

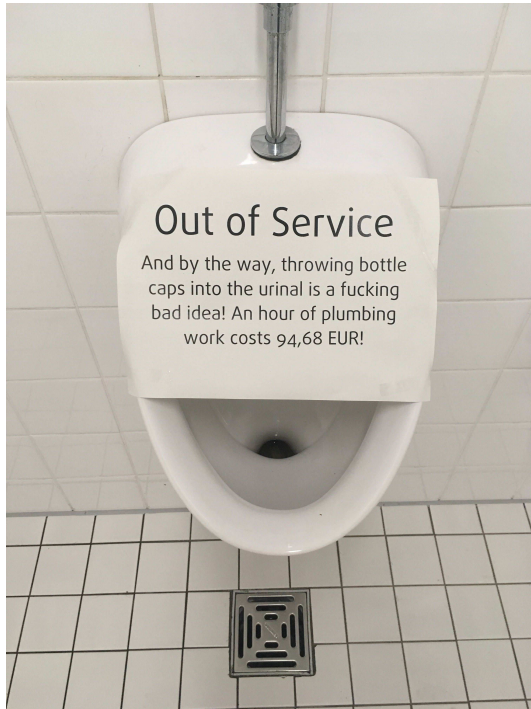
GreenSchaft

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Catch of the day



Not the best way to start your recycling

Issue of our project

- bring information about how to dispose different sorts of waste and how it is treated further to people of Berlin
 - people coming from other countries
 - people coming from other regions of Germany
 - people already living in Berlin
- change the behavior of these people
- thus change also the behavior of other people
- make Berlin cleaner

Solution

- make a web platform with pages explaining where to put the different kinds of waste and how they are treated further
- use different channels of input to make the information more accessible
 - auditive channel (sound of videos)
 - visible channel (videos and additional text)
- further step: make a web app for mobile usage
- further step: make a cooperation with tobacco companies to produce and distribute mobile ashtrays

Clients of our project

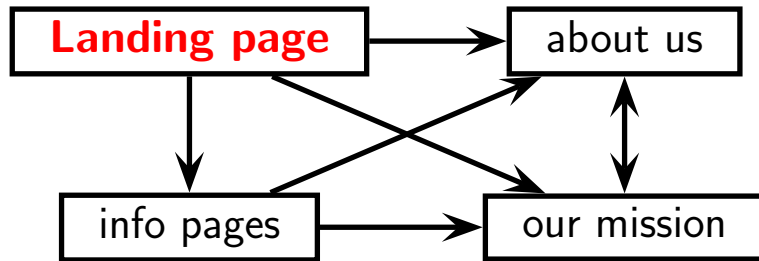
Who are the clients?

- people of Berlin:
 - people from other countries without or with other recycling systems
 - people from other regions of Germany with different rules how to dispose waste
 - people from Berlin who just do not care so far

How to address the clients?

- talk to LABO (Landesamt für Bürger- und Ordnungsangelegenheiten)
- every person coming for registration to the Bürgeramt gets information about our project

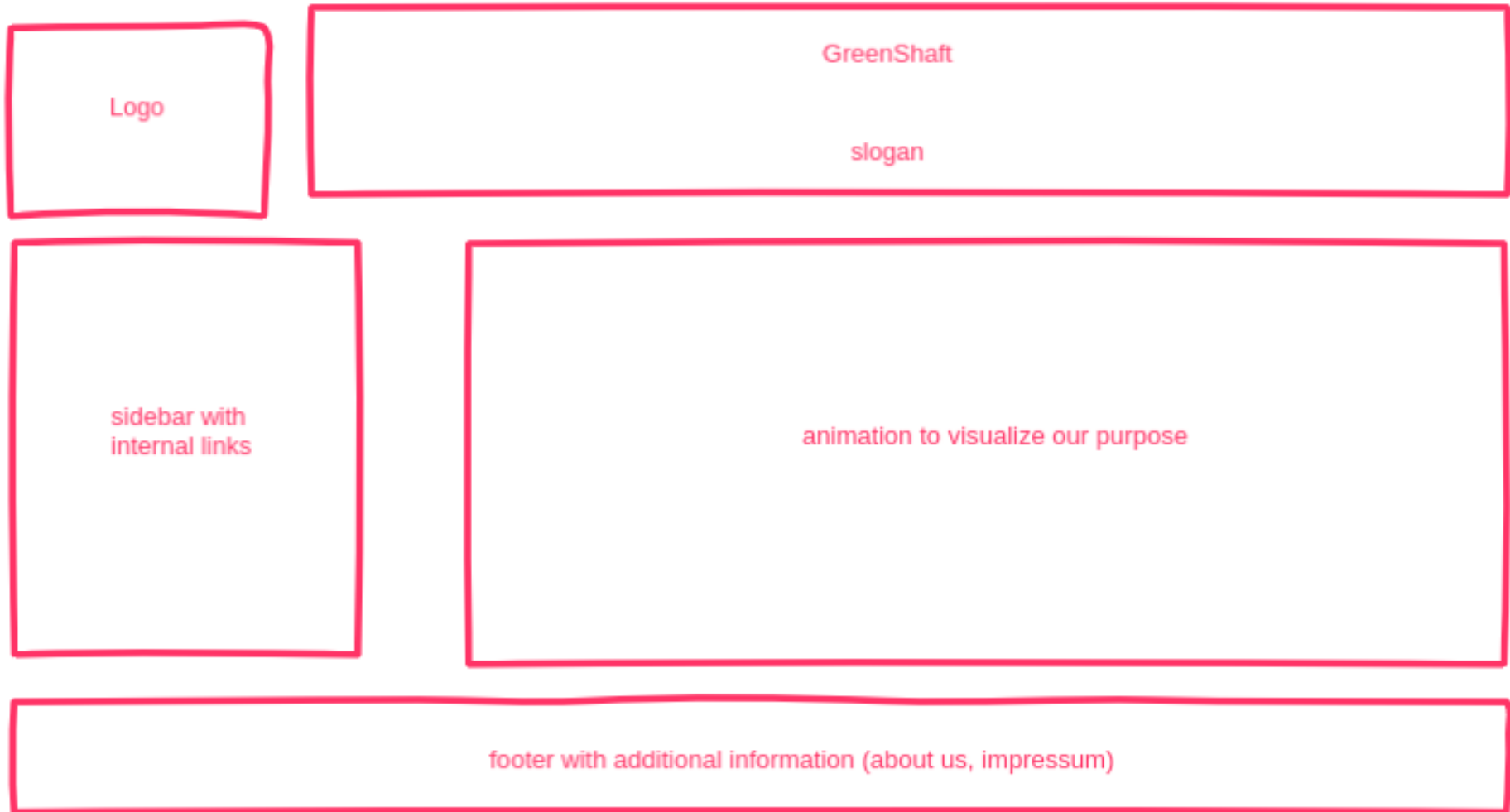
Flow structure and techniques



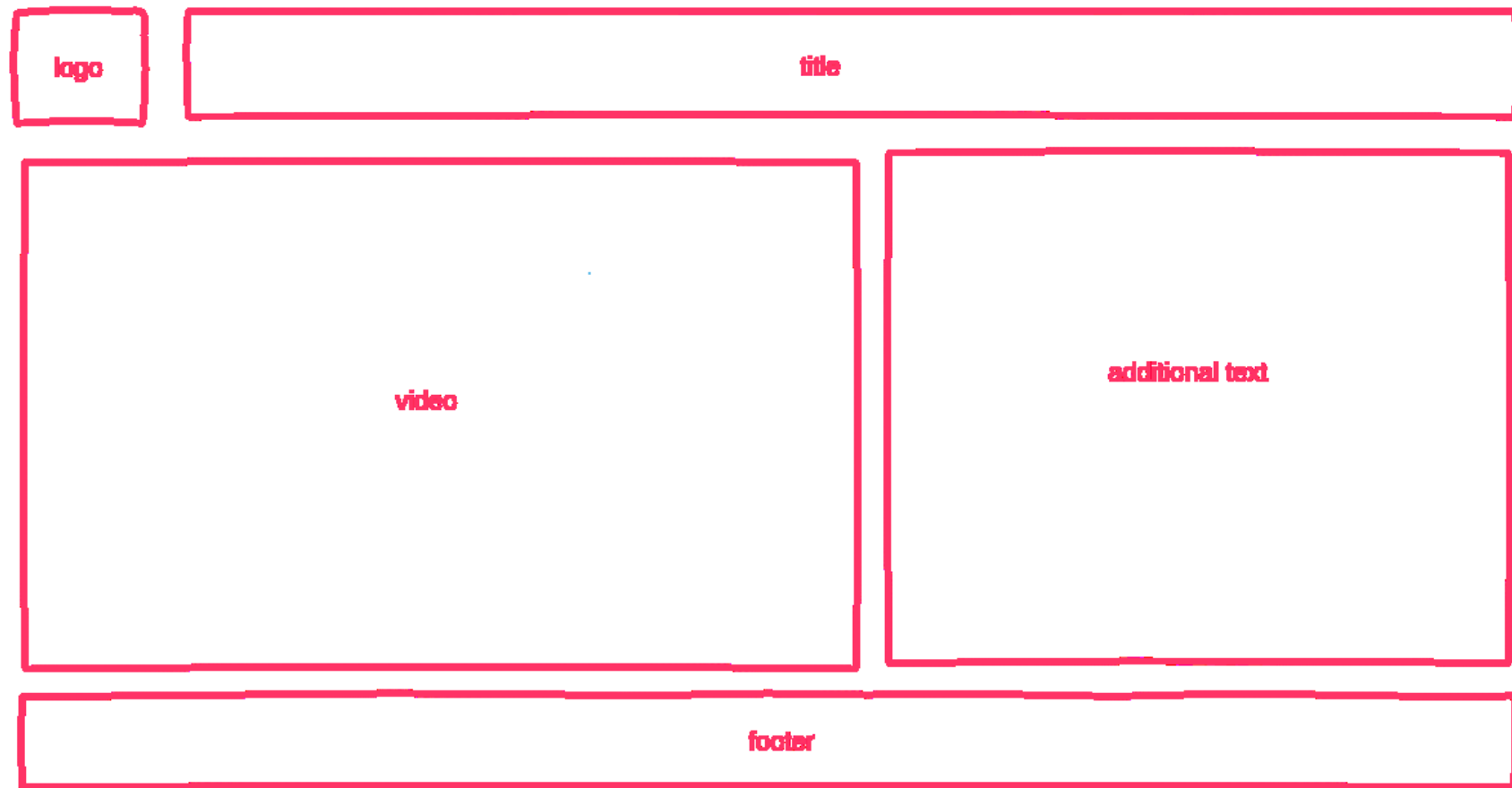
- HTML
- CSS
- JavaScript
- React.js
- Git

- way from landing page to information should not be too long
- not too many links on landing page
- not too much scrolling (keep it as simple as possible)

Landing page



Informational page



A final message about very special waste

Plastic straws are the target du jour of corporations, retailers, and even states and cities.

But according to a new report from NBC News, the source of our collective energy may be misplaced. The report suggests that the biggest man-made contaminant of the world's oceans is not plastic straws, or even plastic bags, but **cigarette butts**.



<http://fortune.com/2018/08/27/ocean-contamination-plastic-straws-cigarette-butts/>