

UNOSD 5th Youth Summer Camp

Group 4

The Puppy Lovers

The Adventures of a Recycle Chef



Group 4: The Puppy Lovers



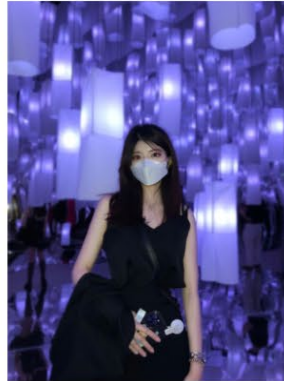
Suosopor Khuoy

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....

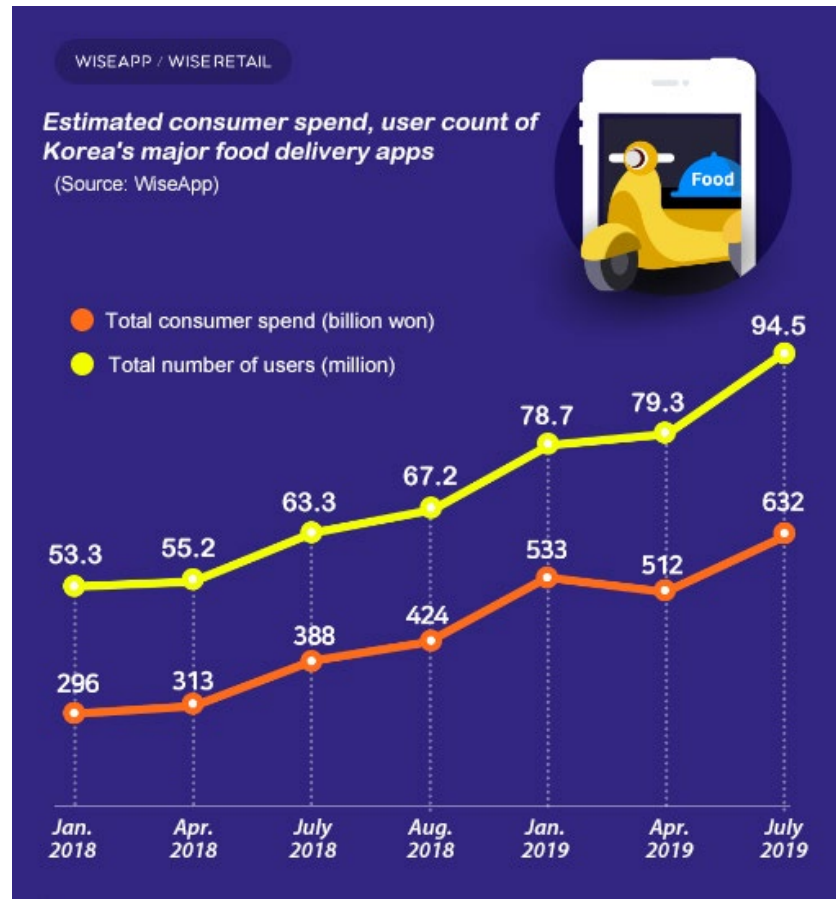
- The packaging of this instant ramen noodle...
- My cosmetics container...
- The plastic bag in my meal kit...

Recyclable?

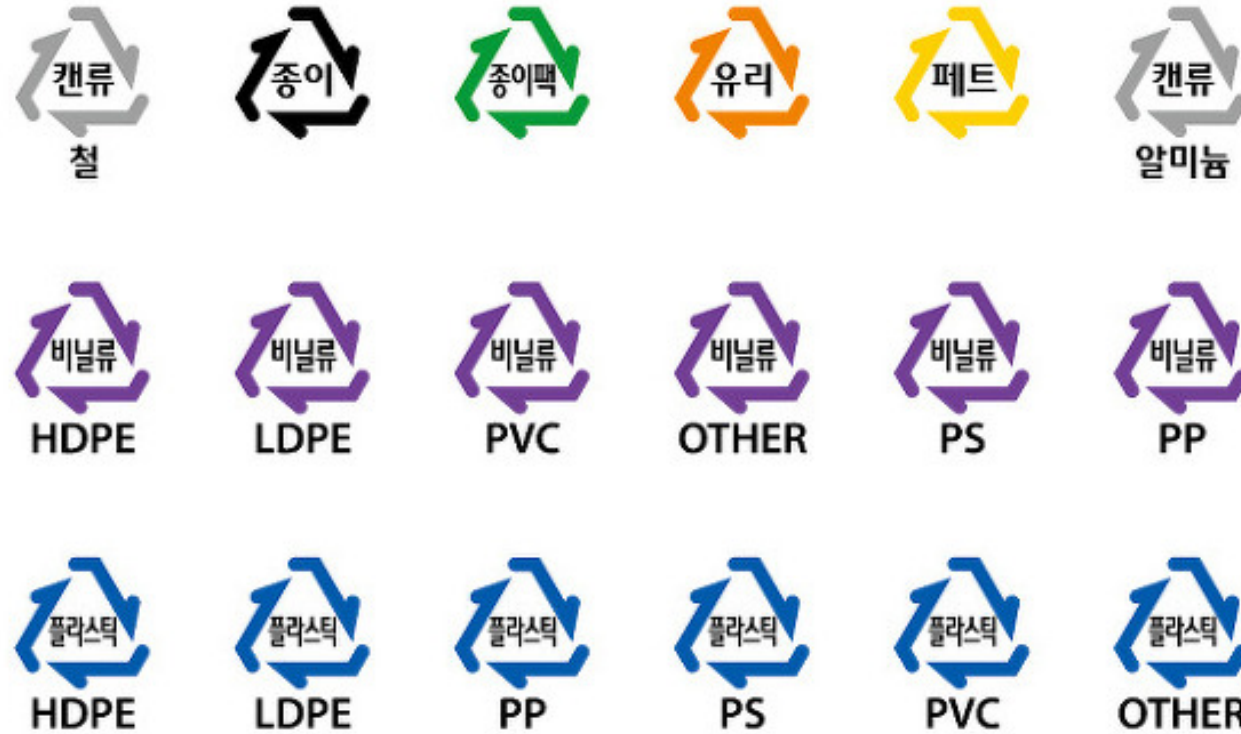
**Recycling “everyday products”
is too confusing and difficult!**

**The
Problem**

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?**

조리방법 - 가스렌지



Step 01. 물 끓이기

물 550ml(2 1/3 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.

Our Solution: Recycle Recipes



Metals / Cans



Glass



Trash

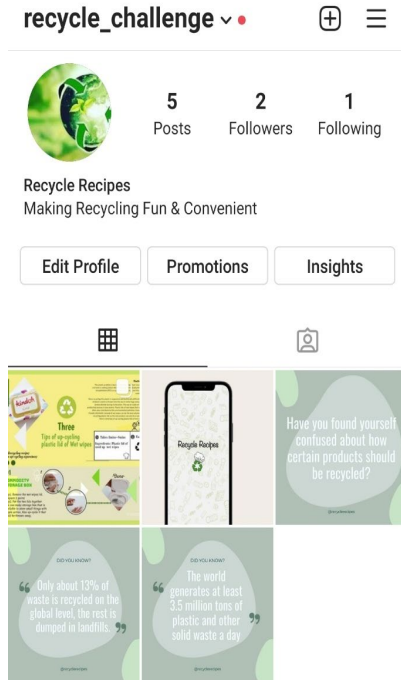
Please Peel Label

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

Plastic!

The plastic problem is becoming such an important issue that everyone is talking about. About 50 million tons of polyethylene terephthalate (PET) are produced every year, and this trend continues.

Since recycling this plastic is expensive and technically difficult, a lot of plastic waste is thrown into the sea or emits huge amounts of carbon dioxide during incineration. The use of crude oil in the production process is also severe. Plastic lids of wet wipes that we use often also contribute to this environmental pollution. Using eco-friendly dishcloths instead of wet wipes can be the best solution, but recycling plastic lids as the new product can also be a solution. Here's some tips of up-cycling plastic lids of wet wipes.

Three Tips of up-cycling plastic lid of Wet wipes

#recycling recipes
#Share up-cycling experiences

01 COMMODITY STORAGE BOX

Step1. Remove the wet wipes lid.
(Prepare 2 pairs)
Step2. Put the two lids together
-We can make storage box that is available to store small things with simple action. Also up-cycle it that could be thrown away.

02 COMMODITY STORAGE BOX2

Step1. Remove the wet wipes lid.
Step2. Attach the lid at where you want to use as a storage box.
Step3. Open the cap (lid)
Step4. cut out the entrance where the things can get out and in.
-This could store bug things and also can collect plastic bags to use again..

03 EGG STORAGE BIN

Step1. Remove the wet wipes lid.
Step2. Attach the lids to the plastic bottle.
Step3. Open the cap(lid) and cut out the entrance where the egg can get out and in.
-With this Instead of buying commercially available storage boxes, you can easily make them by reusing disposable plastics.

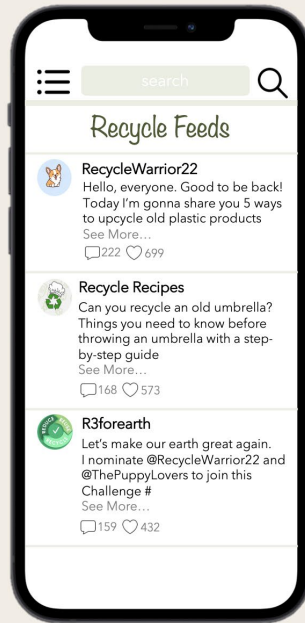
Recipe Card:

- ⌚ Takes 3mins~8mins
- 👤 Easy
- 🗑️ Ingredients: Plastic lid of used up wet wipes

Upcycle Recipes

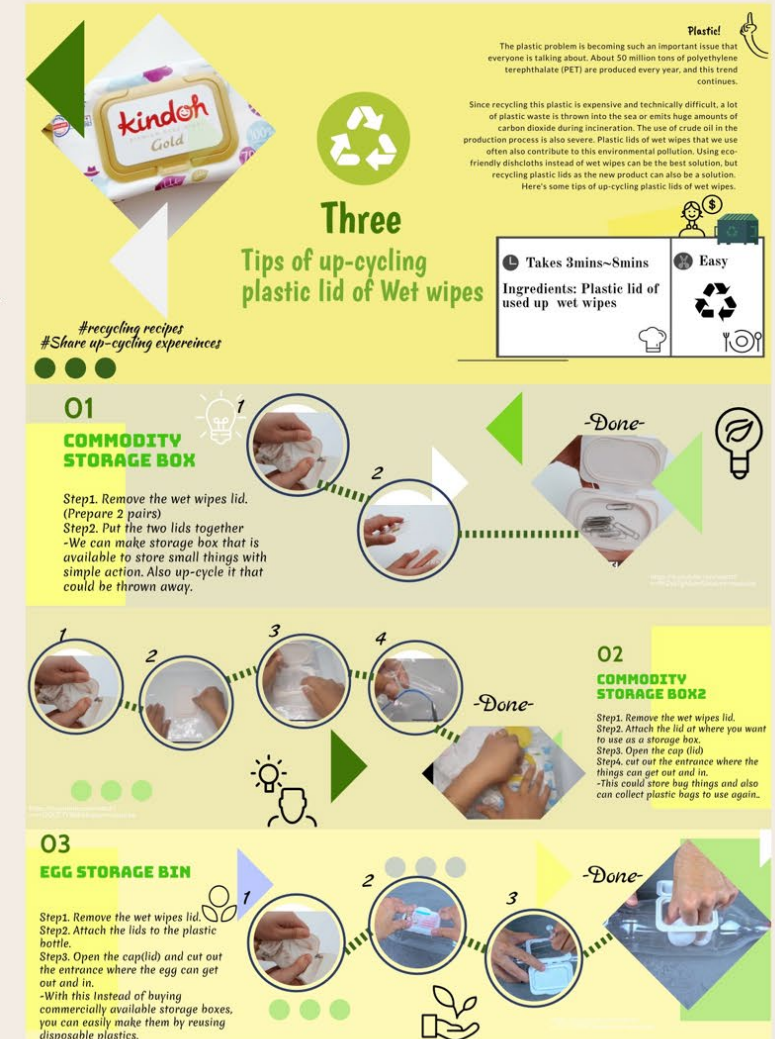
- Promoting re-re
- Raising awareness
- Doing challenges

RECYCLE RECIPES



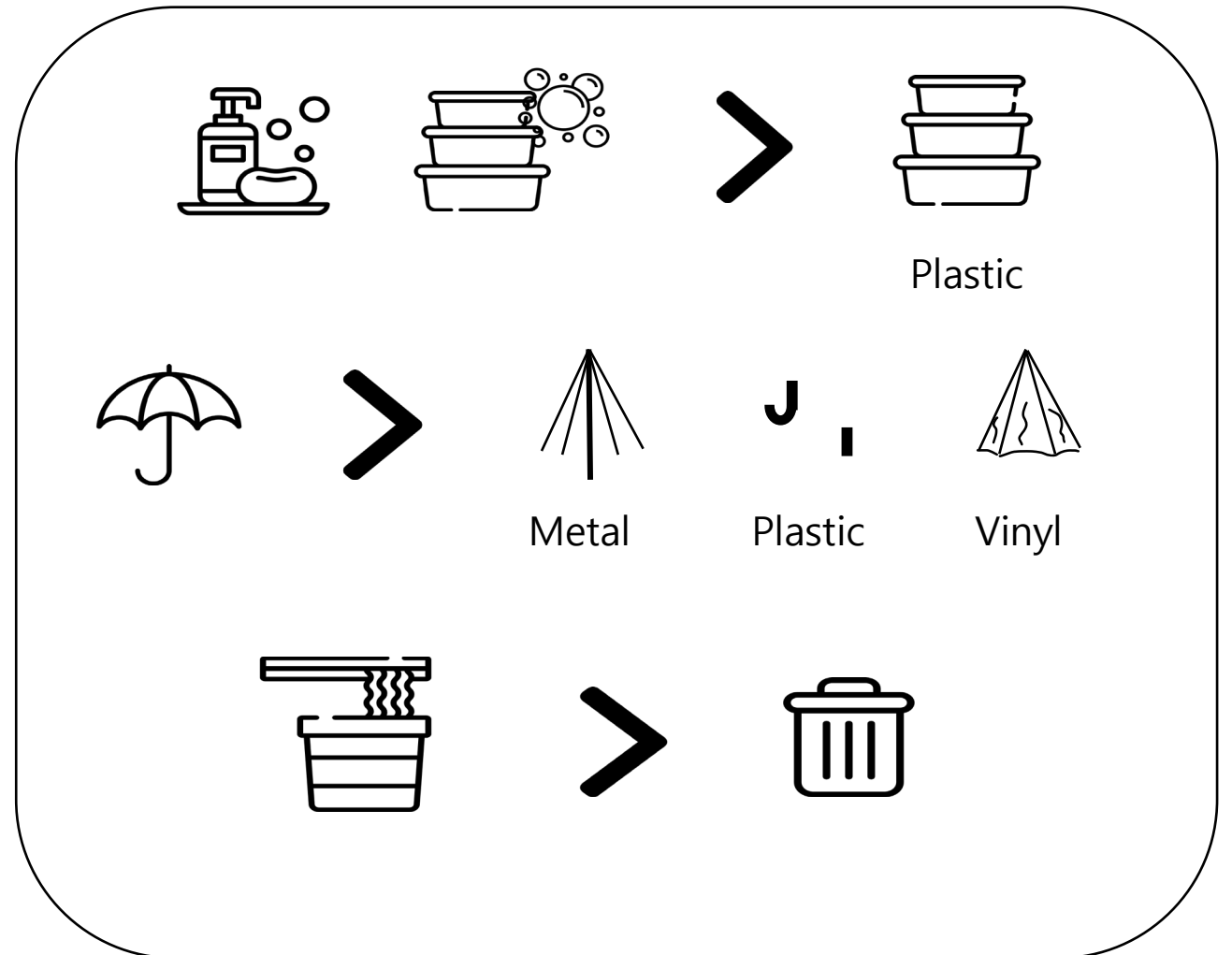
Scaling Up #2: Phone Application

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



Scaling Up #3: Recipe Cookbooks

- Helping people recycle through "recycle recipes" on-site







병류

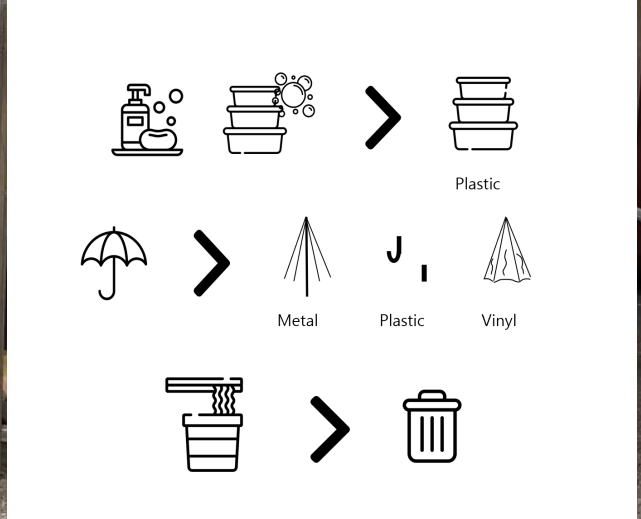
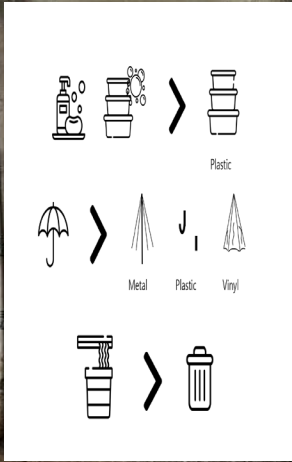
소주맥주병
기타잡병

캔류

비닐

깡통(캔)

비닐

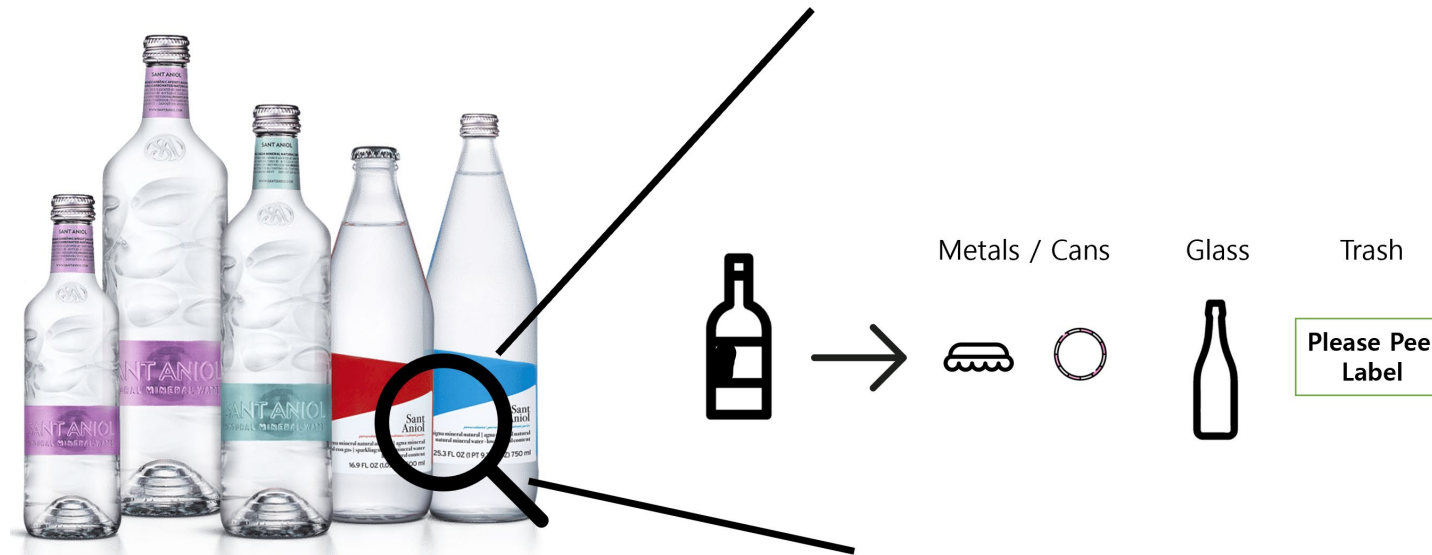


CookBook Limitations

- Limited Space
- Recipes can change over time
- Need new materials to manufacture

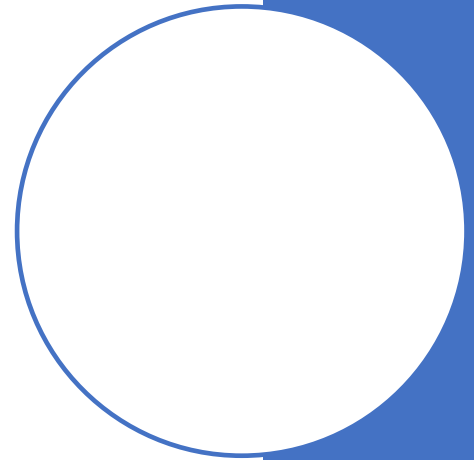
Scaling Up #4: Direct Recipes

- 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