



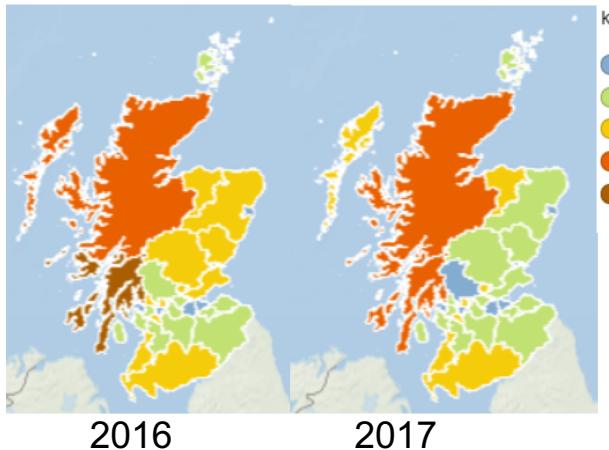
# RE-SOURCE

*Your assistant for a waste - free life.*

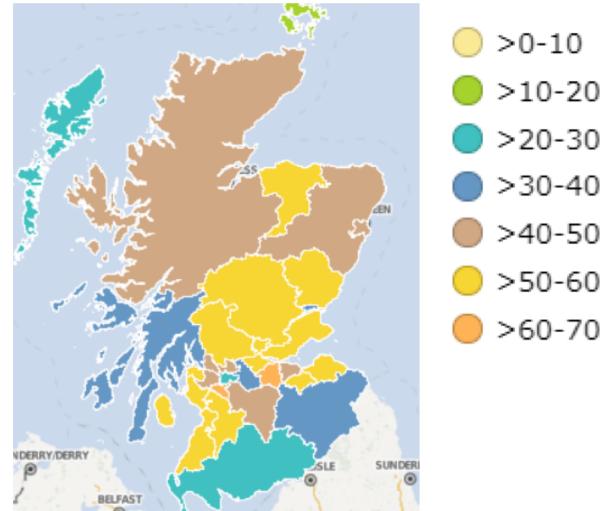
*Team 4: Sneha Tandon (s1877672), Joanna Hall (s1834653), Shuge Luo (s1888784),  
Kenza Amira (s18113674), Claire Wieser (s1808576)*

# SCOTLAND DATA

## Reduction



Recycling  
45.2%  
WASTE  
RECYCLED



Recycling rate(2017) in many area still below 30%

Glasgow City

59,876

26.7

# OUR DATA

*Digital survey of > 200 people.*

**69%** of survey takers often don't know how to categorize their recycling.

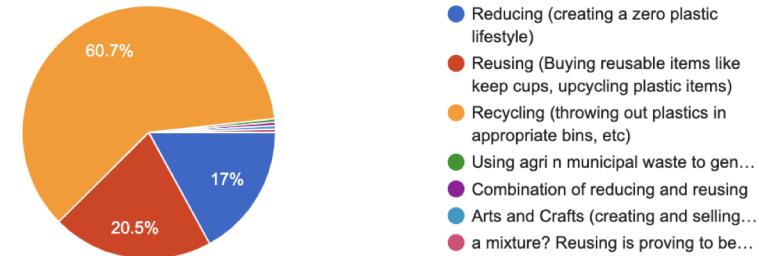
**17%** of survey takers think they are active in Reducing.

**20%** are focusing on **reusing** products.

People put items that can't be recycled in the recycling bin.

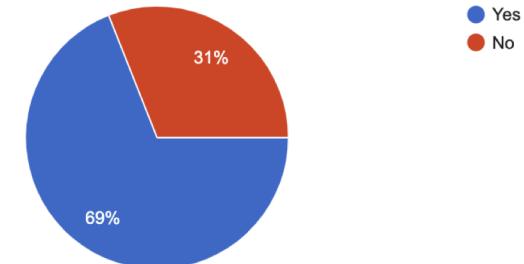
Which one of these options are you most active in?

229 responses

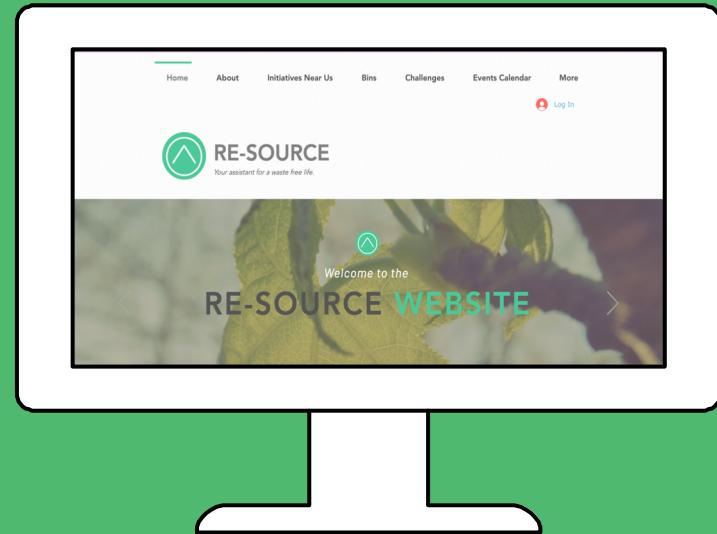


Have you ever been confused by which bin to put your used recycling/garbage in?

229 responses



# THE SOLUTION

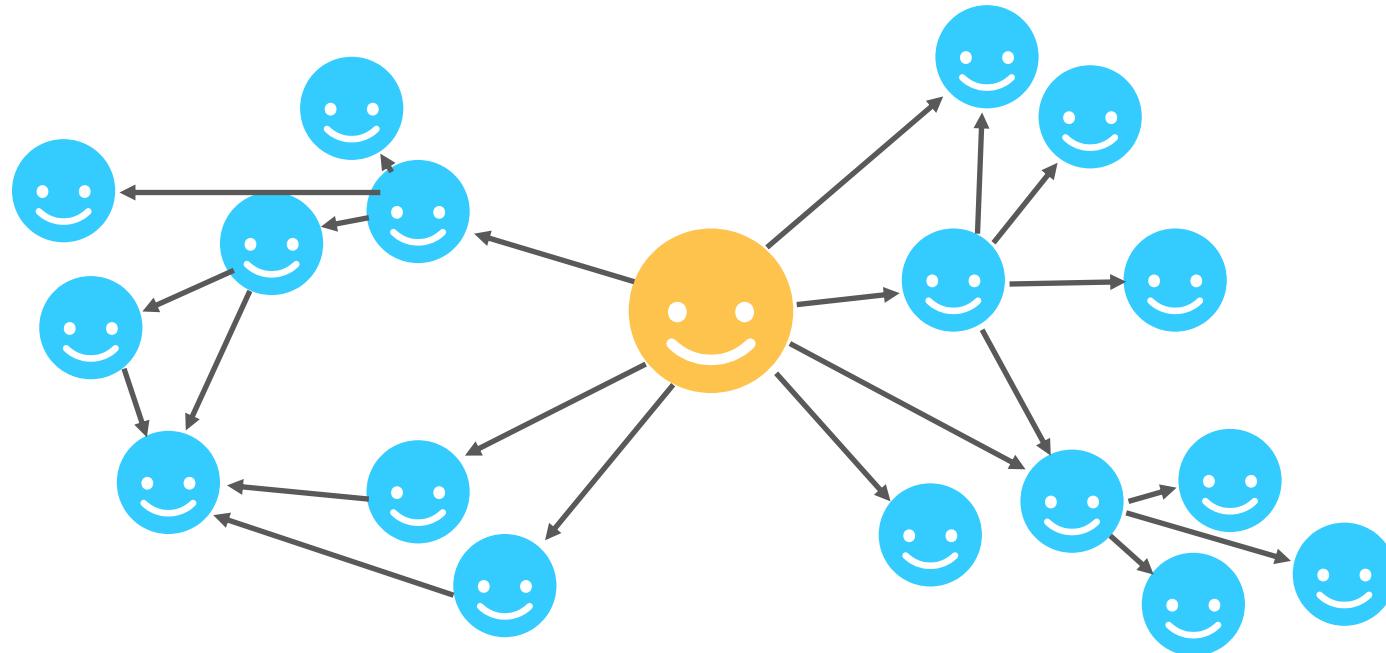


# RE-SOURCE

# Google: *how do users discover new apps?*

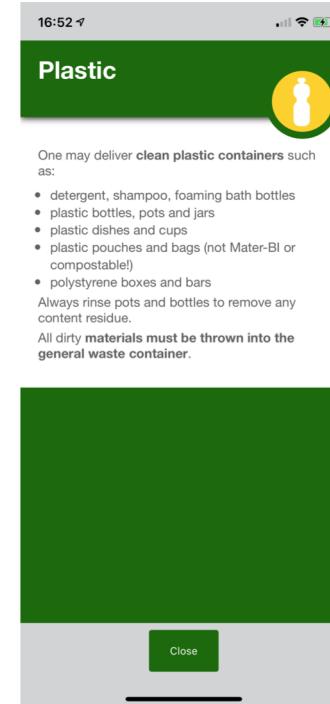
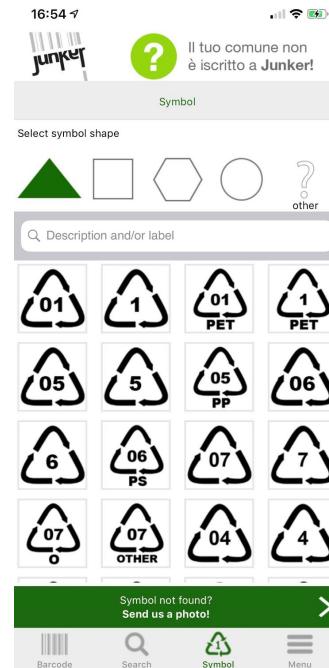
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51% said “From my **friends** and **family**”



# COMPETITORS

'Junker'





## Motivation



Goals and challenges

## Competition



Leaderboard

## Recognition



Rewards

# Weekly and daily challenges

The screenshot shows the RE-SOURCE app interface. At the top, it says "RE-SOURCE Your assistant for a waste free life". Below that, a banner says "★ Set goals. Compete with other users. Earn rewards ★". A "Challenge of the day!" section features a paragraph placeholder and a "Start" button. Another section titled "Embrace your community" shows a person cleaning up trash. A "Rewards" section lists: "Points rewarded each time you recycle", "Extra points for inviting friends", "Challenge users near you", and "Exchange points for discounts and gifts". A green box at the bottom left says "10 Waste-free challenges that don't cost anything! Find out more below..." with a "10 Challenges" button. A dark grey box at the bottom right says "Redeem your points here! Accumulate points and unlock items and discounts to exchange them" with a "Redeem" button.

## Points Leaderboard



The screenshot shows a "The Recycling Leaderboard" interface. The title "The Recycling Leaderboard" is at the top, followed by "OVERALL LEADERS". A table lists the top 5 overall leaders with a score of 20 each. Below that is a section for "MARCH" with a single entry. A vertical bar on the right indicates a scroll position.

RANK	FIRST NAME	LAST NAME	SCORE
1	CLAIRE	WIESER	20
1	JOANNA	HALL	20
1	KENZA	AMIRA	20
1	SHUGE	LUO	20
1	SNEHA	TANDON	20

RANK	FIRST NAME	LAST NAME	SCORE
1	SNEHA	TANDON	20

Promoting the practice of **reusing something**, for its original purpose or to fulfil a different function.

The image shows a grid of six cards, each representing a different reuse project. The cards are arranged in two rows of three. The top row features a white marble background, while the bottom row features a light gray marble background. Each card has a green header and footer and a central image and text area.

- Reuse your jars**  
10 ways to use a mason jar  
[Watch How >](#)
- Mix fun and practical**  
5 practical upcycling projects  
[Watch How >](#)
- Your baby is not a baby anymore**  
Ways to repurpose baby items  
[Watch How >](#)
- Tired of your lighting?**  
Make your own!  
[Read How >](#)
- What to do with all this plastic ?**  
You might find some answers there  
[Watch How >](#)
- Use your fashion sense**  
Make your clothes original  
[Read How >](#)



# Who's Near Us?

## The Shrub

"UK's first student-led cooperative"

"Edinburgh's hub for creative reuse"

"Exciting community hub for sustainable living"

[theshrub.com](http://theshrub.com)

## Edinburgh Remakery

"Making repair education accessible to all, to build a stronger, waste-free community and support vulnerable people within our city"

[edinburghremakery.org.uk](http://edinburghremakery.org.uk)

## The Tool Library

"Promoting sharing as a way of reducing our environmental impact"

"Provide opportunities for young unemployed people"

[edinburghtoollibrary.org.uk](http://edinburghtoollibrary.org.uk)

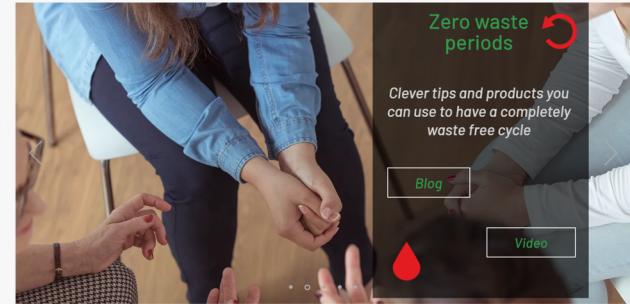
## The Forge

"A place where people can come together to build, design, fix and learn."

"Skills, tools and knowledge are made accessible to people from all walks of life"

[edinburghforge.com](http://edinburghforge.com)

# WASTE - FREE LIFE



*Encouraging a waste-free lifestyle  
with Information and links to  
**sustainable alternatives***

**Sustainable fashion**

Help the environment in style!

The 12 best sustainable fashion brands - [Independent](#)

[Find out More](#)

Beginners guide to eco-fashion

[Read more](#)

**Bag for life**

Purchase a reusable bag to minimise harmful waste in the environment

They use less natural resources than disposable bags, reduce the amount of waste being sent to landfill and reduce the amount of street litter'

Make a difference. Set up a bag for life project in your area...

[Get started](#)

**Students can live waste free**

Worried you can't really make a difference because of the cost?

Make your dorm eco-friendly

[Reduce your waste in college Here](#)

[Find out more](#)

*'A Broke College Student's Guide to the Zero Waste Lifestyle'*

Share your thoughts!



Your assistant for a waste - free life.

Get Social with Us!



Telephone : 123-456-7890

Email : ddcteamwork@gmail.com

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# Know Your Bins

*The type of bins you use will depend on where you live. You will either use the curbside service (wheelie bins) or the communal service (on street bins), or a combination of both. Please don't leave items, including bin bags, next to bins.*

## — TYPES OF BINS —

*Click on a bin to see more about it!*



## METAL

YES

- ✓ Aerosol
- ✓ Tins

NO



## BULK

- If you have large unwanted items eg furniture, white goods or mattresses:
  - phone the Re-use Line and have a charity collect reusable items for free on 0800 0665 820
  - use our special uplift service (£5 charge per item book online edinburgh.gov.uk/bulkywaste).

Don't leave any items, including bin bags, next to bins. This is flytipping and it's illegal.

YES

- ✓ Mattresses
- ✓ Furniture
- ✓ TVs
- ✓ Washing machines
- ✓ Fridge freezers
- ✓ Carpets

NO

- ✗ Household waste
- ✗ Car batteries and tyres
- ✗ pianos
- ✗ Storage heaters

## COMPOSTABLE

YES

- ✓ Beans, pasta, rice and bread
- ✓ Cakes and bakery items
- ✓ Dairy items, eggs, and shellfish
- ✓ Fruits and vegetables, including peelings
- ✓ Meat and fish, including bones
- ✓ Fast food, for example chips and pizzas
- ✓ Tea bags and coffee

NO

- ✗ Liquids including milk and cooking oil
- ✗ Food packaging
- ✗ Loose food waste



## GLASS

Yes

- ✓ Glass bottles – all colours
- ✓ Glass jars – all colours

No

- ✗ Plastic bags
- ✗ Light bulbs, glass dishes, broken glass, ceramics, pyrex and window panes

## PLASTIC (Mixed Recycling + Packaging)

YES

- ✓ Paper and unwanted mail
- ✓ Cardboard and clean cartons
- ✓ Clean plastic bottles, pots, tubs and trays
- ✓ Clean cans, tins, foil and empty aerosols
- ✓ Envelopes

NO

- ✗ Plastic bags, wrappers, crisp bags and cling film
- ✗ Paper towels
- ✗ Plastic plant pots and toys
- ✗ Glass



## PAPER

YES

- ✓ Newspapers and magazines
- ✓ Unwanted mail
- ✓ Wrapping paper, not metallic
- ✓ Printed and shredded paper
- ✓ Other types of white paper

NO

- ✗ Plastic bags
- ✗ Glass
- ✗ Wrappers, crisp bags or photographs
- ✗ Polystyrene

New Tab

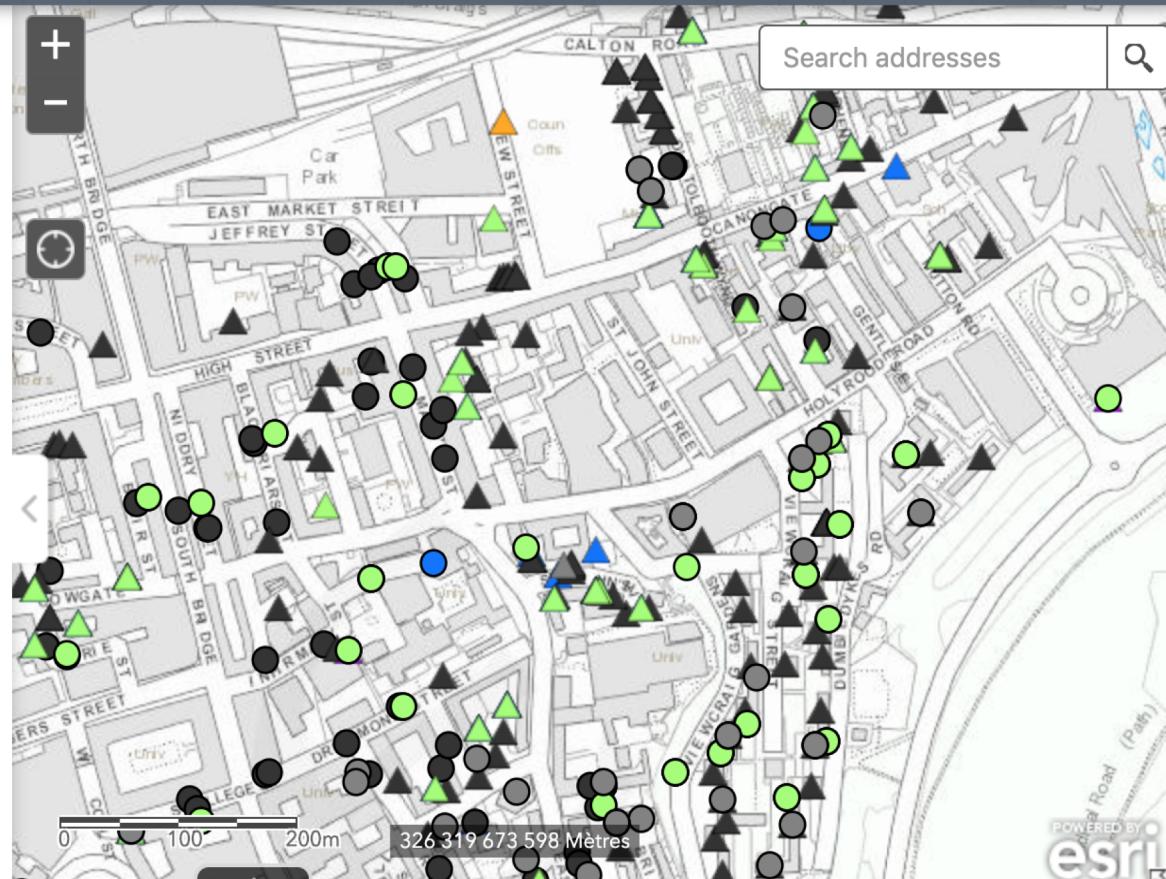
# EDINBURGH Communal Bins

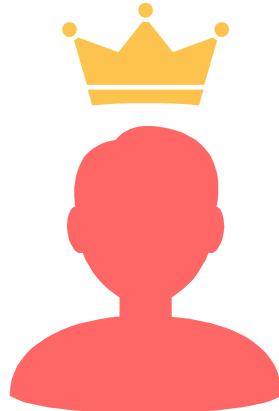
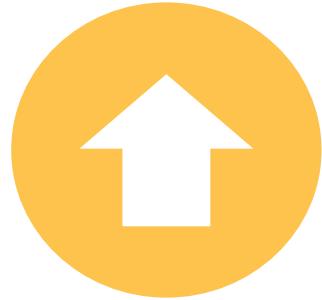
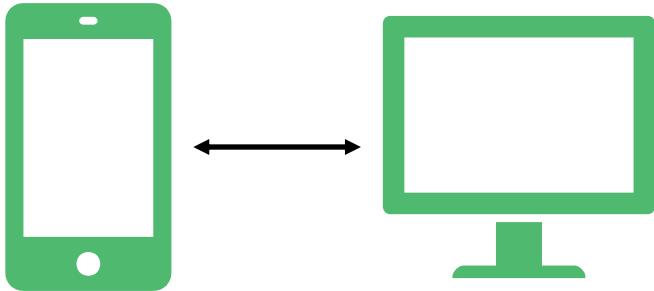
## Couches

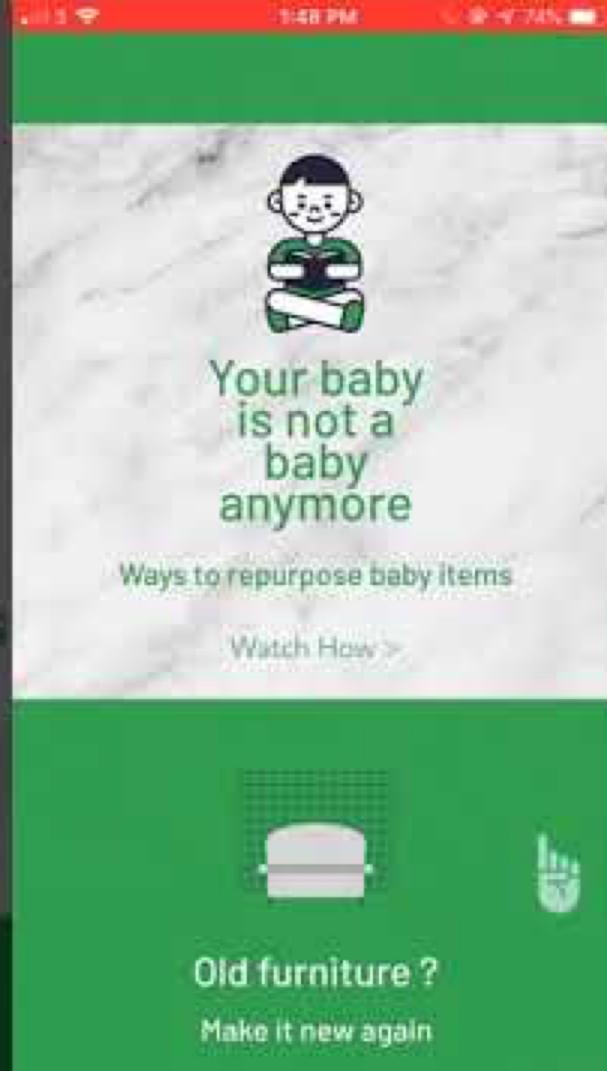
- ▶  Food waste (grey lid) ...
- ▶  Dry mixed recycling/packaging (green lid) ...
- ▶  Landfill (general waste) ...
- ▶  Paper ...
- ▶  Glass ...
- ▶  Textiles ...

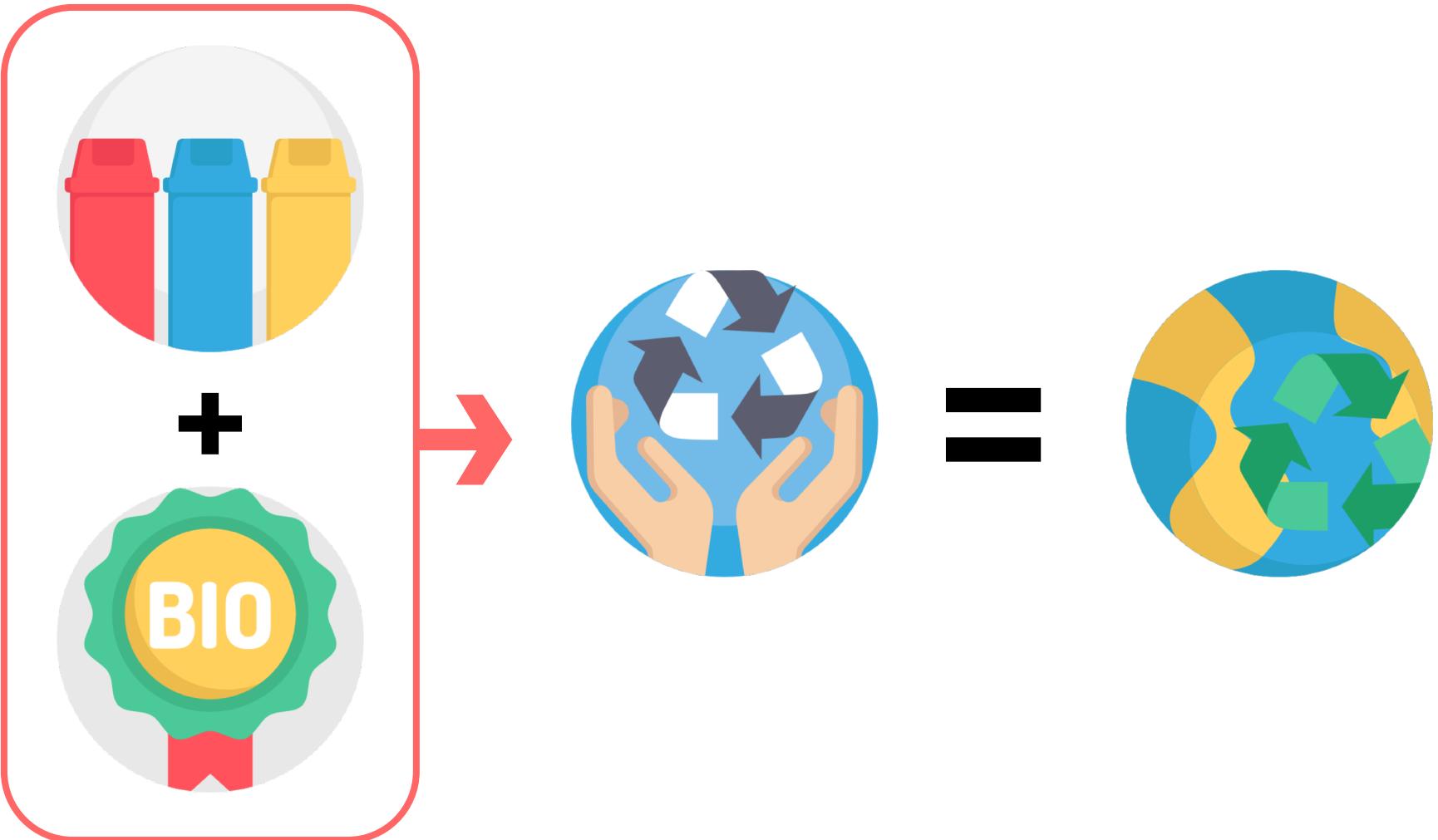


Search addresses











# THANK YOU!

*To our teachers, guest presenters, and classmates, for your support, guidance, and inspiration!*