SCAN

BitwiseHacks 2016

Countries by Population Density (UN, 2015)

1

MONACO

25,718

inhabitants/km²

4

HONG KONG

6,654

inhabitants/km²

176

UNITED STATES

33

inhabitants/km²

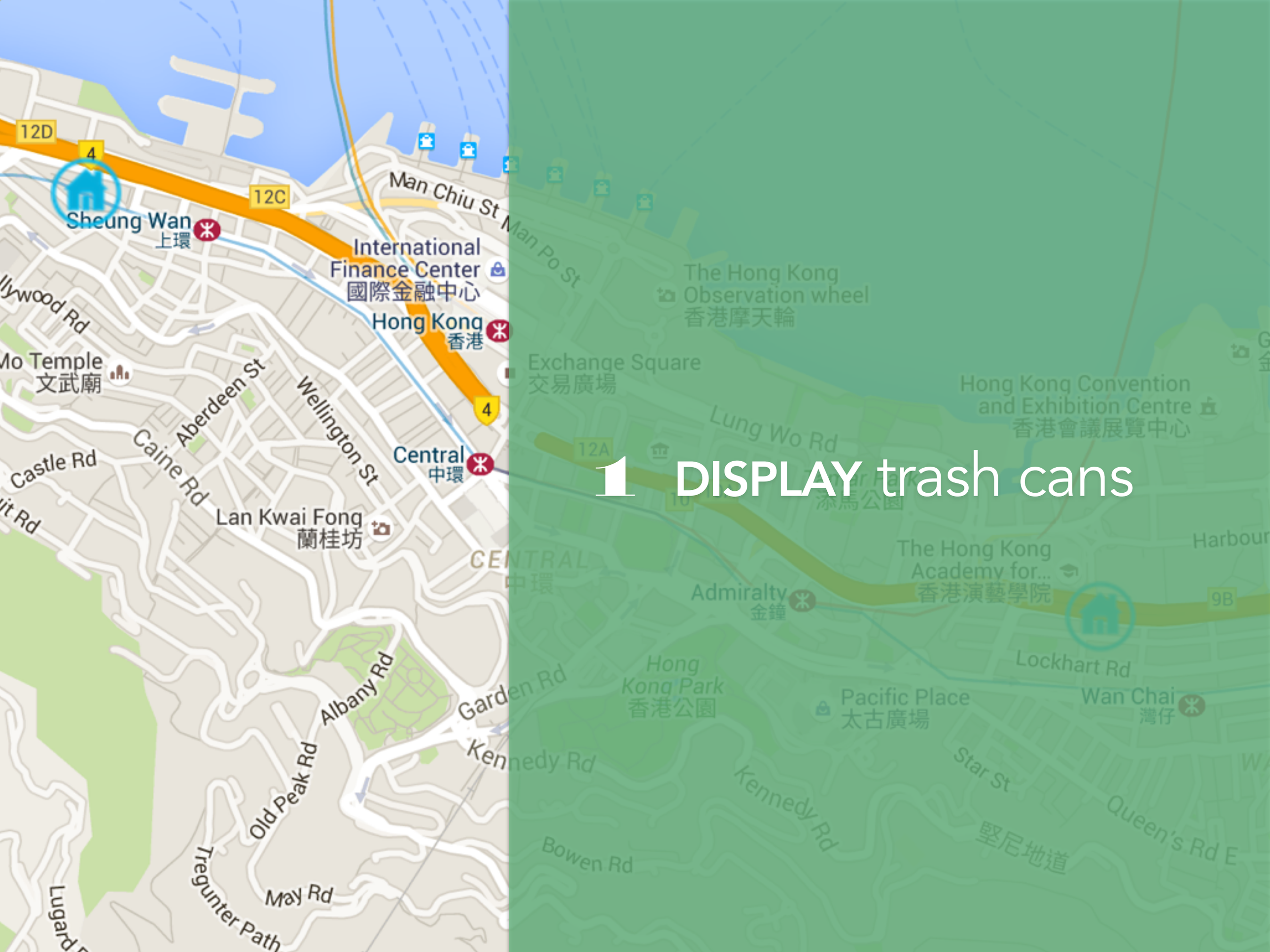
16,000

tonnes of waste per day

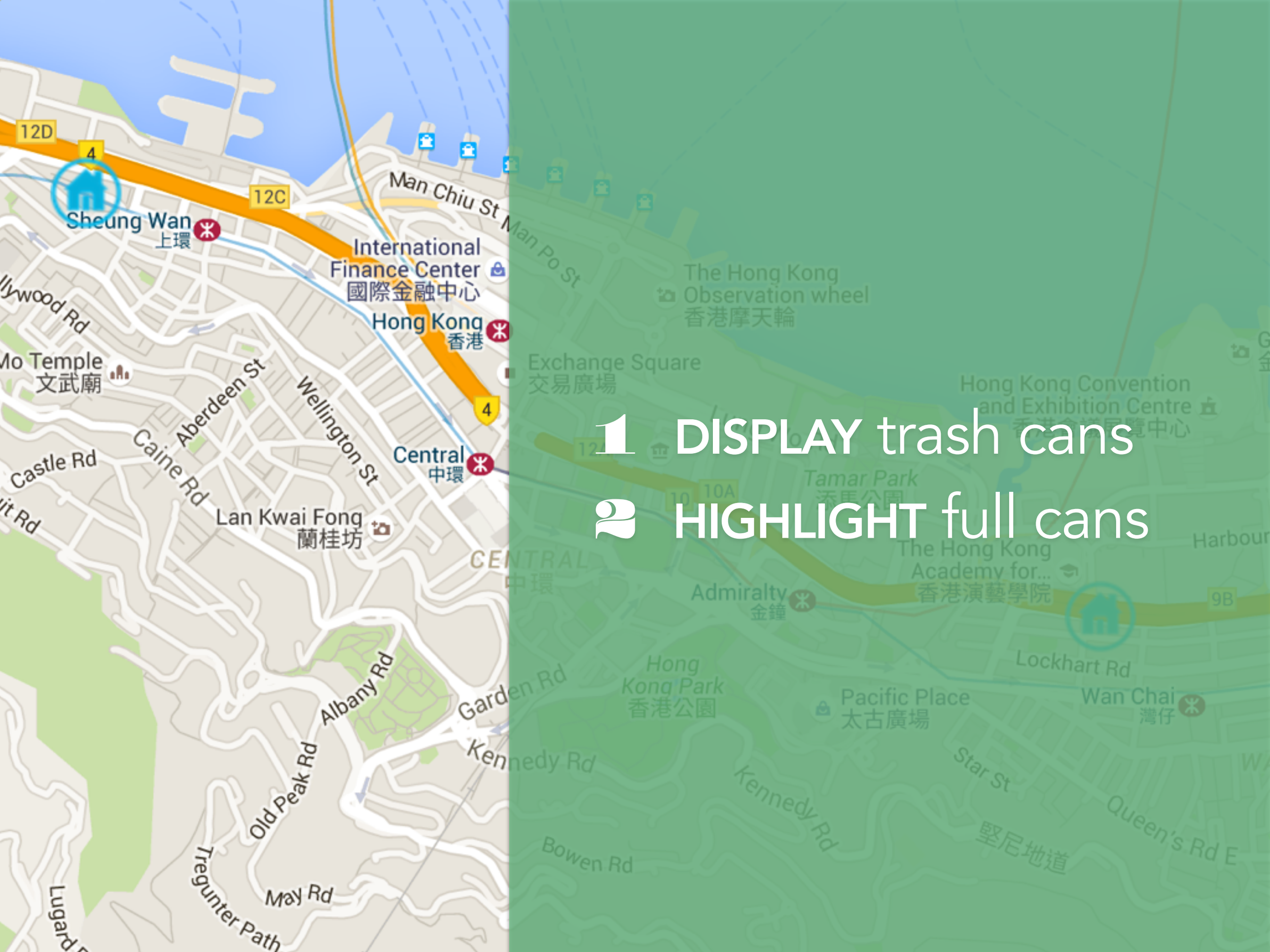
–Lisa Christensen,
founder and CEO of Hong Kong Cleanup

Sadly, we suffer from a serious "pick up after me" mentality, and this simply must change.

信箱
LETTER BOX
@Bananadoc, 2013



1 DISPLAY trash cans



1 **DISPLAY** trash cans

2 **HIGHLIGHT** full cans

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3 **PLAN** best route

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2 **HIGHLIGHT** full cans

3 **PLAN** best route

4 **ANALYSE** usage data

IMPACT

LESS LITTERING

FEWER EMISSIONS & LESS ENERGY

LOWER COST

EFFECTIVE ALLOCATION OF RESOURCES

BETTER PROGRAM & CITY PLANNING

MARKETING STRATEGY

BUSINESS MODEL

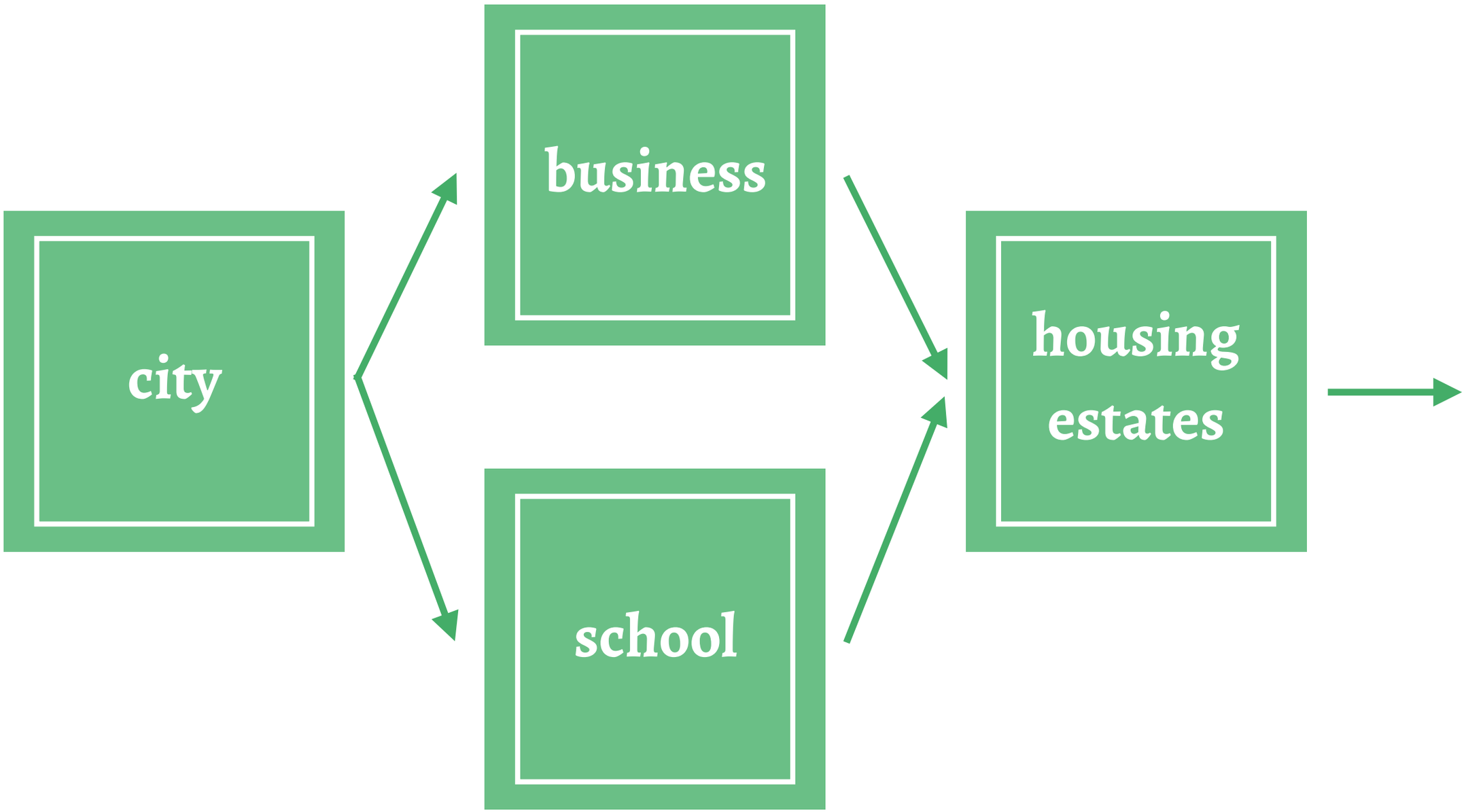
COST EFFICIENCY

DISTANCE	SAVINGS ($HKD)	SAVINGS (%)
11.10	$0.65	6.31%
27.60	$0.65	2.54%
19.60	$11.09	60.71%
17.30	$14.44	89.60%
7.20	$2.70	40.28%
6.50	$3.91	64.62%
	TOTAL	40.2%

EMISSIONS REDUCTION

BEFORE (GRAMS)	AFTER (GRAMS)	SAVINGS (%)
15.94	14.94	6.31%
39.64	38.64	2.54%
28.15	11.06	60.71%
24.85	2.59	89.60%
10.34	6.18	40.28%
9.34	3.30	64.62%
	TOTAL	40.2%

FUTURE GROWTH



Sources

- Icons made by Freepik, SimpleIcon
- “The Face of Litter”, Hong Kong Cleanup
- “List of Countries by Population Density”, United Nations
- TheBananaDoc

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