Adam Behrmann

INFO1111 Project – Innovation Station

Our company, Innovation Station is a unique organization that seeks to resolve the pressing issue of pollution by transforming economies from the traditional linear model to a cyclical model. This, in turn, allows for greater re-usability of goods which not only saves the planet, but saves money for the general public as well.

Non-recycled waste, and waste in general create considerable problems for society at large. These include but are not limited to:

* People can get exposed to Hazardous waste such as toxic chemicals
* Waste can attract rodents and insects which may harbour parasites from the waste and carry diseases
* Waste can contaminate water and air

This project considers that ADB will provide financial support to Innovation Station’s vision of creating and sustaining a cyclical economy (instead of a linear economy) regarding the pollution problem. By providing this support, Innovation Station is projected to considerably reduce pollution and general waste, as well as incentivize the general public to participate to engage in recycling and waste reduction.

Looking specifically at China, the worlds number one polluter, the opportunities for technological innovation in the environmental sector is seemingly endless.

Considering China’s dominance in the automobile space, and its heavy reliance on coal energy, it presents a unique opportunity to offer a simple, cost effective tech-based approach to resolving the negative consequences that China feels from the above factors.

Additionally, clean drinking water has never been more scarce in China, and whilst its not on the level of a national emergency, it has been well documented that up to 60% of Chinese water supply is ‘relatively polluted or highly polluted.’

Furthermore, the damage to the wildlife ecosystem in China can not be looked over and the Yellow River, the sixth largest river in the world located in Western China, is no exception. The Yellow River has seen undeniable ruin as it has been estimated that 30% of its fish species have disappeared and over 60% of the water is undrinkable, this due to pollution and other environmental factors.

These effects are evidently having a negative effect on not just the Chinese population, but also create issues on a global scale, and thus it is imperative for technological innovation to step up to the plate and deliver the solutions to what is often regarded as a climate crisis.