



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Focus on
the waste
prevention

Managing
And
Reducing
Wastes

Metro
politician
cities need to
prevent
pollution.

Now a days
people try to
use
biodegradable
things.

What do they HEAR?

what friends say
what boss say
what influencers say



This is
unwanted
and Time
wasting one

This type of
process are
temporary

But these are
very use full to
us and save our
time for other
work.

What do they SEE?

environment
friends
what the market offers

People
pollute the
environment
by various
types

Many of the
people using
large number
of plastics

Our mother
earth currently
facing a lot of
environmental
concerns

What do they SAY AND DO?

attitude in public
appearance
behavior towards others



people said
Make less
Waste in the
first place

Use
reusable
grocery
bags

But not all
people are
follow these
talks

PAIN

fears
frustrations
obstacles

The process
is not always
cost effective

Embracing smart
waste will lead
to healthier and
more efficient
cities

GAIN

"wants" / needs
measures of success
obstacles

Implementation
of these
initiatives will
drive the rapid
growth of smart
cities

Reducing Waste
will not only
protect the
environment but
will also save on
costs.

Smart Bins for Smart City

