UNOSD 5th Youth Summer Camp

Group 4

The Puppy Lovers

The Adventures of a Recycle Chef
Group 4: The Puppy Lovers

Suosopor Khuoy
1. Cheerful
2. Sensible

Chedza Bokamoso Nkhwa
1. Versatile
2. Sociable

Seoyoon Cho
1. ENFP
2. Animal Lover

Jiseun Shin
1. Energetic
2. Optimistic

Jaehyun Lee
1. Driven
2. Outgoing
Recycle Conundrums

Is...

• The packaging of this instant ramen noodle...
• My cosmetics container...
• The plastic bag in my meal kit...

Recyclable?
Recycling “everyday products” is too confusing and difficult!
The problem getting worse

- Meal kits are on the rise
- Food delivery is on the rise
- The increase in single households
- The never-changing taste for convenience
We HAVE a solution?
They don’t work!
Solutions

1. Improve Education?
2. Change product design?
3. Change material use?
Our Solution: Recycle Recipes

조리방법 - 가스렌지

Step 01. 물 끓이기
물 550mL(2 1/2 컵 정도)를 끓인 후 면과 분말스프, 후레이크를 넣습니다.

Step 02. 면 끓이기
4-5분간 더 끓이면 얇은한 소고기 국물맛의 신라면이 됩니다.

Step 03. 맛있게 먹기
불을끄고 먹기 좋은 그릇에 담아 맛있게 드세요.
Barriers

1. Convincing policymakers and corporations
   1. In the end, they will be the ones paying

2. Making them “right”; easy, intuitive, correct
Scaling Up: Baby Steps...

- Leveraging the power of social media to spread “recycle recipes”
- Promoting “recycle recipes” and starting movements and challenges
Upcycle Recipes

- Promoting re-re
- Raising awareness
- Doing challenges
Scaling Up #2: Phone Application

- Adding a social aspect
- Collective Intelligence
- Bufferzone and thinktank
Disposing
3 Tips of Up-Cycling Plastic Lid of Wet Wipes
7 Surprising Ideas of Up-Cycling an Old Umbrella
5 Awesome Ways of Up-Cycling a Water Bottles
Step-by-Step Guide on Making Useful DIY from Old Clothes
Useful Tips when Making DIY from Old Products at Home

Up-Cycling
3 Tips of Up-Cycling Plastic Lid of Wet Wipes
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Three Tips of up-cycling plastic lid of Wet Wipes

01 COMMODITY STORAGE BOX
Steps: Remove the wet wipes lid. (Repeat 3 times)
Steps: Put the two lids together. Now you have storage box that is stackable to store small things with simple actions. Also re-use it if that could be feasible easily.

02 COMMODITY STORAGE BOX
Steps: Remove the wet wipes lid. (Repeat 3 times)
Steps: Use both of the lids to store your small things. To stack together you can use rubber band. This simple and affordable tool can be used to store many things for home use.

03 EGG STORAGE RING
Steps: Remove the wet wipes lid. (Repeat 3 times)
Steps: Use the egg rings to store your small things. Simply connect the egg rings and stack them. This is a simple and affordable tool to store many things for home use.
Scaling Up #3: Recipe Cookbooks

• Helping people recycle through “recycle recipes” on-site
CookBook Limitations

- Limited Space
- Recipes can change over time
- Need new materials to manufacture
Scaling Up #4: Direct Recipes

• Putting “recycle recipes” directly on products

• Overcoming the limits of “cookbooks”
Feasibility?

- Small changes to fix something broken
- Adding on to already existing measures
  - We already have product info on nutrition, etc.
- Just need to prove the effectiveness
Pains into Gains

- Guilty feeling
- Laziness
- Uninformed
- Easy recycling
- Nudging
- Convenience
Nudging People Towards Recycling

A nudge is some small feature of the environment that attracts our attention and alters our behavior.

Richard Thaler
THANK YOU