



Define CS, fit into

CS

CC

AS

Explore AS,

A reduction in the number of waste collections needed by up to 80%, resulting in less manpower, emissions, fuel use and traffic congestion.

Focus on J&P, tap into BE, understand

J&P

RC

BE

Focus on J&P, tap into BE, understand

Assisting with planning and decision-making; Setting waste reduction, recycling or diversion, objectives and targets; Identifying waste generation and recycling trends; Determining the viability and capacity of existing solid

Diseases such as asthma, birth defects, cancer, cardiovascular disease, childhood cancer, COPD, infectious diseases, low birth weight, and preterm delivery.

It cause discomfort for people around the garbage bin

Identify strong TR & EM

### 3. TRIGGERS

TR

### 10. YOUR SOLUTION

SL

### 8. CHANNELS of BEHAVIOUR

CH

Extract online & offline CH of BE

### 4. EMOTIONS: BEFORE / AFTER

EM

Harms physical habitats, transports chemical pollutants, threatens aquatic life  
clean air, fresh water, medicines and food security

