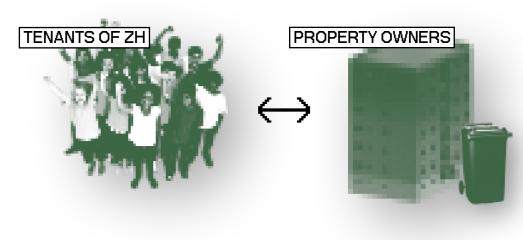
😃 What we do

Concept

OUR WORK

We inform, enable access and activate → Container Owner + Citizens > Website
> Media
> Stickers

+ Personal Contacting



😃 Service Model

Concept

□ Find Containers
□ Get Access
□ Clean Containers
□ Donate

□ Fee Reduction
□ Greenpeace
Certificate?
□ Donations



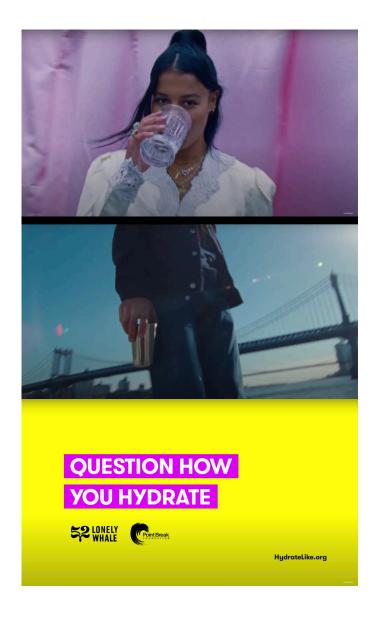


🔆 Basic Idea

Storyboard

MAIN IDEA

Sell the project as a campaign □ Correct Disposal = cool



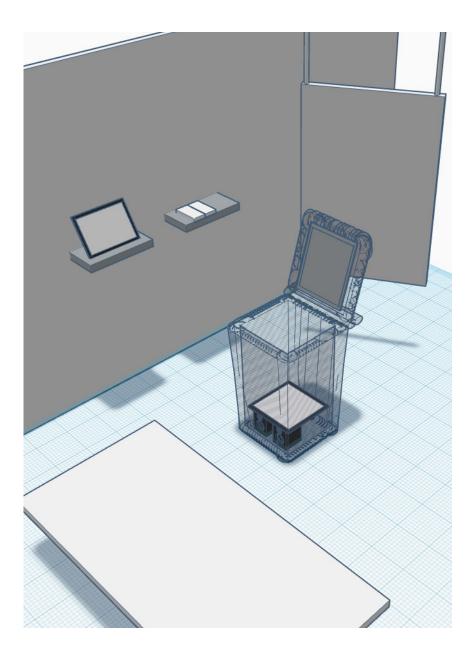
🏼 Concept

Exhibition

MAIN IDEA

Eyecatcher → Video in Greencontainer

TakeAways to get active □ Sticker, Petition, Poster



📸 Contents

3 Main Learnings

LEARNING 1

☑ Never depend on municipal institutions

🐞 Contents

3 Main Learnings

LEARNING 2

☑ Never depend on municipal institutions
☑ Build alliances in order to have impact

🖀 Contents

3 Main Learnings

LEARNING 3

☑ Never depend on municipal institutions
☑ Build alliances in order to have impact
☑ Work with a logical approach

🛆 Project

Contribution to IAD

MY CONTRIBUTION

 \supseteq Show how design can inform the process to achieve activist goals with real impact.

😃 That's it

Thanks :)

Do it‼

Now stop throwing your biowaste away!;)