

ECO MONEY

Obtaining Eco-Money through the use of Eco-Tong



Eco-Money for SookMyung students
through utilizing Eco-Tong in and outside
the campus

A g e n d a

Introduction of IoT waste bin to resolve/alleviate street waste problems

- Problem
- Solution
- Design
- Offerings & Benefits
- Demo Video

Problems



Too many take-out cups are disposed with drinks inside, especially at bus stops



There is insufficient supply of waste bins in the street with no provision of bin for food or beverages



Reconsideration of UI/UX is required in order to improve usage of street waste bins



Despite publications on the street waste problems, no or little improvement is made



Social costs associated with street waste problems are high, indicating the need for resolving the issues

Street Waste



Over 90%

More than 90% of overall waste are take-out cups



3~4bn disposal

Take-out cup disposals account for 3~4 billion



Cleaning distress

Requires cleaners to carry a bucket to collect cups containing drinks



23bn used annually

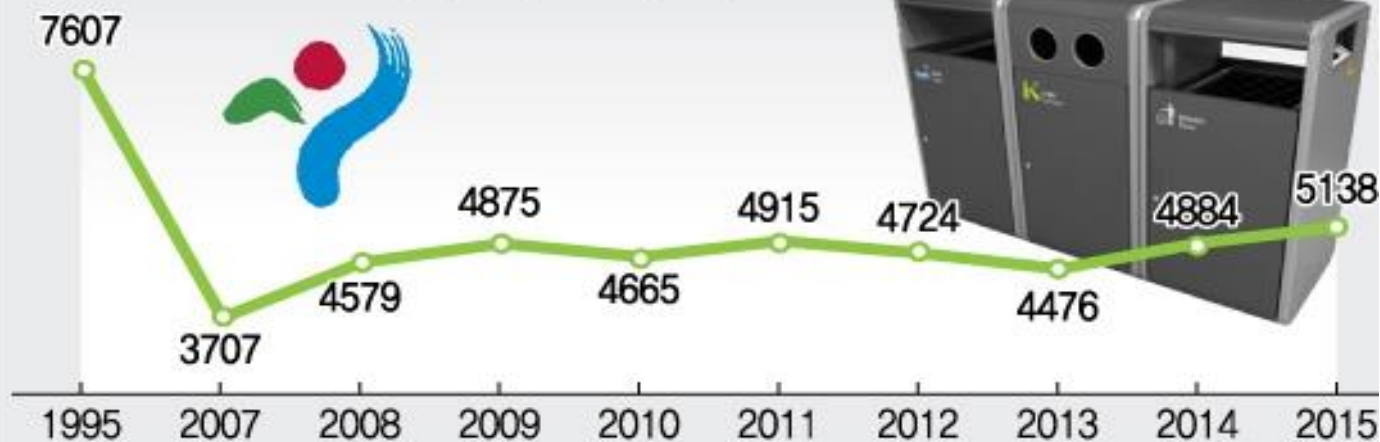
Take-out cup use in Korea is around 23 billion every year

Problems cont.

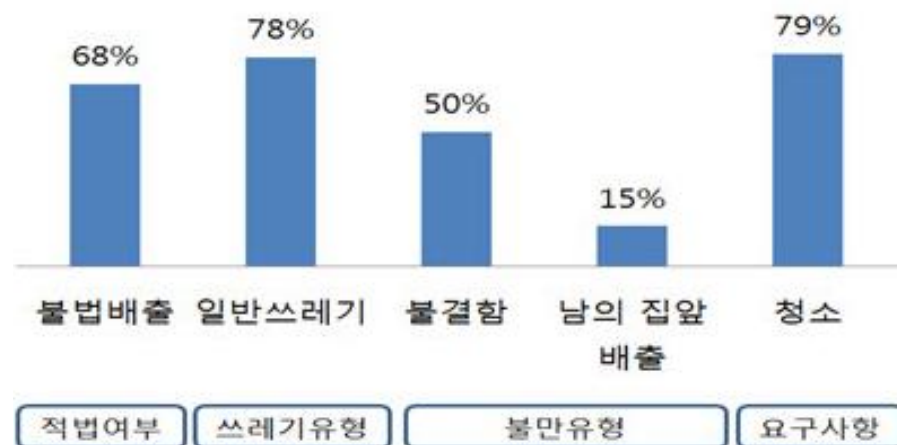


Problems cont.

최근 10년간 서울시 휴지통 설치현황 단위:개



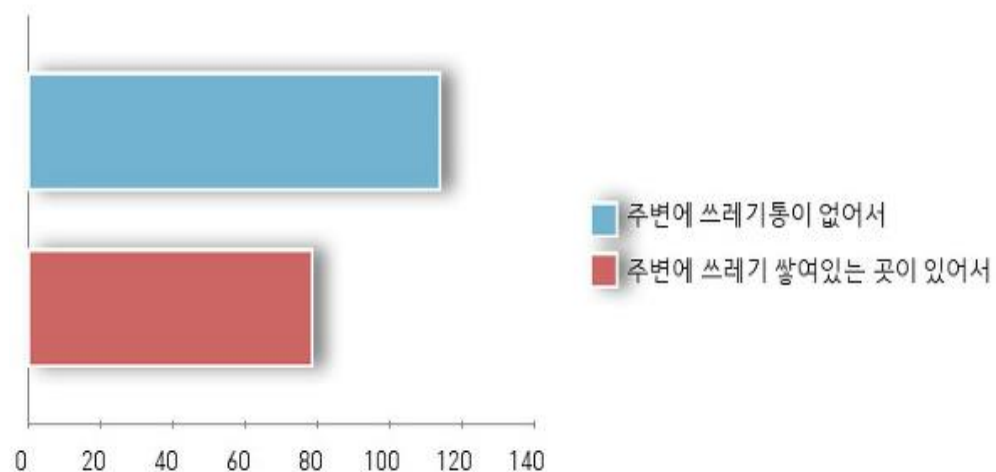
쓰레기 방치 (미수거)



● 쓰레기통 현황 ● 환경미화원 현황



쓰레기 무단 투기 이유 (명)



Solution



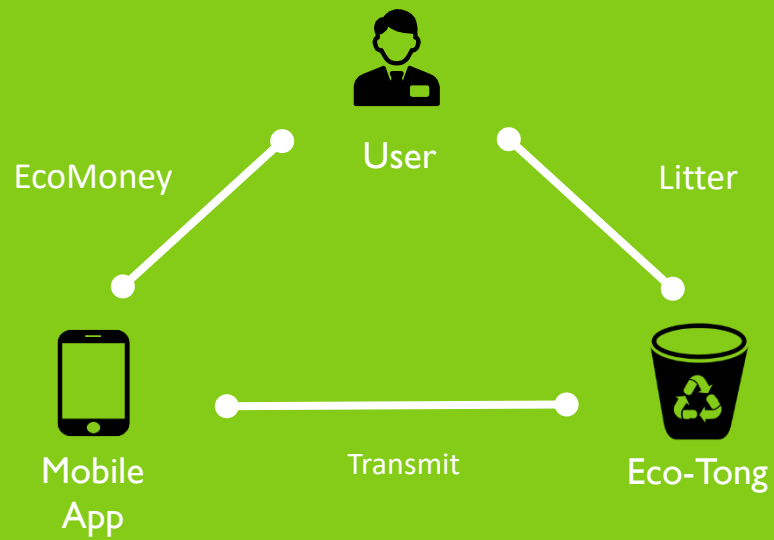
Eco-Tong



1. The Eco-Tong is accompanied with the bin for drinks, so that user can empty the cup before disposal.
2. The design for recyclable materials such as paper and plastics is based on the existing waste bins. QR code is attached to the bin, that enables to locate the bin on the mobile application.
3. A weight sensor is attached to the Eco-Tong, so that the user is only rewarded when take-out cups are disposed without any drinks inside.
4. For user convenience and efficient waste collection, it was deemed useful to make it transparent at nearly-full level.
5. The Eco-Tong pair displays enhanced connectivity through Bluetooth function and increased UI/UX through attached QR code.

Solution

Proposed Solution

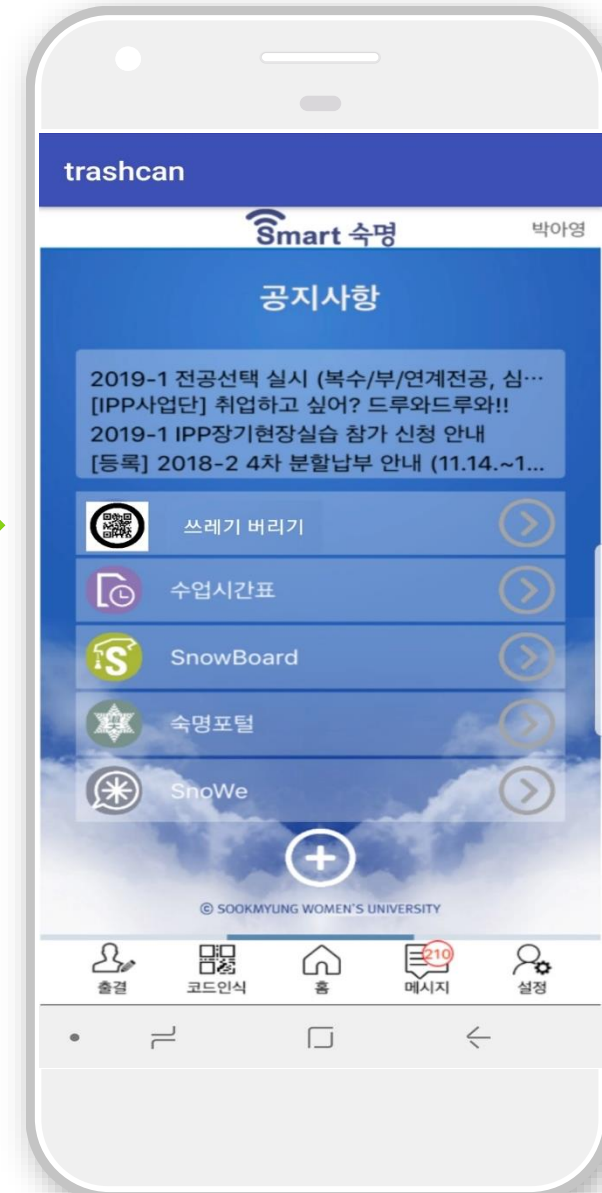


When user litters residual drinks and the cup in the installed recycle bin, she obtains EcoMoney over the mobile application. With the provided credits, the user can enjoy same benefits as her favorite membership points



Our Service

- Through added feature on Smart Sookmyung application, students can obtain Eco-Money from using Eco-Tong
- The obtained Eco-Money can be further utilized in any chosen form of T-money mileage, Shinhan S-point or mobile phone carriers' membership points
- Starting from Sookmyung Women's University and Yongsangu, Eco-Tong will be widely installed in many parts of Seoul City
- This service will be provided through a separate application called 'EcoMoney', which can be downloaded on either Appstore or Playstore



Offerings & Benefits



Contribution to waste
reduce



Receiving Eco-Money
as a reward each time



Eco-Money equivalent to
other mileages and points

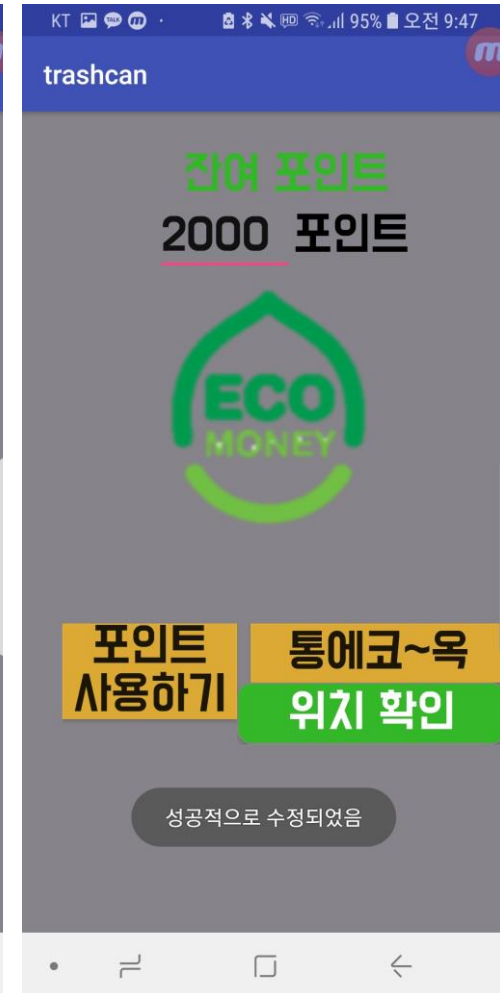
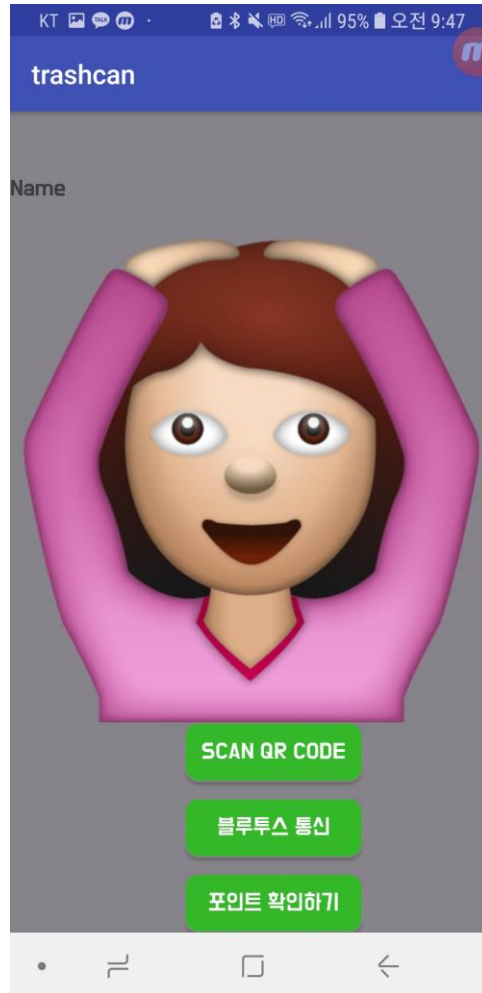
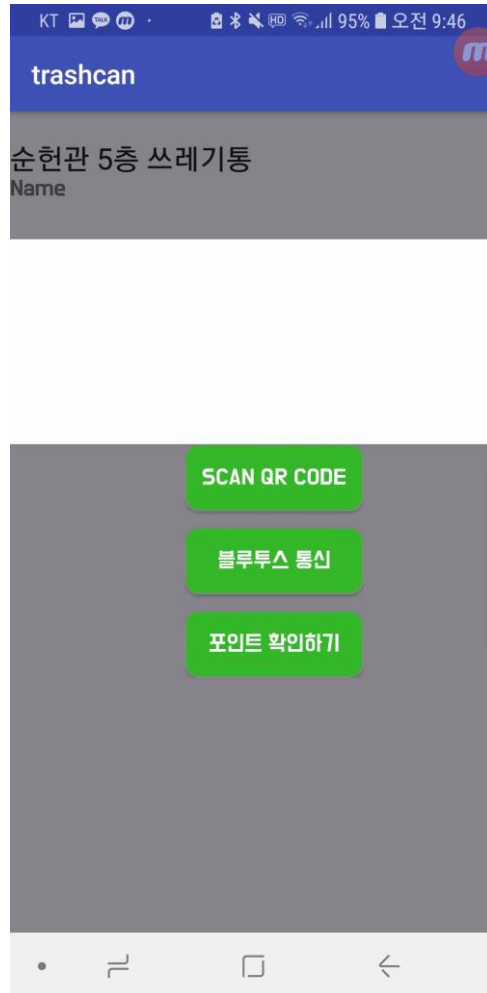


Bonus points are to be
rewarded on a random basis

Boosting Eco-friendly waste culture

In order to encourage frequent use of Eco-Tong, 50 Eco points will be given followed by appropriate litter. To prevent abuses, maximum reward per day will be limited to 500 points. Through collaborating with other businesses and institutions, Eco-Money will be converted into other forms of points to boost UX.

D e m o



D e m o





ECOMONEY