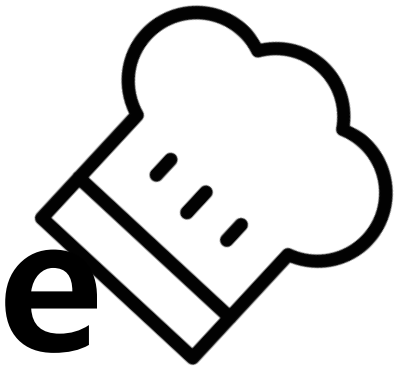
UNOSD 5th Youth Summer Camp

Group 4

The Puppy Lovers

The Adventures of a Recycle Chef



UNOSD
UNITED NATIONS OFFICE FOR SUSTAINABLE DEVELOPMENT

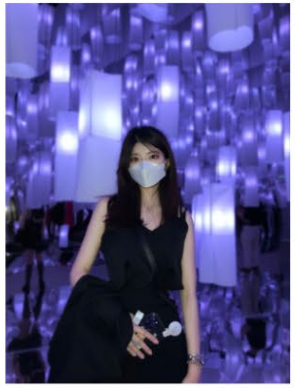
Group 4: The Puppy Lovers

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…

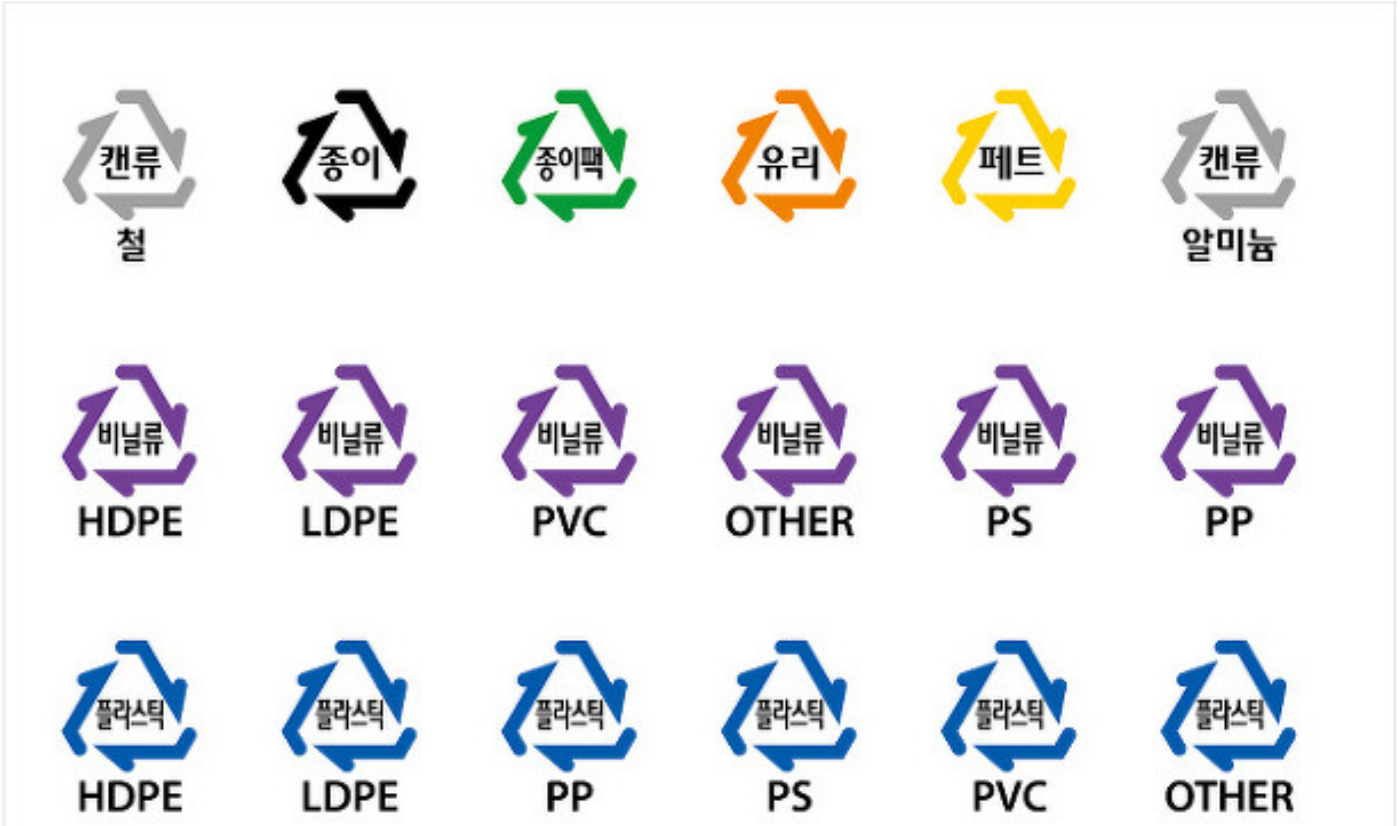
Recyclable?

The Problem

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 ⅓ 컵정도)를 끓인후 면과 분말스프, 후레이크를 넣습니다.

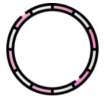
Step 02. 면 끓이기

4~5분간 더 끓이면 얼큰한 소고기 국물맛의 신라면이 됩니다.

Step 03. 맛있게 먹기

불을끄고 먹기좋은 그릇에 담아 맛있게 드세요.

Metals / Cans



Glass

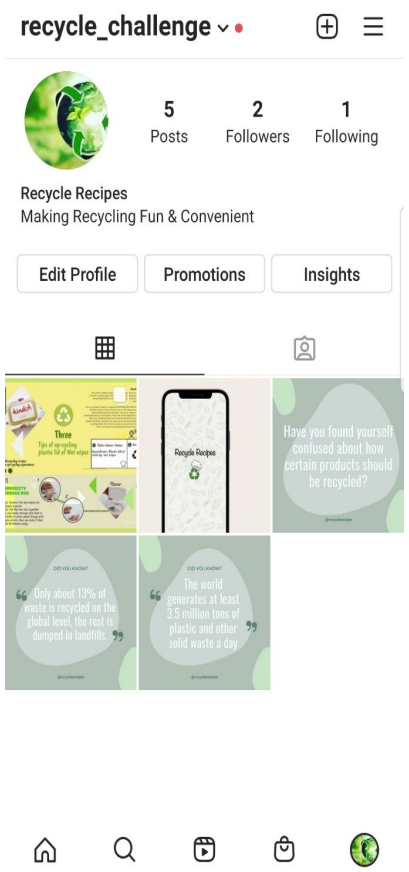
Trash

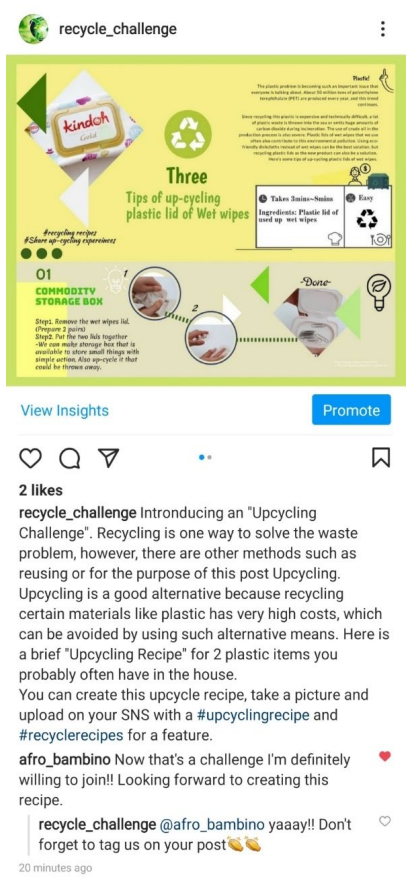
Please Peel Label

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…



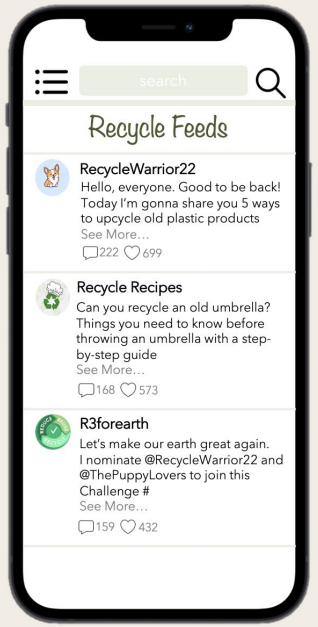


- Leveraging the power of social media to spread “recycle recipes”
- Promoting “recycle recipes” and starting movements and challenges

Upcycle Recipes

- Promoting re-re
- Raising awareness
- Doing challenges

RECYCLE RECIPES



Scaling Up #2: Phone Application

- Adding a social aspect
- Collective Intelligence
- Bufferzone and thinktank

search

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 DYI from Old Products at Home

search

Up-Cycling

3 Tips of Up-Cycling Plastic Lid of Wet Wipes

7 Surprising Ideas of Up-Cycling an Old Umbrella

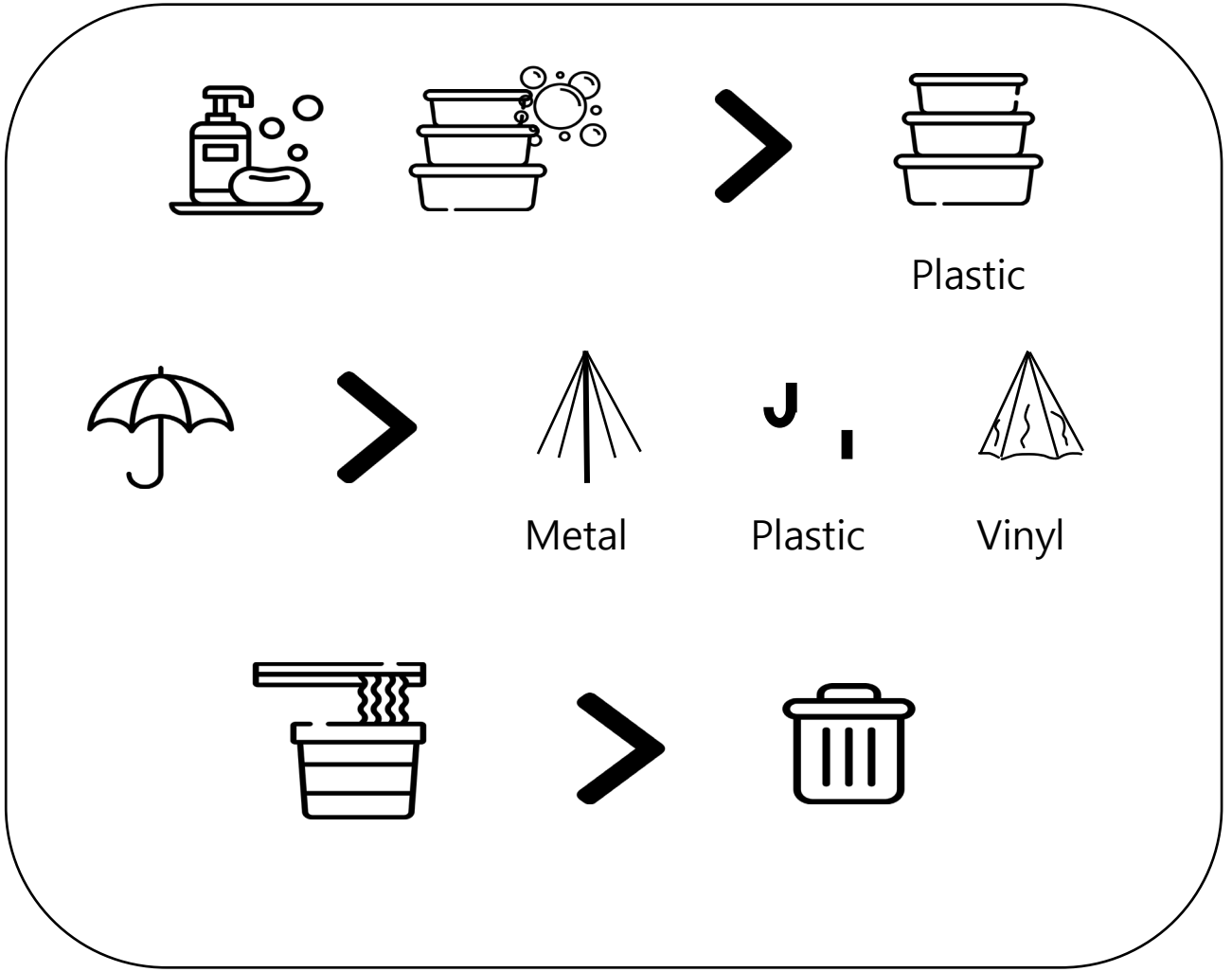
5 Awesome Ways of Up-Cycling a Water Bottles

Step-by-Step Guide on Making Useful DIY from Old Clothes

Useful Tips when Making DYI from Old Products at Home

Scaling Up #3: Recipe Cookbooks

- Helping people recycle through “recycle recipes” on-site



병 류
소주맥주병
기타잡병
캔 류
비 닐
깡통(캔)
비 닐

병 류
소주맥주병
기타잡병
캔 류
비 닐
깡통(캔)
Plastic
Metal
Plastic
Vinyl
비 닐
Plastic
Metal
Plastic
Vinyl

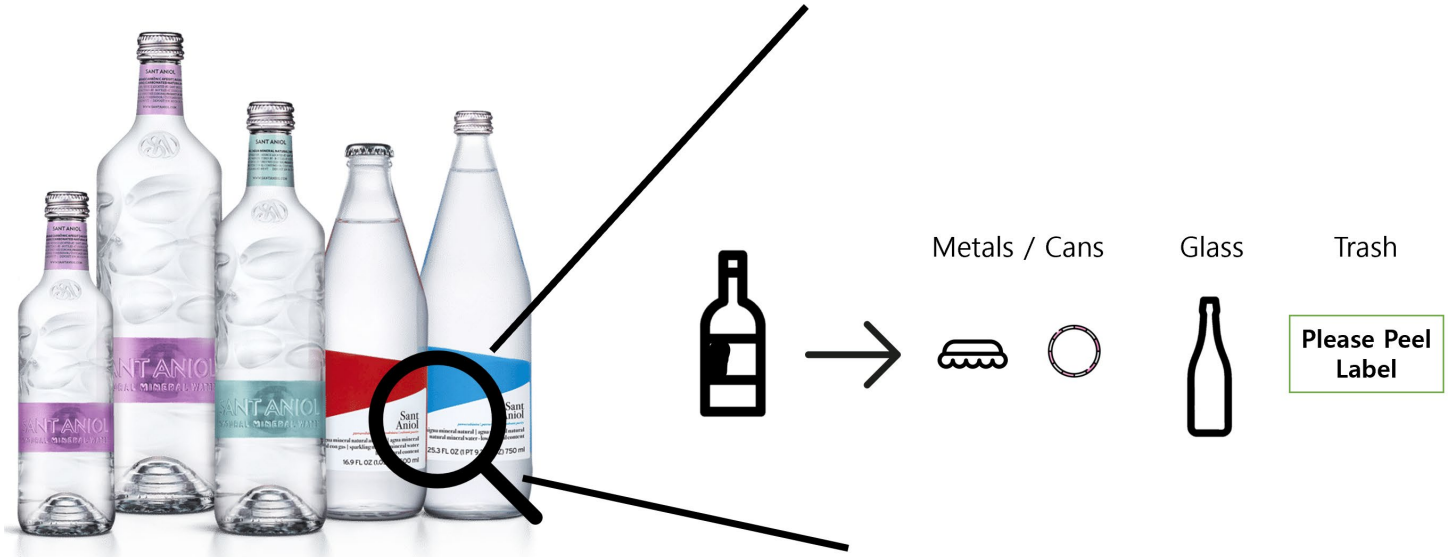
CookBook Limitations

- 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