

Catalonia Waste Study

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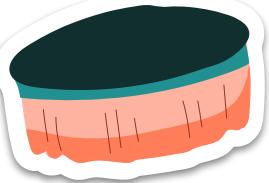
06

Q & A

01

Dataset Studied





Dataset Studied

For this study we used the dataset: [Estadístiques de residus municipals](#)

- Municipal waste statistics for Catalonia
 - Division of Regular waste and Selective waste
 - Useful information regarding municipalities
 - Good additional information
- 

02

Data Enrichment



Dataset Enrichment

Waste

Information and regarding different types of waste management in Catalonia



Municipal Geolocation

Latitude and longitude of different municipalities

Region Geography

Geopandas polygons

03

Data Cleaning



Data Cleaning



Població “.”



Població field had a “.” as a separator between hundreds and thousands

Barcelona * 10



In the dataset there the citizens of barcelona contained a 0 at the final

Spark Schema



Using Spark Schemas to set correct types once reading the dataframe

04

Lines of Study



WHAT HAS BEEN STUDIED?

Catalonia Trend

First Study to see the how waste was managed this years globally in catalonia



Catalonia by region

Agrupation of the data by region



Catalonia by municipality

More atomized representation of the data by dividing it for municipality



Segrià trend

Focused study to see how waste is managed in segrià region



05

Results & Findings



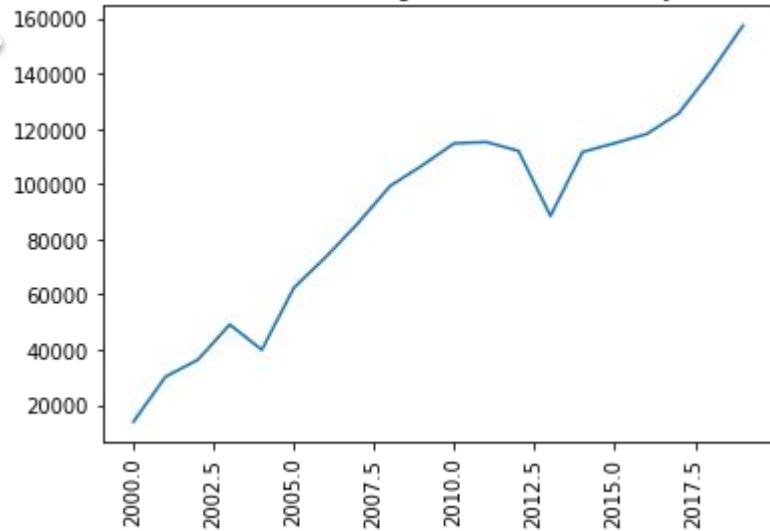
Catalonia Trend

First Study to see the how waste was managed
this passed years globally in catalonia



Plastic Downpeak 2013

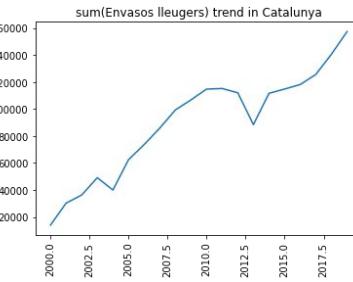
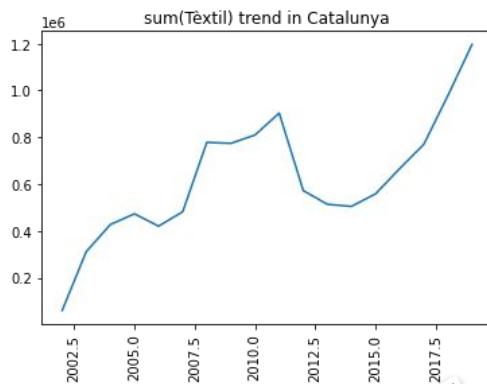
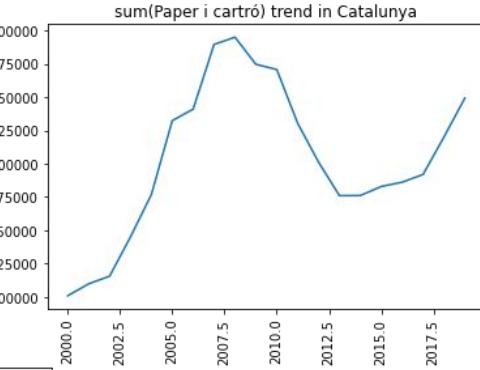
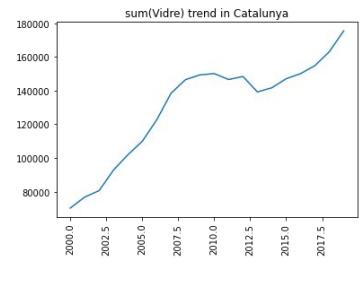
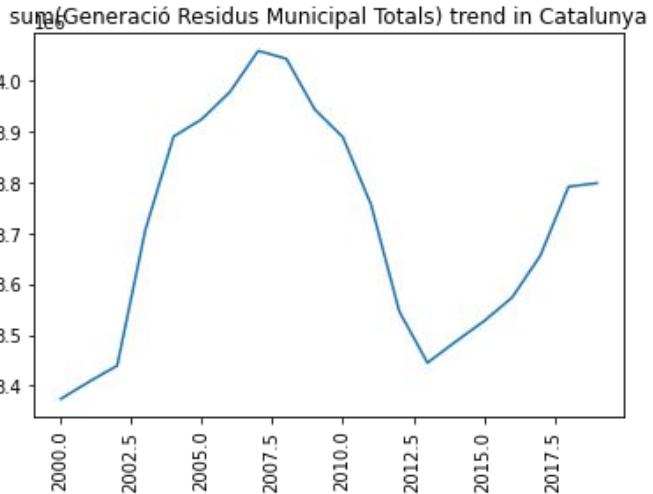
sum(Envases lleugers) trend in Catalunya



Envàs on vas? 20/12/2012



Total Waste Drop 2008-2014



Total Waste Drop 2008-2014



Paro en Diciembre

Evolución mensual del número de parados

Total de parados



Fuente: INEM



Número de parados por sexo



elmundo.es

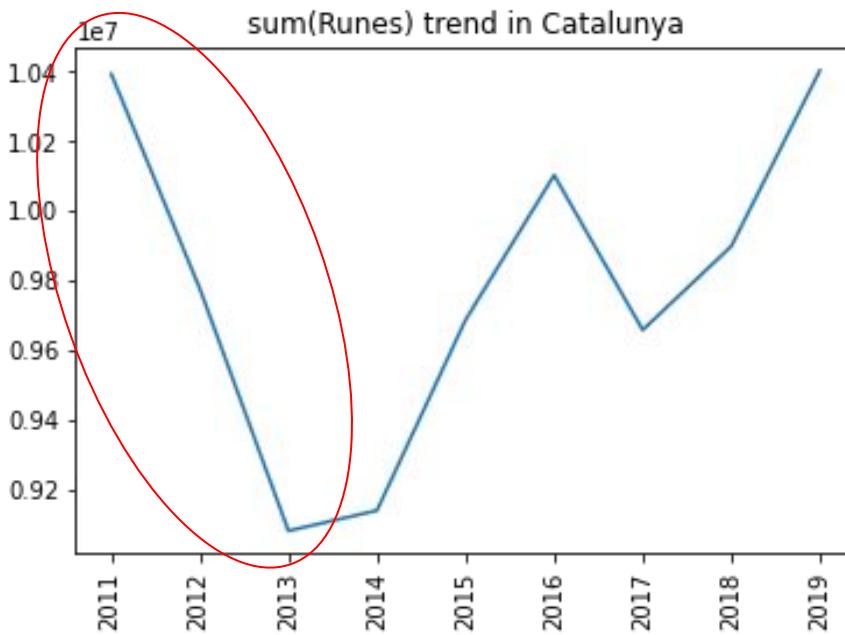
Producto Interior Bruto (PIB)

Tasa de variación interanual en %



elmundo.es

Runes Drop 2008-2014

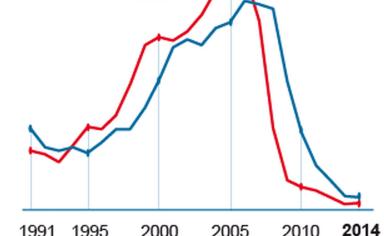


Runes Drop 2008-2014



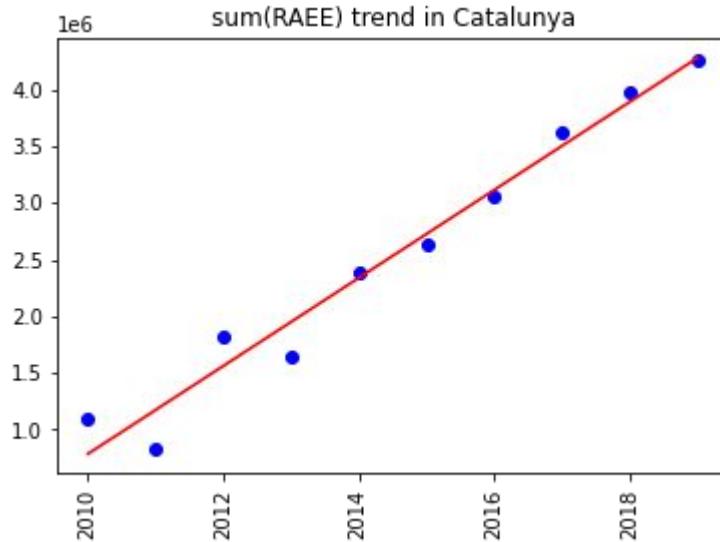
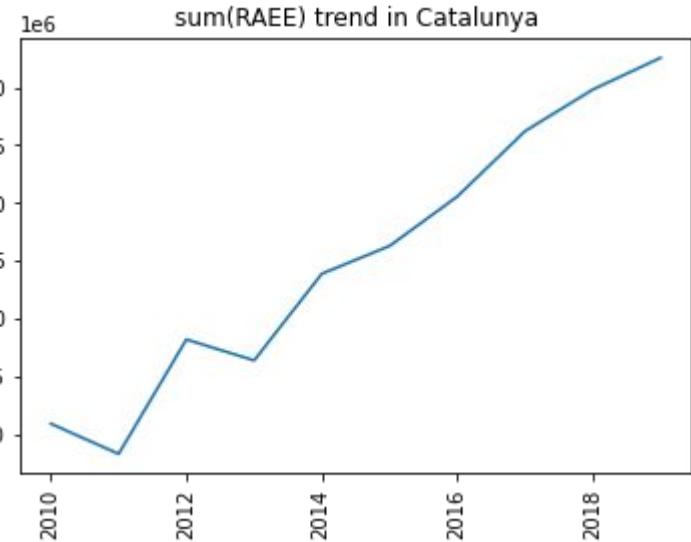
► Número de viviendas libres iniciadas y terminadas

- Iniciadas
- Terminadas



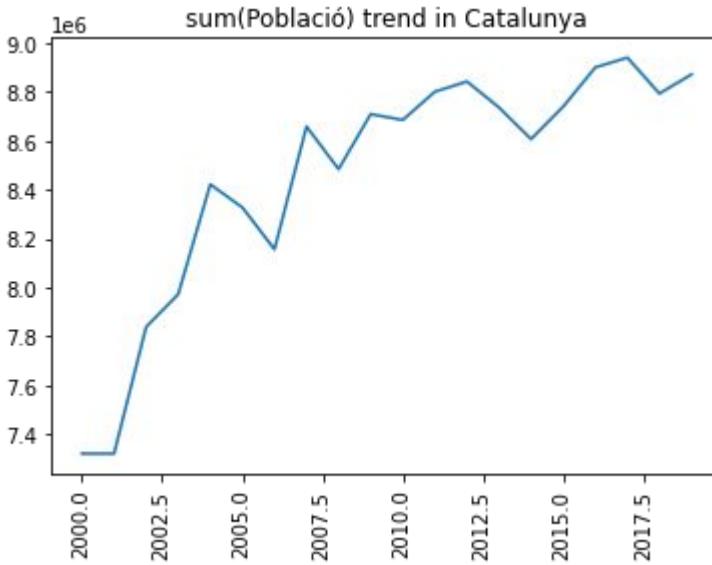
Fuente: Colegio de Arquitectos Técnicos

RAEE linear increase

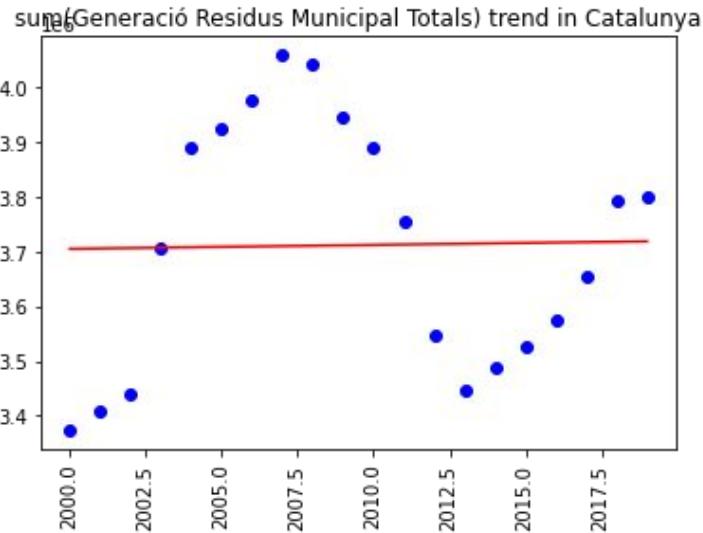


2002 Baby Boom

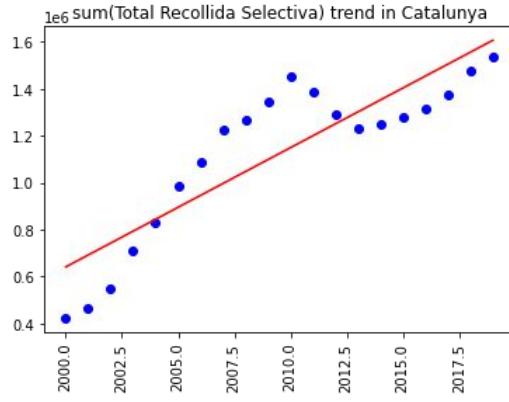
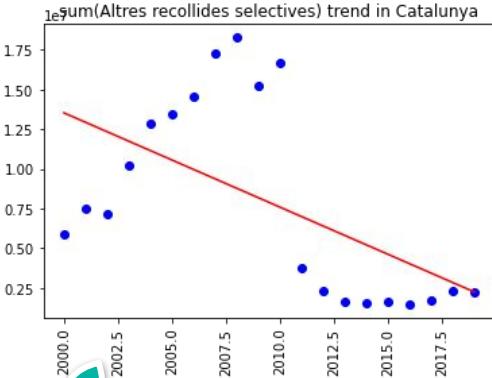
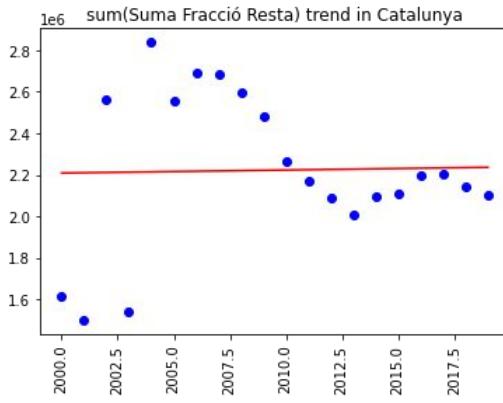
ok boomer



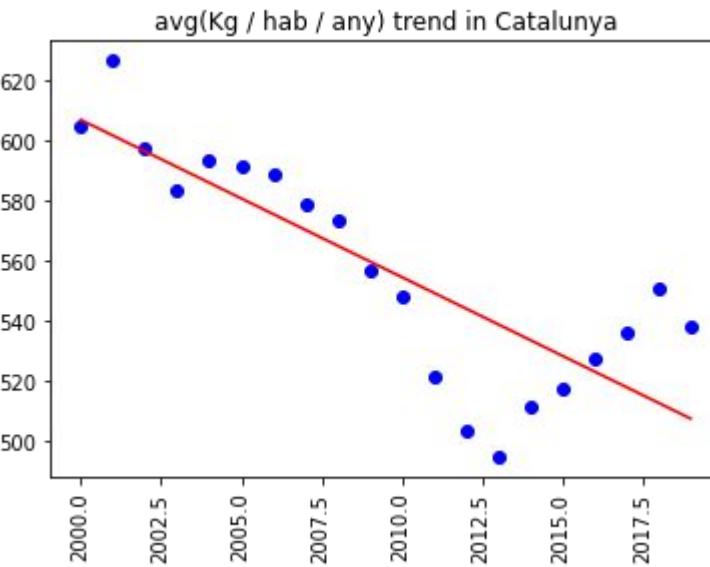
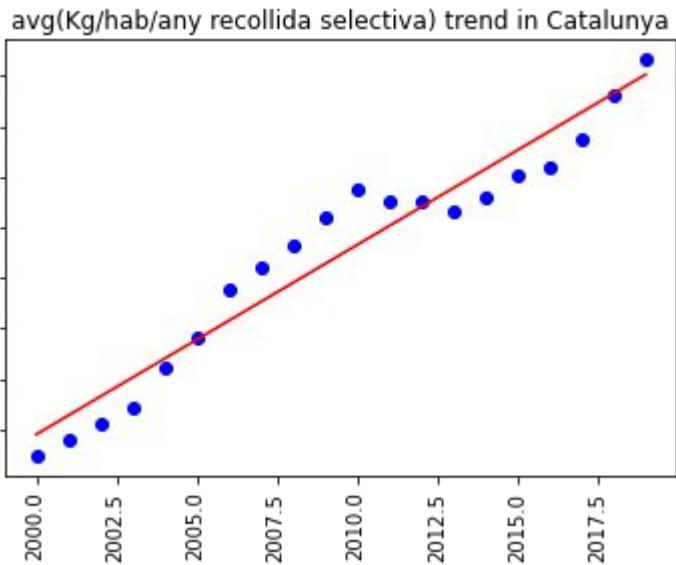
2019 Selective Collecting



2019 Selective Collecting



2019 Statistics Citezens



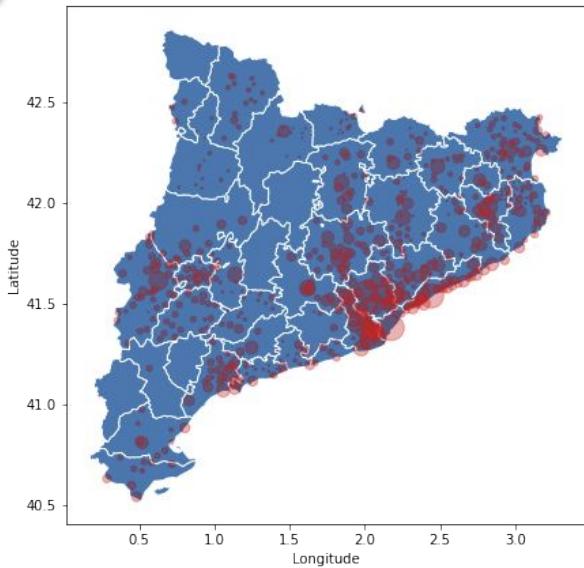
Catalonia by geography

More atomized representation of the data by
dividing it for municipality & Agrupation of the data
by region

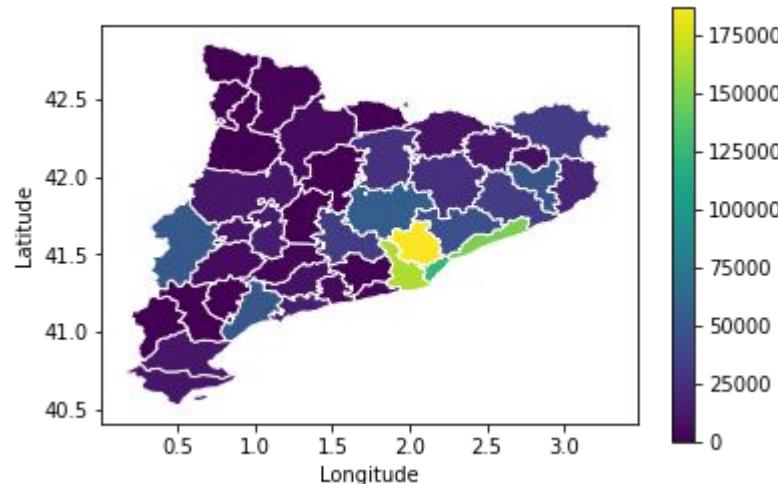


Textile Industry

Tèxtil Catalunya Map

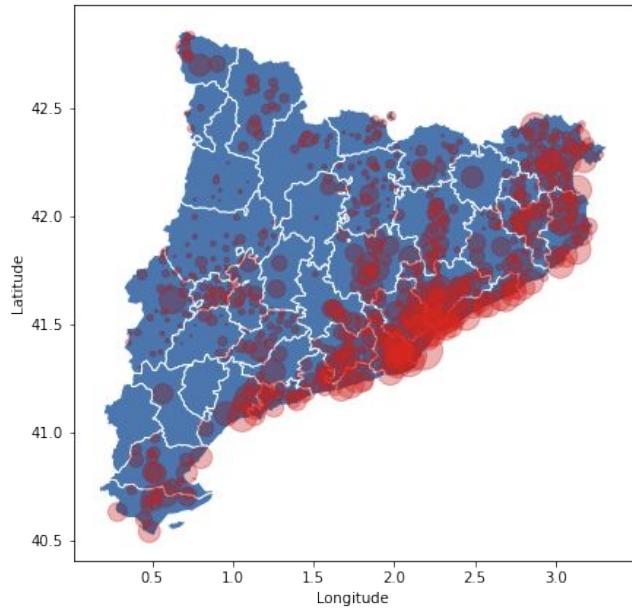


Tèxtil by Region of Catalunya Map



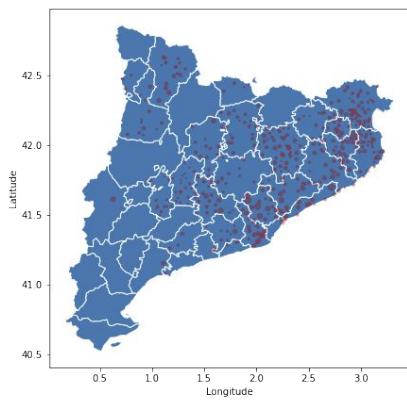
Runes Waste

Runes Catalunya Map



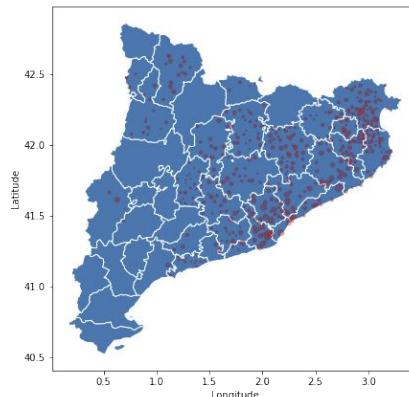
Girona and Barcelona Composting

Autocompostatge Catalunya Map



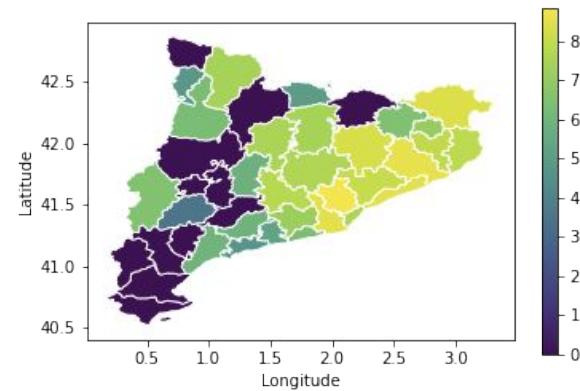
2012

Autocompostatge Catalunya Map



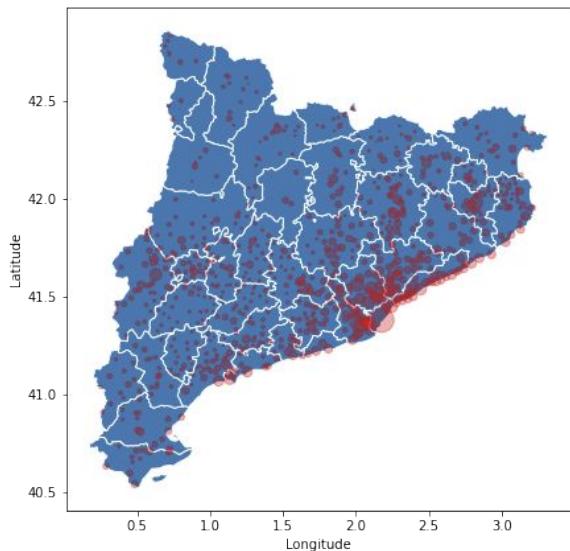
2019

Autocompostatge by Region of Catalunya Map

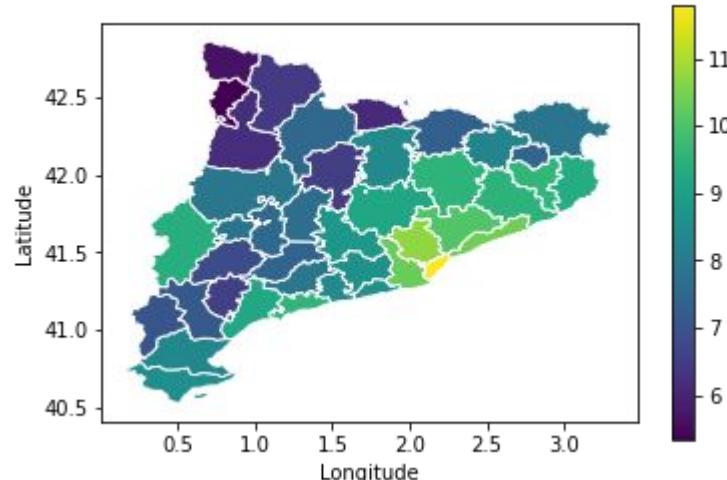


Organic Material on the coast

Matèria orgànica Catalunya Map

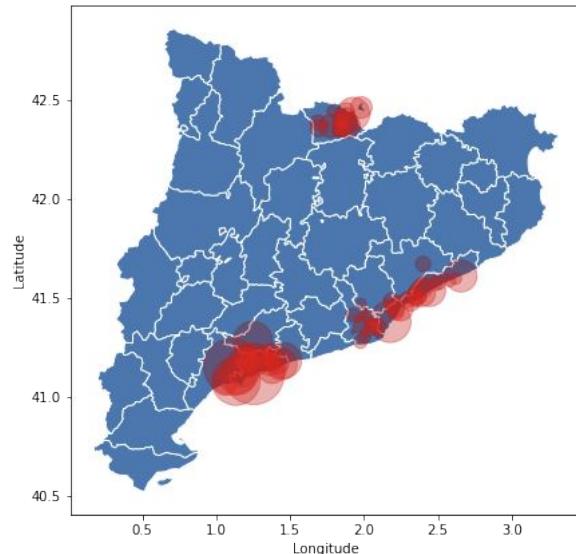


Matèria orgànica by Region of Catalunya Map

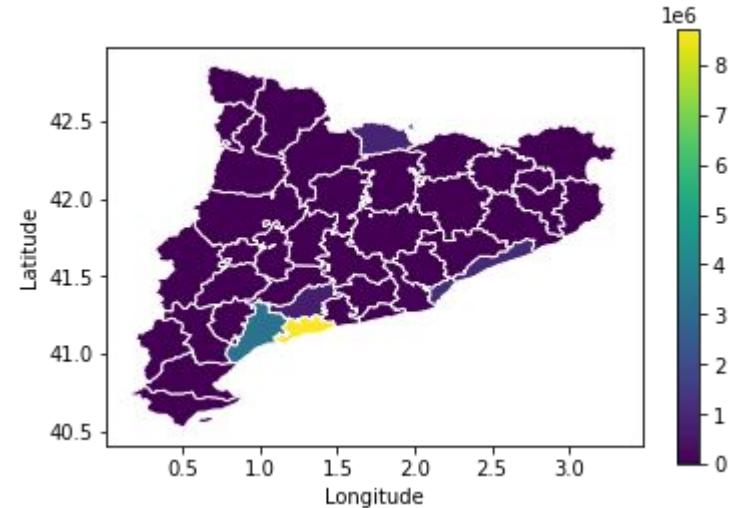


Incineration regular waste

Resta a Incineració Catalunya Map

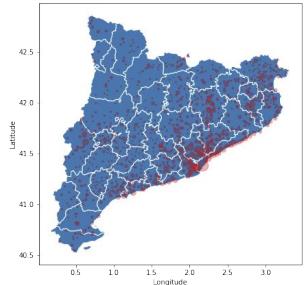


Resta a Incineració by Region of Catalunya Map

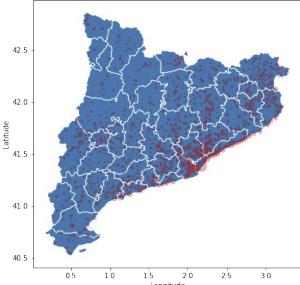


Paper, glass and plastic

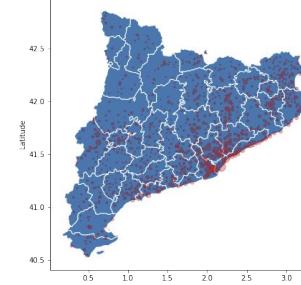
Paper i cartó Catalunya Map



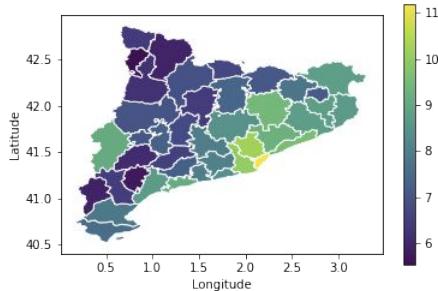
Vidre Catalunya Map



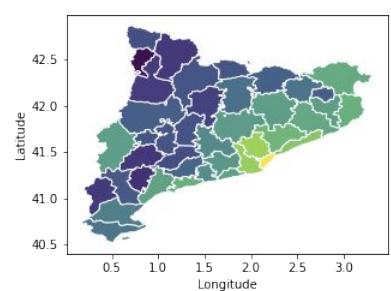
Envases lleugers Catalunya Map



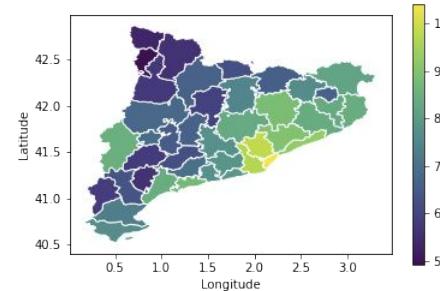
Paper i cartó by Region of Catalunya Map



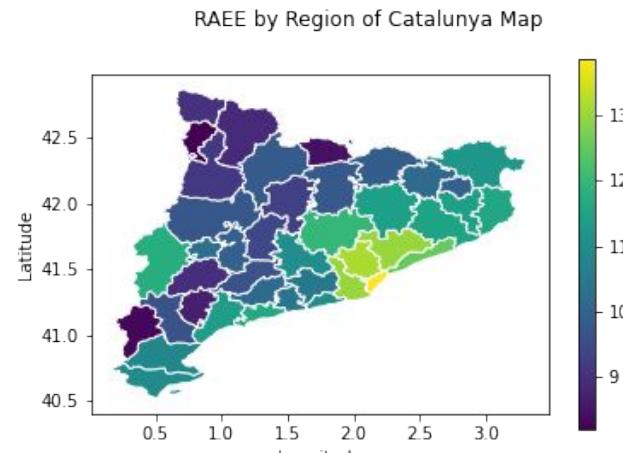
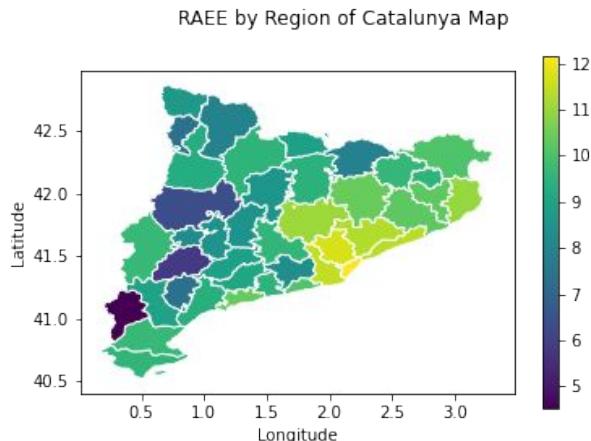
Vidre by Region of Catalunya Map



Envases lleugers by Region of Catalunya Map

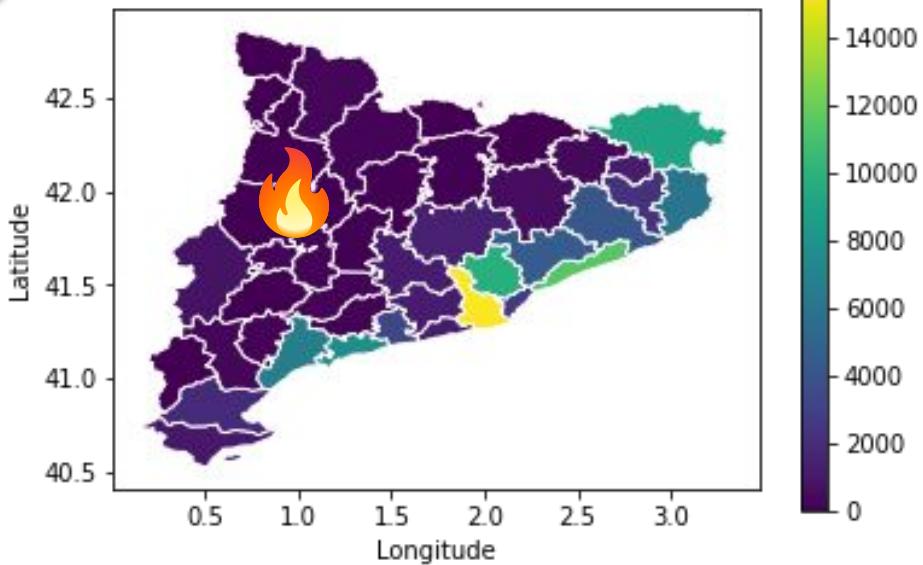


RAEE in metropolitan places



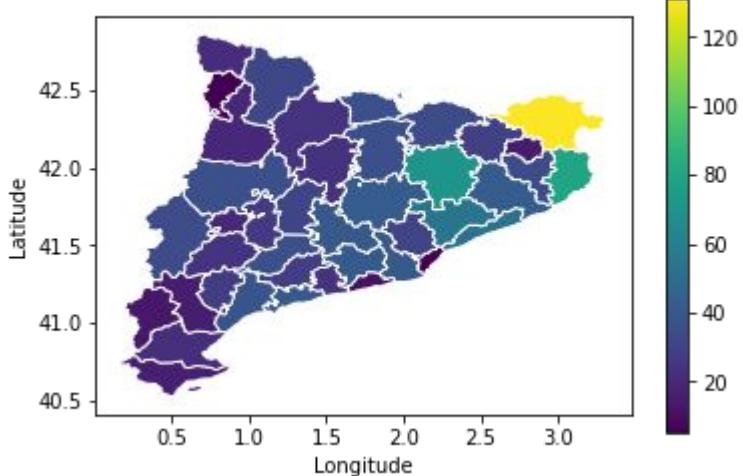
Poda i Jardineria

Poda i jardineria by Region of Catalunya Map

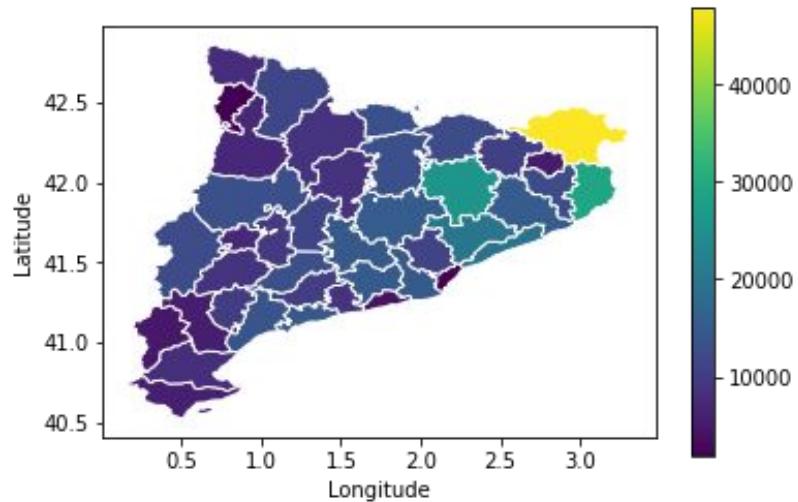


Waste Kg/hab

Kg / hab / dia by Region of Catalunya Map



Kg / hab / any by Region of Catalunya Map

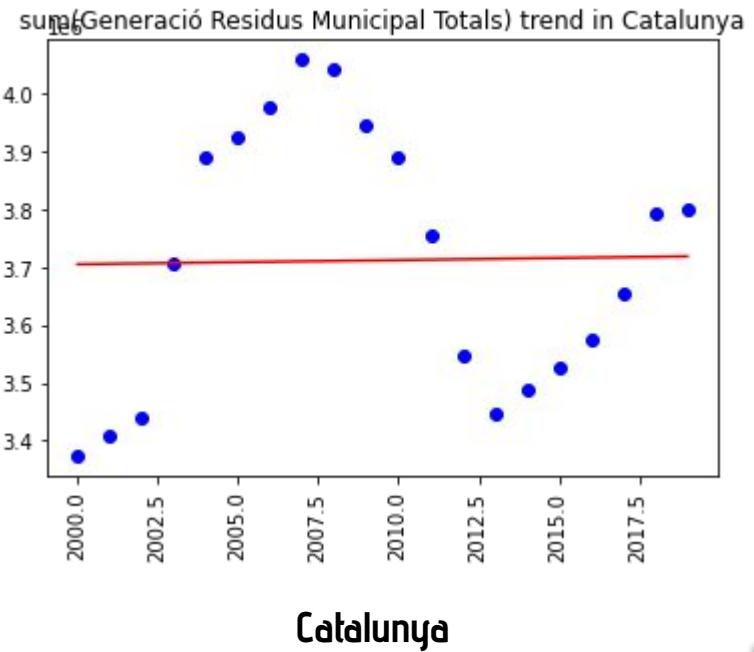
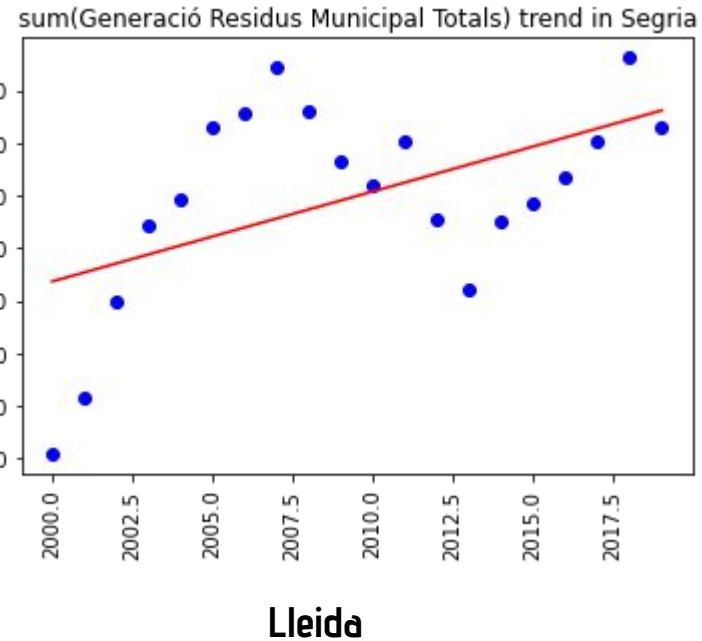


Segrià trend

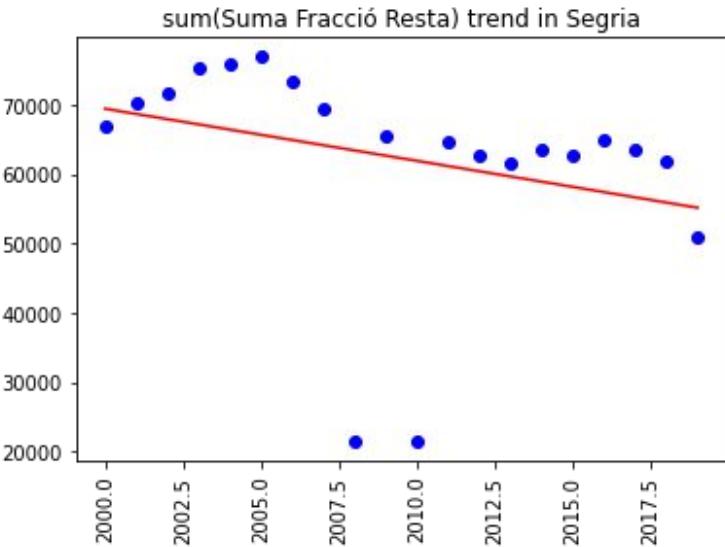
Focused study to see how waste is managed in
segrià region



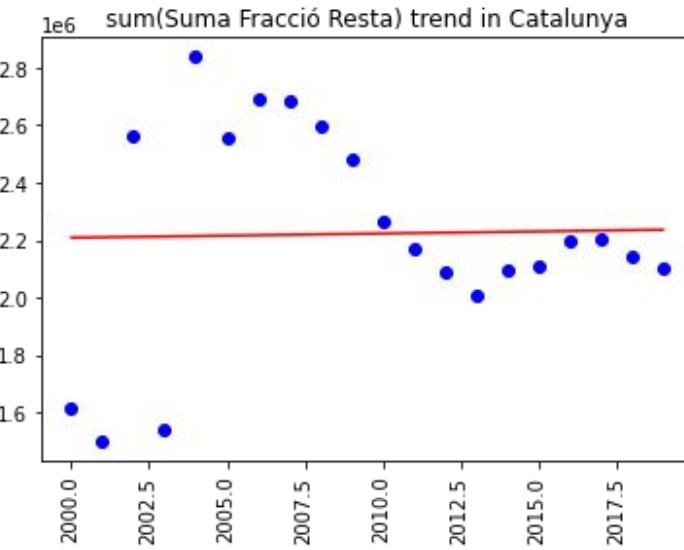
Total Waste Lleida vs Catalonia



Regular Waste Lleida vs Catalonia



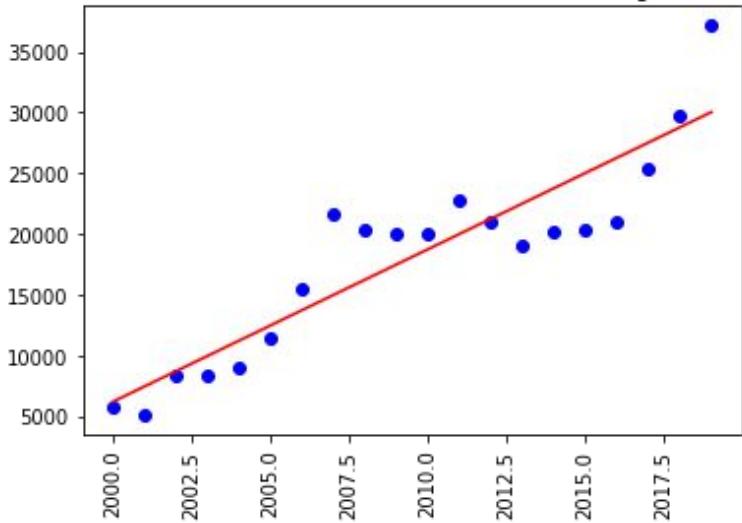
Lleida



Catalunya

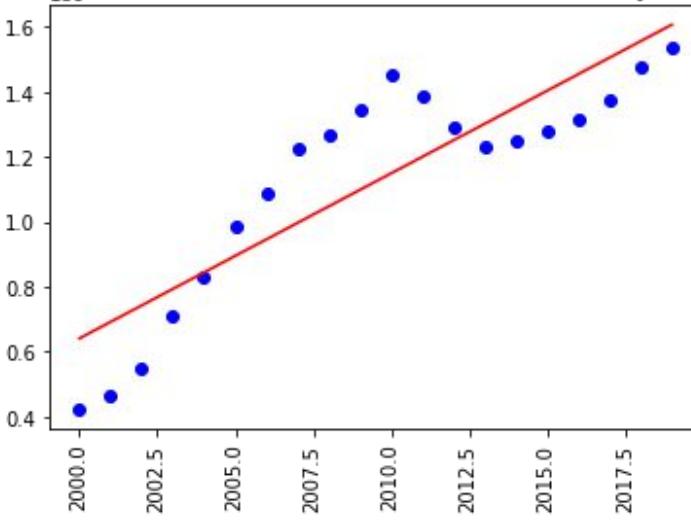
Selective Waste Lleida vs Catalonia

sum(Total Recollida Selectiva) trend in Segria



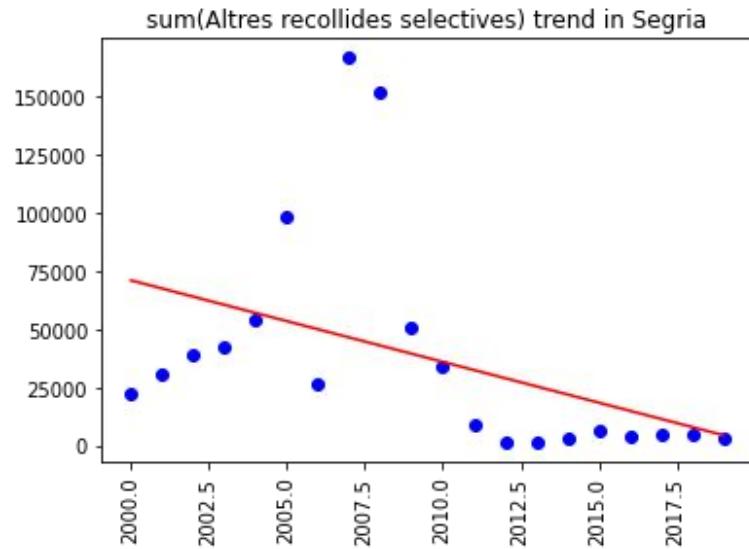
Lleida

$1e6$ sum(Total Recollida Selectiva) trend in Catalunya

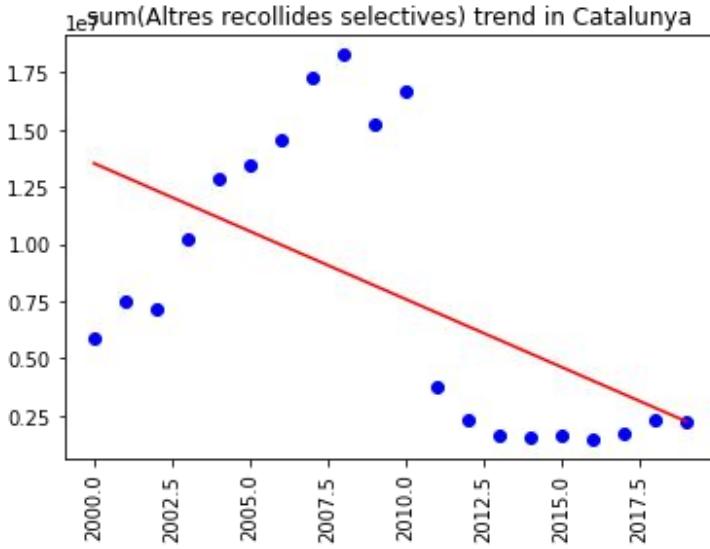


Catalunya

Other Selective Waste Lleida vs Catalonia



Lleida

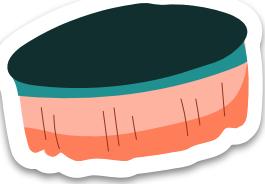


Catalunya

OUR COMPANY

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon. The planet's name has nothing to do with the liquid metal since it was named after the Roman messenger god, Mercury





ABOUT THE PRODUCT

Do you know what helps you make your point clear?
Lists like this one:

- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk!

And the most important thing: the audience won't miss the point of your presentation



OUR EVOLUTION

01

2005

Jupiter is the biggest planet
of them all

02

2009

Neptune is the farthest
planet from the Sun

03

2010

Saturn is a gas giant and
has several rings

OUR EVOLUTION



03

2012

Jupiter is the biggest planet
of them all



04

2018

Mercury is the smallest
planet of them all



05

2020

Jupiter is a gas giant and
the biggest planet

CORE VALUES

HONESTY

Saturn is a gas giant and has several rings

EFFICIENCY

Jupiter is the biggest planet of them all



LOYALTY

Despite being red, Mars is actually a cold place

OPTIMISM

Saturn is a gas giant and has several rings

WHAT SETS US APART?

AUTHENTICITY

Despite being red, Mars is actually a cold place



INTEGRITY

Mercury is the smallest planet in the Solar System



CONSISTENCY

Saturn is a gas giant and has several rings



RELIABILITY

Jupiter is the biggest planet in the Solar System



OUR GOALS



ENERGY



Saturn has several rings and is composed mostly of hydrogen and helium



REDUCTION



Despite being red, Mars is actually a cold place full of iron oxide dust



CONSERVATION



Jupiter is a gas giant and the biggest planet in the Solar System

STEPS TO RECYCLING



COLLECTION



MANUFACTURING



NEW PRODUCTS

Mercury is the closest planet to the Sun and the smallest one in the Solar System

Despite being red, Mars is actually a cold place. It's full of iron oxide dust

Venus has a beautiful name, is hot and is the second planet from the Sun

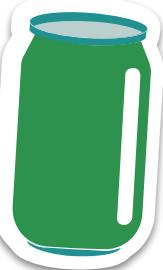
“This is a quote, words full of wisdom
that someone important said and can
make the reader get inspired.”

—**SOMEONE FAMOUS**



243,120,000

Big numbers catch your audience's attention



A PICTURE IS WORTH A THOUSAND WORDS



A PICTURE ALWAYS REINFORCES THE CONCEPT

Images reveal large amounts of data, so remember: use an image instead of a long text. Your audience will appreciate it. It's very easy!



AWESOME WORDS



TOP RECYCLING COUNTRIES

USA



Jupiter is the biggest planet of them all

RUSSIA



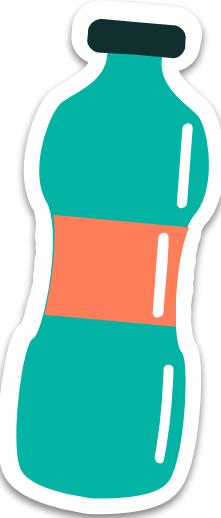
Neptune is far away from Earth

MEXICO



Mercury is the smallest planet





534,100,000

Glass packaging (kg) collected

253,240,000

Plastic packaging (kg) collected

230,124,000

Paper packaging (kg) collected

MARKET SHARE



50%



COMPANY 1

Saturn is a gas giant and has several rings

20%



COMPANY 2

Mercury is the smallest planet in the Solar System

30%



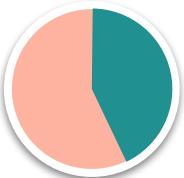
COMPANY 3

Jupiter is the biggest planet in the Solar System

Follow the link in the graph to modify its data and then paste the new one here. For more info, [click here](#)

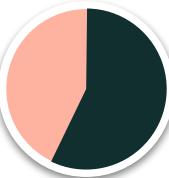
CORE CUSTOMER AUDIENCES

GENDER



40%

Mercury is the
smallest planet



60%

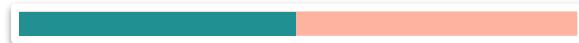
Jupiter is the biggest
planet

AGE

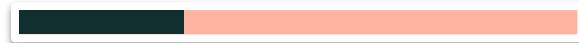
20%



50%



30%



20-35



20-35



20-35

COMPETITOR ANALYSIS



STRENGTHS

- You can list one of your competitor's strengths here
- You can list one of your competitor's strengths here
- You can list one of your competitor's strengths here
- You can list one of your competitor's strengths here
- You can list one of your competitor's strengths here



WEAKNESSES

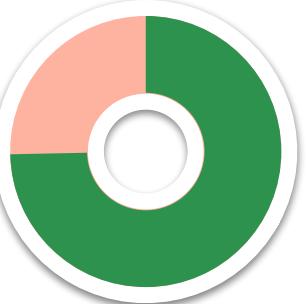
- You can list one of your competitor's weaknesses here
- You can list one of your competitor's weaknesses here
- You can list one of your competitor's weaknesses here
- You can list one of your competitor's weaknesses here
- You can list one of your competitor's weaknesses here

MARKET SEGMENTATION



60%

Venus has a beautiful name, is hot and is the second planet from the Sun



75%

Mercury is the closest planet to the Sun and the smallest one in the Solar System



45%

Despite being red, Mars is actually a cold place. It's full of iron oxide dust

STRATEGY



DAY 1

Saturn is a gas giant and has several things



DAY 2

Despite being red, Mars is a very cold place



DAY 3

Earth is the beautiful planet where we live



DAY 4

Jupiter is the biggest planet of them all



DAY 5

Neptune is the farthest planet from the Sun

PRODUCT DESCRIPTION

GLASS

Saturn is a gas giant and has several rings

ORGANIC

Jupiter is the biggest planet of them all

PLASTIC

Despite being red, Mars is actually a cold place

PAPER

Mercury is the smallest planet of them all



PRICING



\$10

BASIC

Neptune is the farthest planet from the Sun



\$30

PRO

Saturn is a gas giant, composed mostly of hydrogen and helium

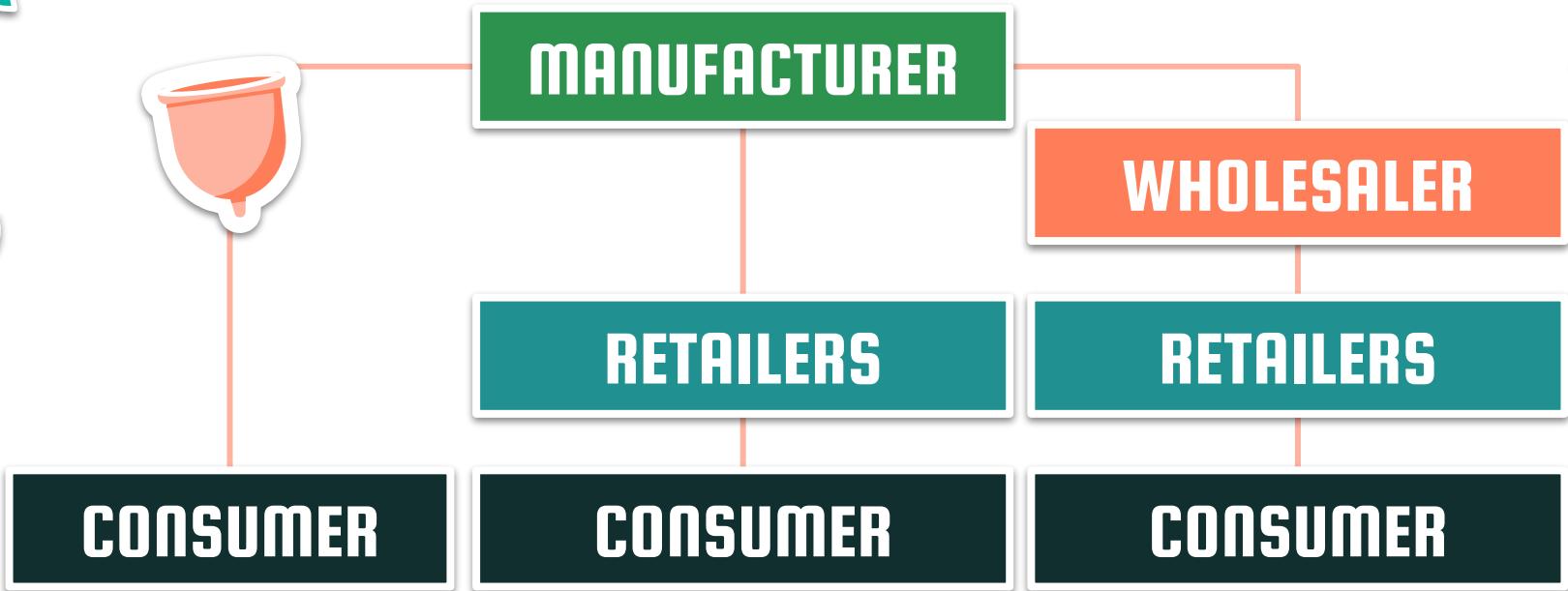


\$50

PREMIUM

Despite being red, Mars is a very cold place

DISTRIBUTION CHANNELS





PROMOTION



ADS

Neptune is the farthest planet from the Sun

PRESS

Despite being red, Mars is a very cold place

MOBILE APP

Saturn is a gas giant and has several rings

WEB

Mercury is the smallest planet of them all

SOCIAL

Earth is the beautiful planet where we all live

ARTICLES

Jupiter is a gas giant and the biggest planet

ADVERTISING CAMPAIGN I

CHANNEL

Neptune is the farthest planet from the Sun

BUDGET

Despite being red, Mars is a very cold place

GOALS

Saturn is a gas giant and has several rings

DESCRIPTION

Jupiter is the biggest planet in the Solar System



ADVERTISING CAMPAIGN 2



CHANNEL

Neptune is the farthest planet from the Sun

BUDGET

Despite being red, Mars is a very cold place

GOALS

Saturn is a gas giant with several rings

DESCRIPTION

Mercury is the smallest planet of them all

PR OUTREACH

MEDIA CHANNELS

- Social media
- Newsletter
- Landing page
- Podcast



GOALS



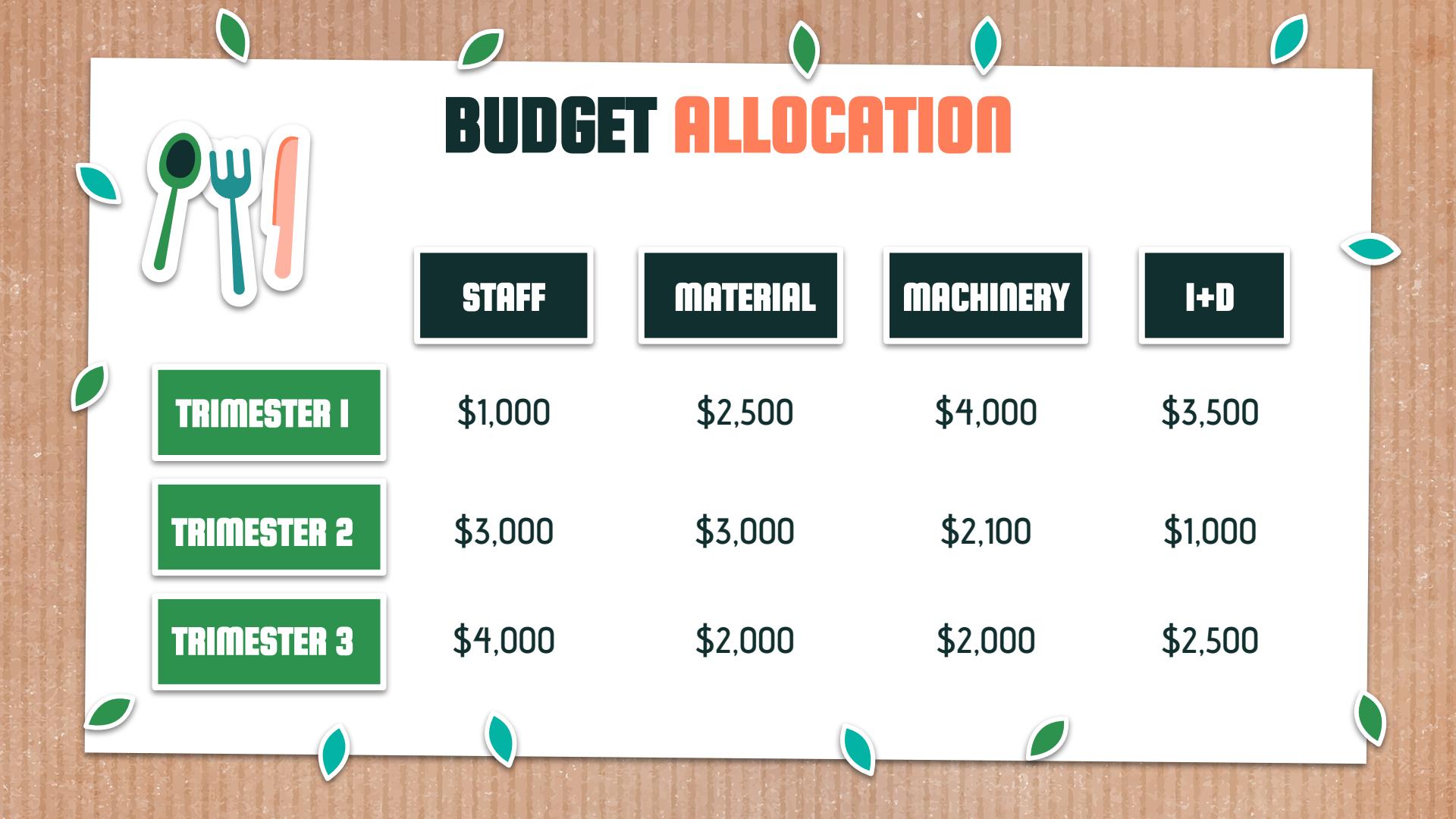
20%

Despite being red, Mars is a very cold place

KEY MESSAGES

Neptune is the farthest planet from the Sun

Mercury is the smallest planet of them all



BUDGET ALLOCATION



STAFF

MATERIAL

MACHINERY

I+D

TRIMESTER I

\$1,000

\$2,500

\$4,000

\$3,500

TRIMESTER 2

\$3,000

\$3,000

\$2,100

\$1,000

TRIMESTER 3

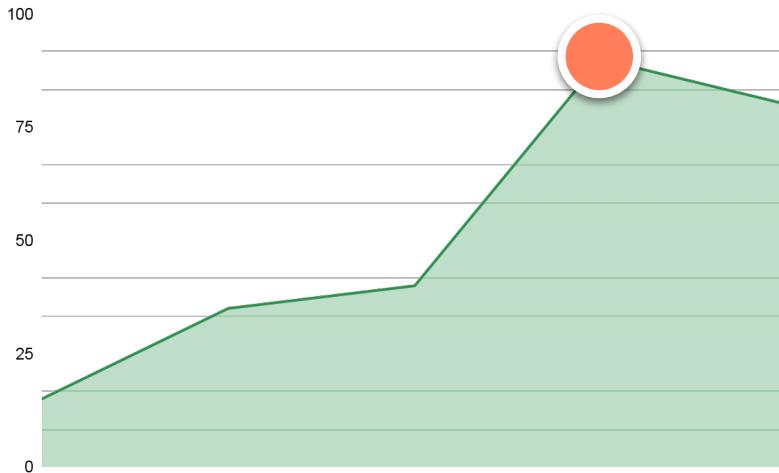
\$4,000

\$2,000

\$2,000

\$2,500

PREDICTED REACH



TOP COLLECTION

Mercury is the closest planet to the Sun and the smallest one in the Solar System

Follow the link in the graph to modify its data and then paste the new one here. For more info, [click here](#)

OUR TEAM



MANDY OLIVER

You can replace the image on
the screen with your own



PRESTON MACK

You can replace the image on
the screen with your own

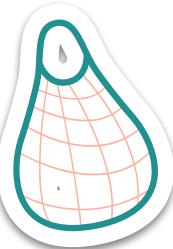
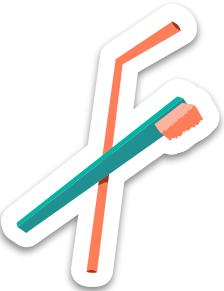
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THANKS!

Do you have any questions?



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ICON PACK: RECYCLING



ALTERNATIVE RESOURCES

Here's an assortment of alternative resources whose style fits the one of this template:

PHOTOS

- Group of friends in green t-shirt stacking their hands
- Person doing community service by collecting trash
- Kids learning about environment
- Zero waste concept composition



RESOURCES

PHOTOS

- Realistic cardboard texture background
- African american woman recycling for a better environment
- Close-up woman holding recycling basket in nature
- Man with headset for video call
- Woman with headset for video call

VECTORS

- Flat design cms concept illustrated
- Flat ecology landing page template
- Hand drawn flat design zero waste collection
- Hand drawn flat design zero waste collection
- Hand drawn zero waste item collection

ICONS

- Icon pack: Recycling

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Amico



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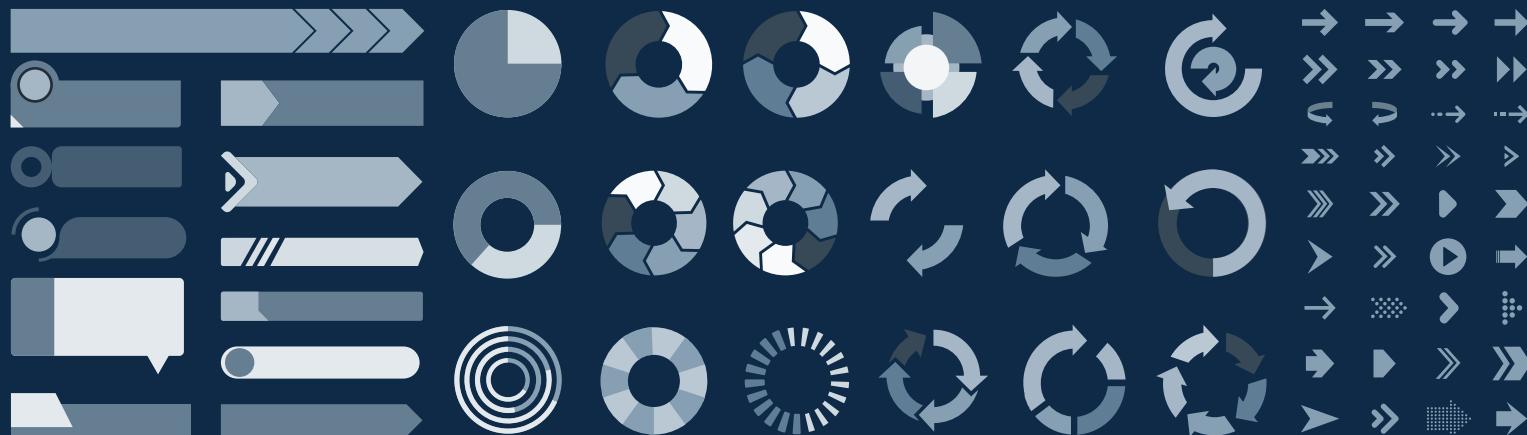
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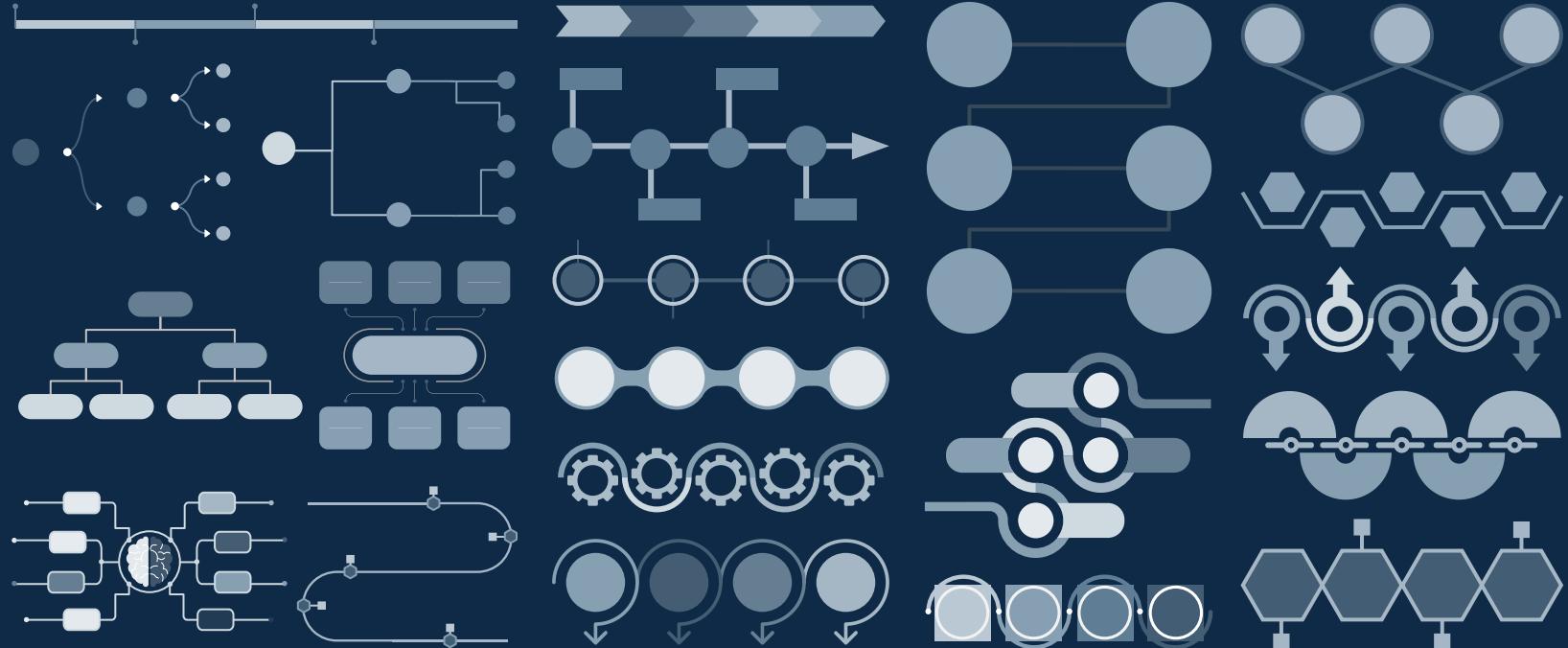
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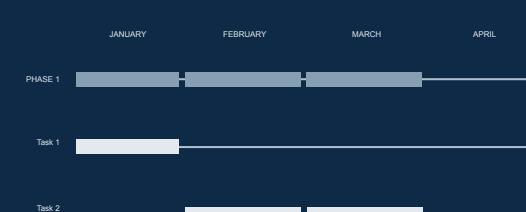
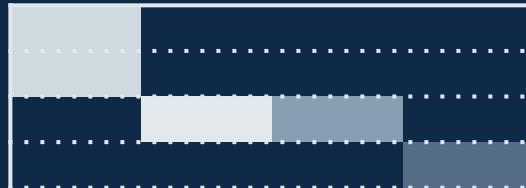
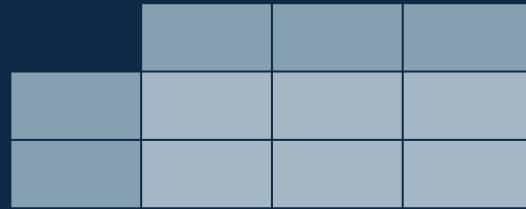
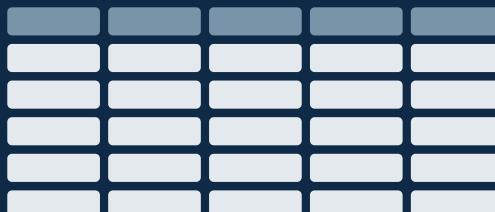
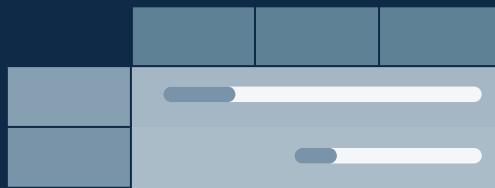
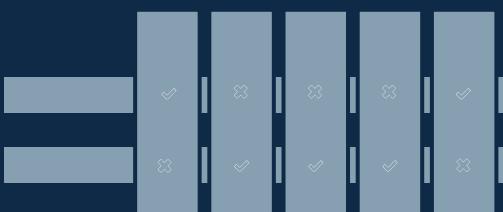
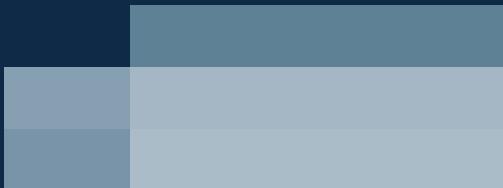
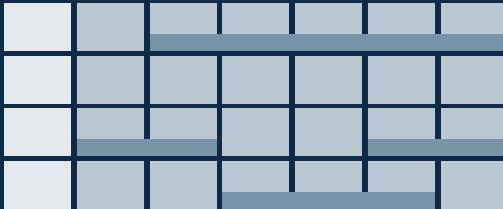
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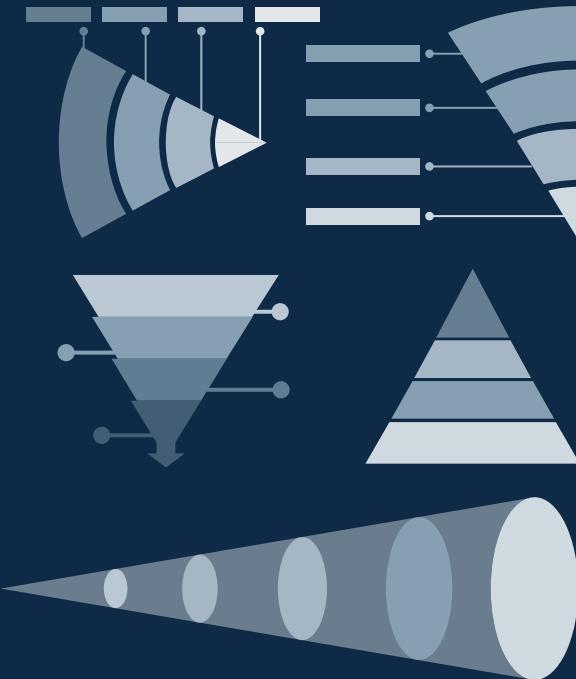
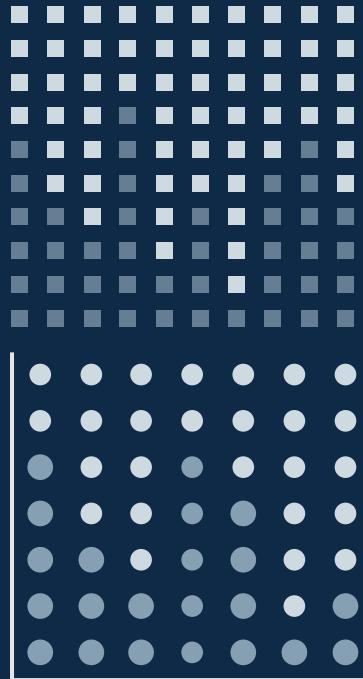












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