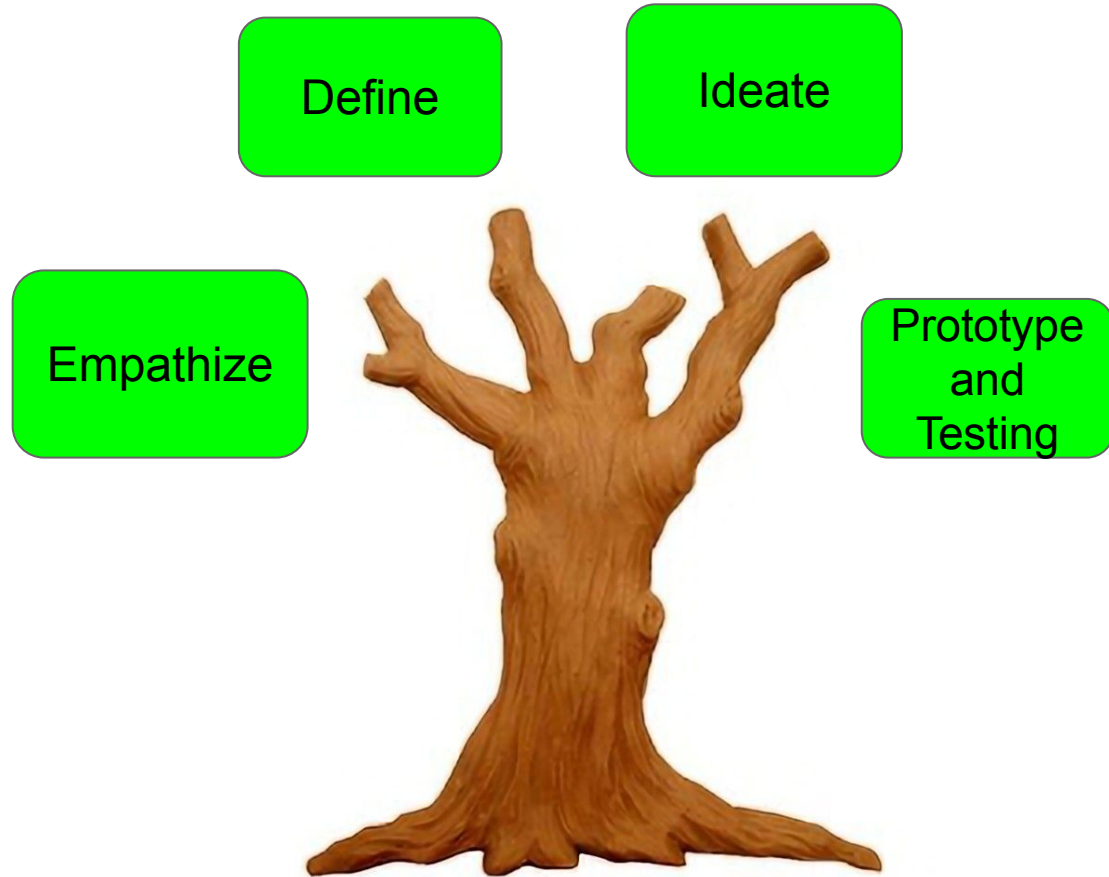


TEAM COVEN

THE PROBLEM

WASTE MANAGEMENT

WHAT STEPS ARE WE GOING TO TAKE IN OUR DESIGN THINKING ROAD?



LET'S EMPATHIZE!

Problem Statement: Plastic waste, or plastic pollution

Since there is no efficient way to make use of the garbage, it just keeps piling up uncontrollably.

Who Does it affect??

Humans

Plastic compounds are toxic to humans in high doses, killing the endocrine system.

Animals

poisoned by plastic pollution, that can have a negative impact on human food supplies.

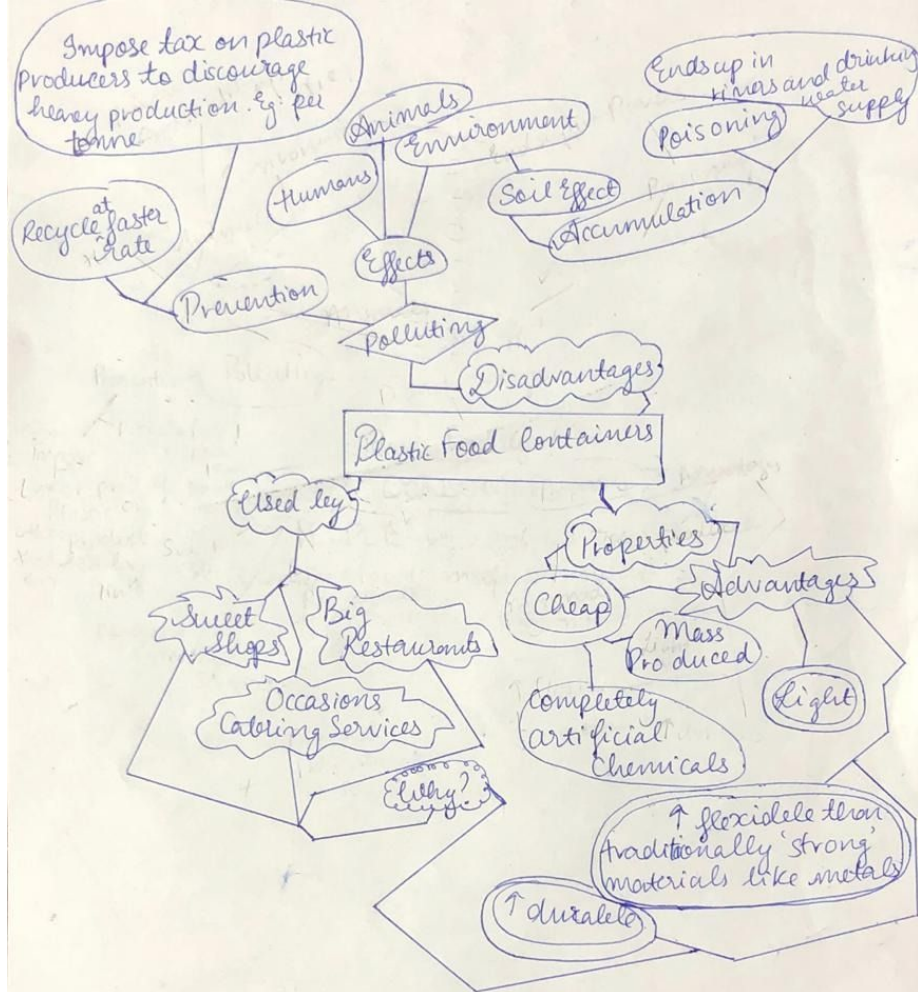
Environment

can release harmful chemicals into the surrounding soil, which can then seep into other surrounding water sources

WHO ARE INVOLVED IN THE PROBLEM?

- **Individual Plastic Consumption**
- **Producers and Companies**
- **Governments**

MIND MAP!



LETS NOW DEFINE THE PROBLEM!! –

PROBLEM

PLASTIC FOOD CONTAINERS



Problem: Plastic Food Containers are widely used especially in Pandemic & it contributes to the Plastic Pile-up issue

PLASTIC FOOD CONTAINERS



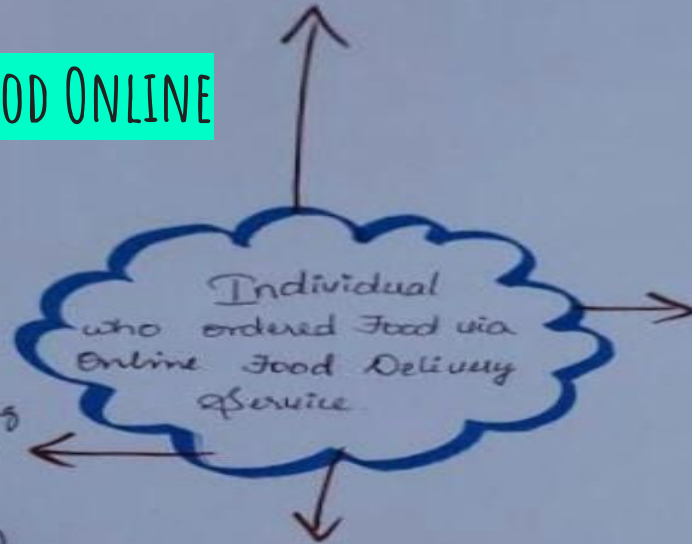
A STAKEHOLDER: AN INDIVIDUAL WHO ORDERS FOOD ONLINE

Thinks:

- * plastic is poisonous
- * plastic will be of use later (need)

Does:

- * Store plastic for later use.
- * Throws it away in fear of hoarding (habit) containers throws away in the right types of waste (wet/dry)



Feels:

- * doing good to environment.
- * Saves cost of buying new utensils. (by storing the containers)

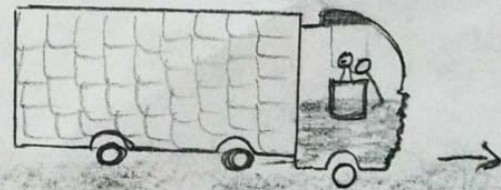
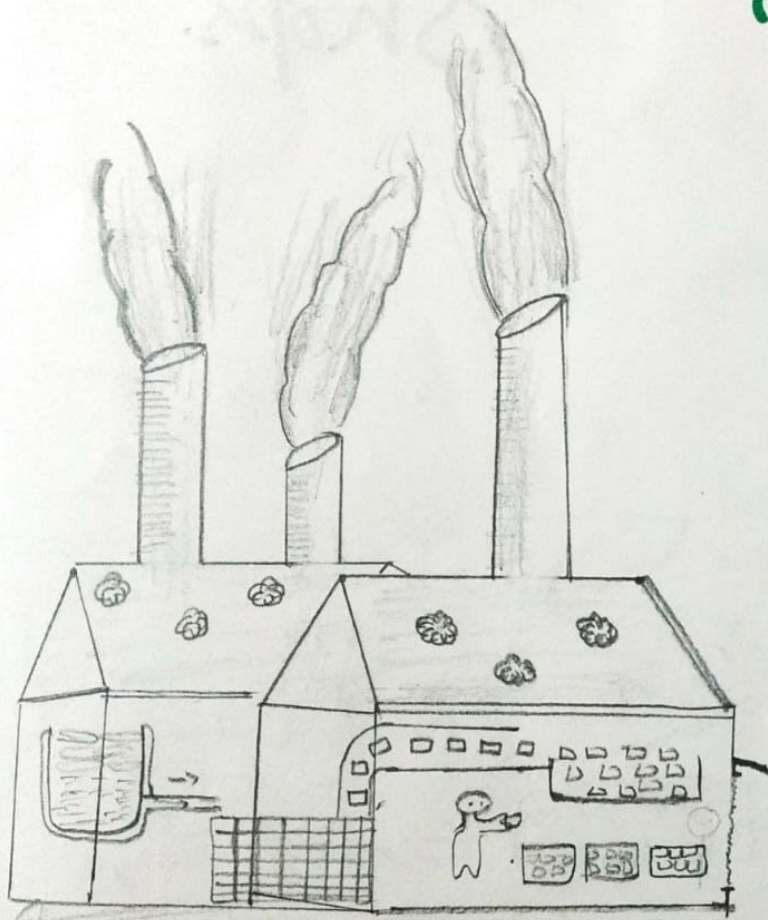
Says:

- * plastic is bad for health.
- * plastic shouldn't be used regularly
- * plastic should be disposed off separately.

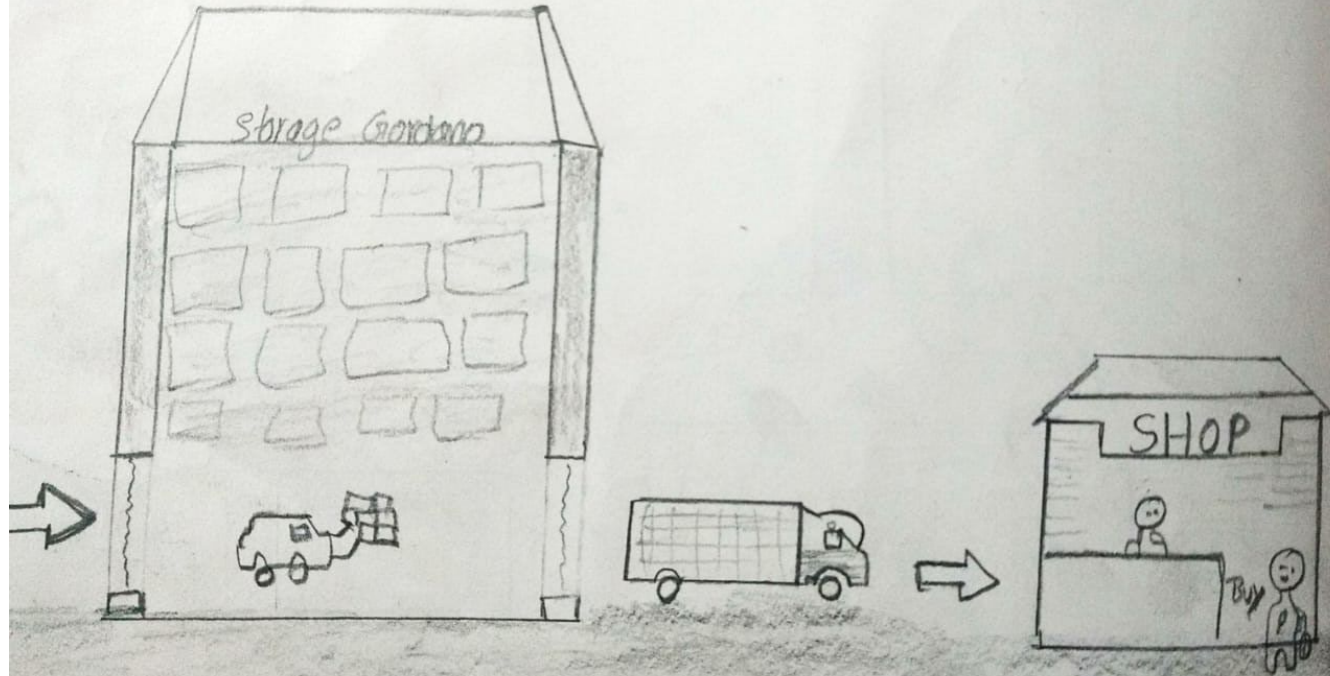
STORYBOARD:

JOURNEY OF FOOD CONTAINER

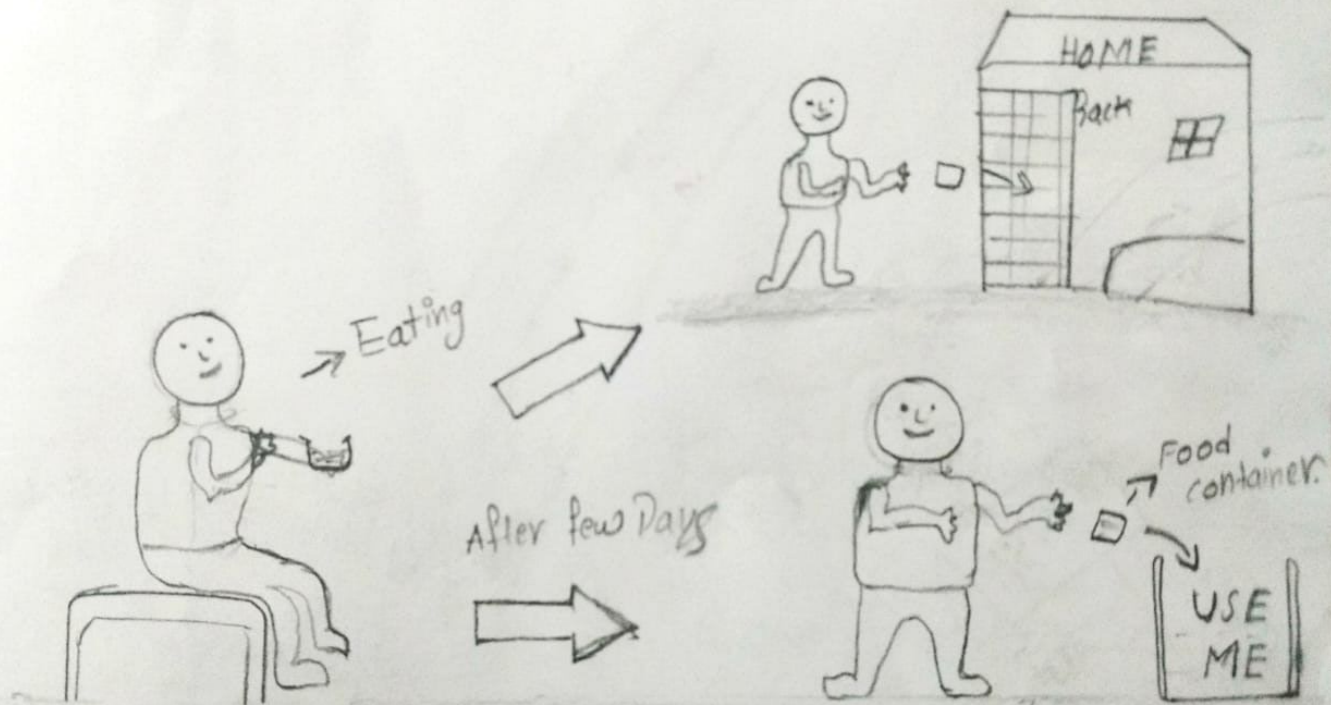
Factory.



Shops.

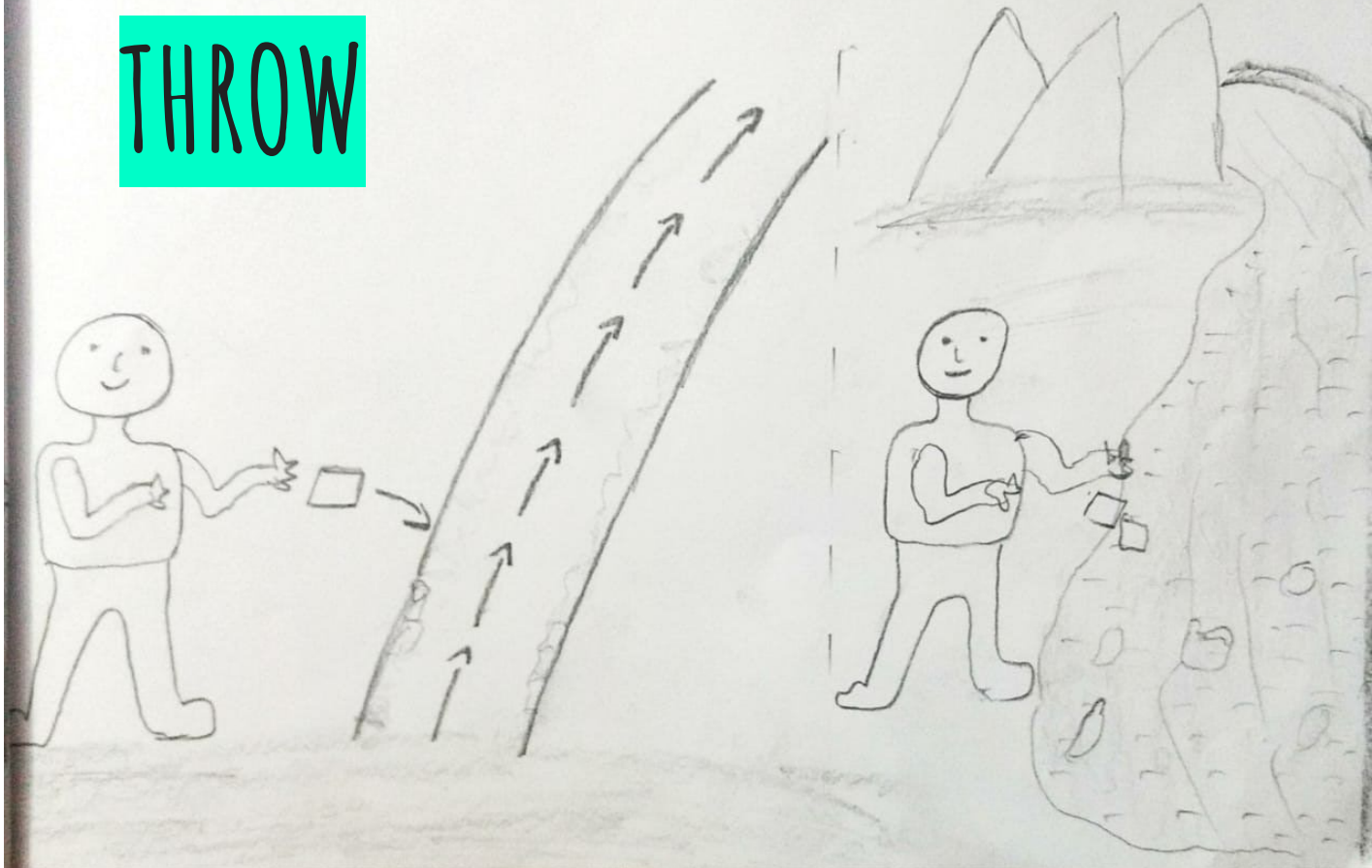


USE



ILLEGAL DUMPING

THROW



IDEALLY:

BBMP



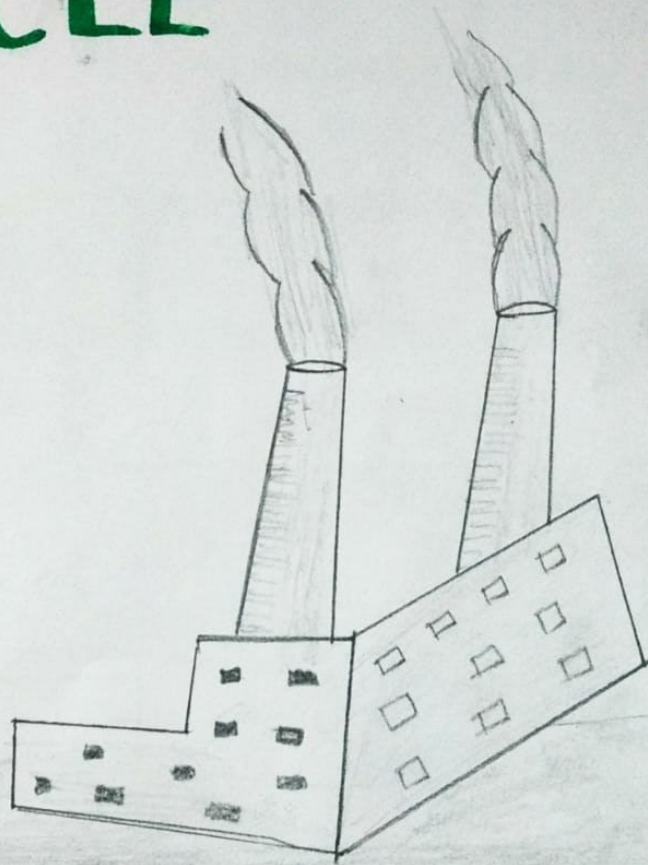
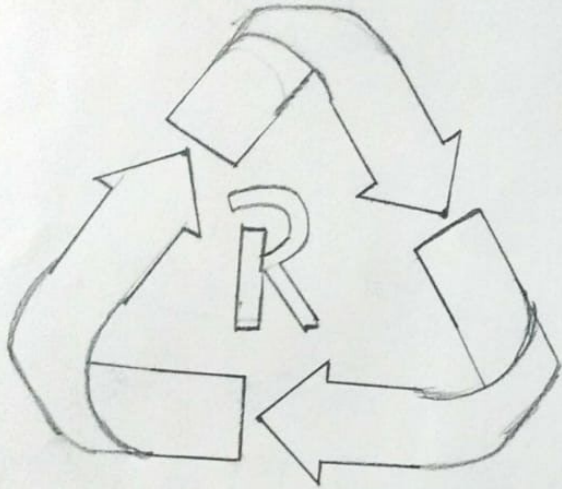
waste

collect plastic
Food containers

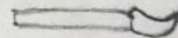
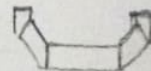
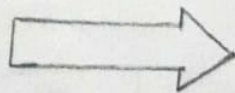


store

RECYCLE



RE-USE





Factory

Shop

USE

BBMP

Recycle.

Good

GOVERN

PROBLEM

Some individual countries like India have been successful in reducing plastic waste by banning single-use plastics.

Reducing the plastic waste is a key to solving the problem.

When people use plastic containers and plastic bottles, they are contributing to the plastic waste problem.

By using glass containers instead of plastic, we can reduce the plastic waste problem.

2000

After using the food containers, people can return them to the store to exchange for goods or services.

Reusable plastic containers

Instead of using plastic containers, people can use reusable glass containers.

People can use plastic containers to store food and other items.

Plastic food containers can be used to store food and other items.

Use high quality food containers to use plastic containers.

Use high quality food containers to use plastic containers.

Consumers should regularly hand over food containers to the shop for recycling.

Instead of plastic food containers, people can use glass food containers.

Instead of plastic food containers, people can use glass food containers.

Consumers should regularly hand over food containers to the shop for recycling.

To stop this problem, Indians should stop using plastic for other uses.

People should stop using plastic for other uses.

HOW MIGHT WE...

HOW MIGHT WE: Get less
hands on Plastic Food
containers?

HOW MIGHT WE: Reduce
Plastic usage in the
Restaurant Industry?

HOW MIGHT WE:
Reduce Wastage of
Plastic Food
Containers?

Start a ZOMATO TUPPERWARE DABBA SERVICE...

MAKE AN ONLINE PLATFORM TO CONNECT 'ECO - FRIENDLY' RESTAURANTS TO SUSTAINABLE PACKAGING MANUFACTURERS IN A LOCAL AREA

STOP 100% USAGE OF PLASTIC PACKAGING

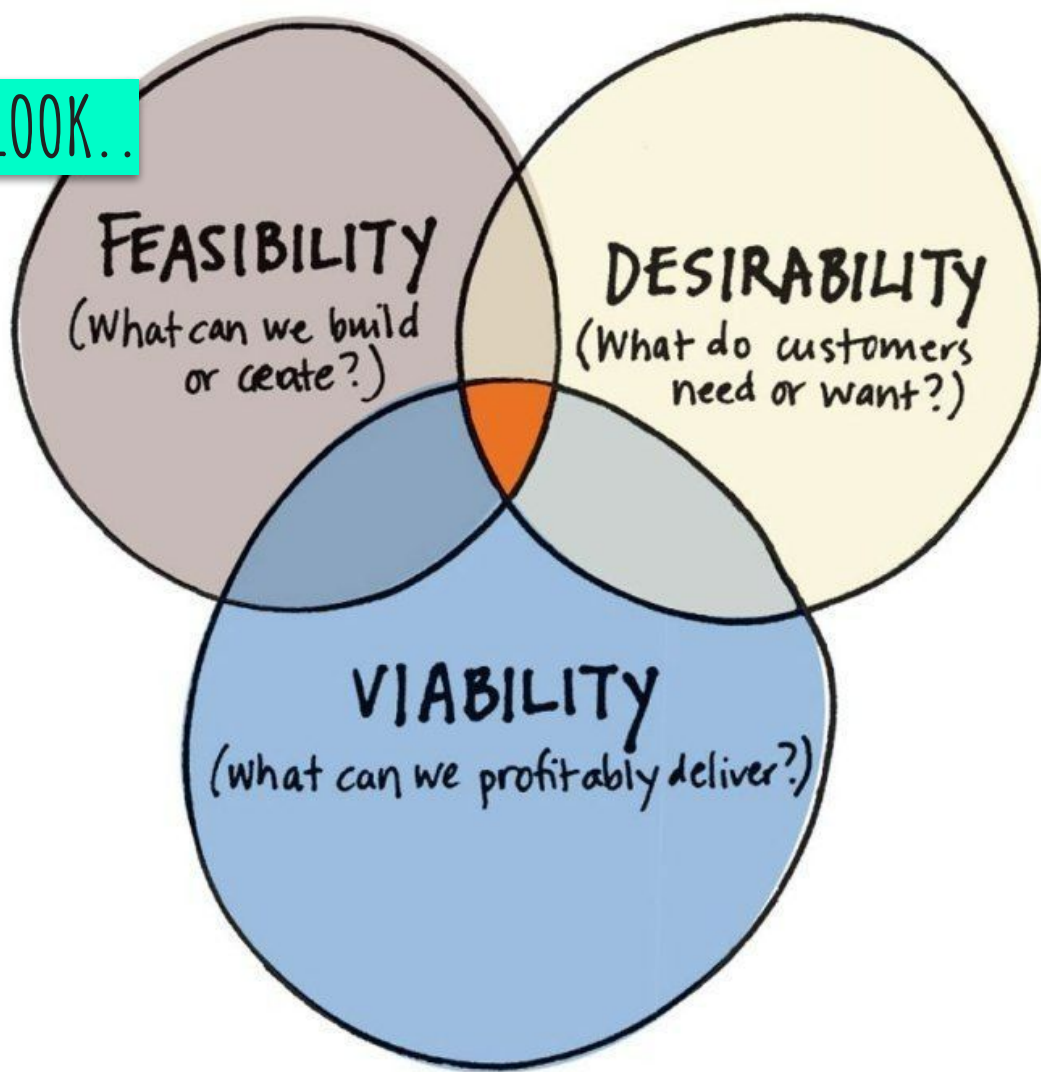


IMPLEMENT A 'COLLECT YOUR OLD PLASTIC CONTAINERS AND GET REWARDS' SYSTEM FOR ZOMATO

ENSURE 100% SAFE DISPOSAL AND RECYCLING OF PLASTIC PACKAGING



TAKE A CLOSER LOOK..





MAKE AN ONLINE PLATFORM TO
CONNECT 'ECO - FRIENDLY'
RESTAURANTS TO SUSTAINABLE
PACKAGING MANUFACTURERS IN A
LOCAL AREA

PROTOTYPE N' TESTING:-

WITH A CLEAR GOAL IN MIND,...

OUR ONLINE PLATFORM IN THE FORM OF A WEBSITE IS GOING TO CONNECT MILLIONS OF ENVIRONMENTALLY FRIENDLY RESTAURANTS AS WELL AS INDIVIDUALS TO COMPANIES THAT ACTUALLY PRODUCE ENVIRONMENTALLY SUSTAINABLE FOOD PACKAGING AND EXTEND THEIR SERVICE.

WITH YOUR HELP,

**WE CAN BE THE MEDIATOR BETWEEN THE
ENVIRONMENTALLY RESPONSIBLE CONSUMER AND THE
ENVIRONMENTALLY SUSTAINABLE PROVIDER!**

THANK YOU

**WE CAN BE THE MEDIATOR BETWEEN THE ENVIRONMENTALLY
RESPONSIBLE CONSUMER AND THE ENVIRONMENTALLY
SUSTAINABLE PROVIDER!**

