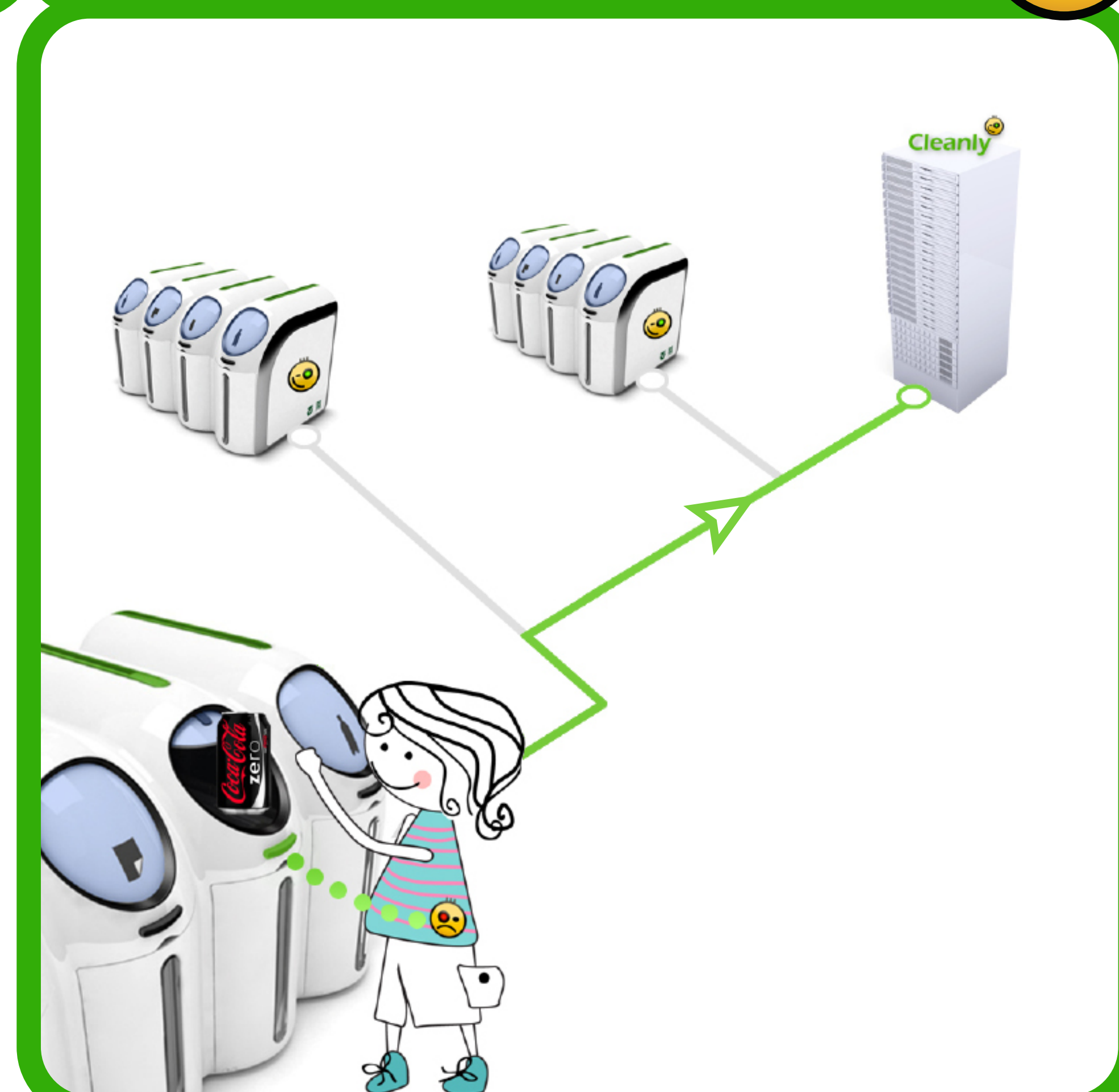
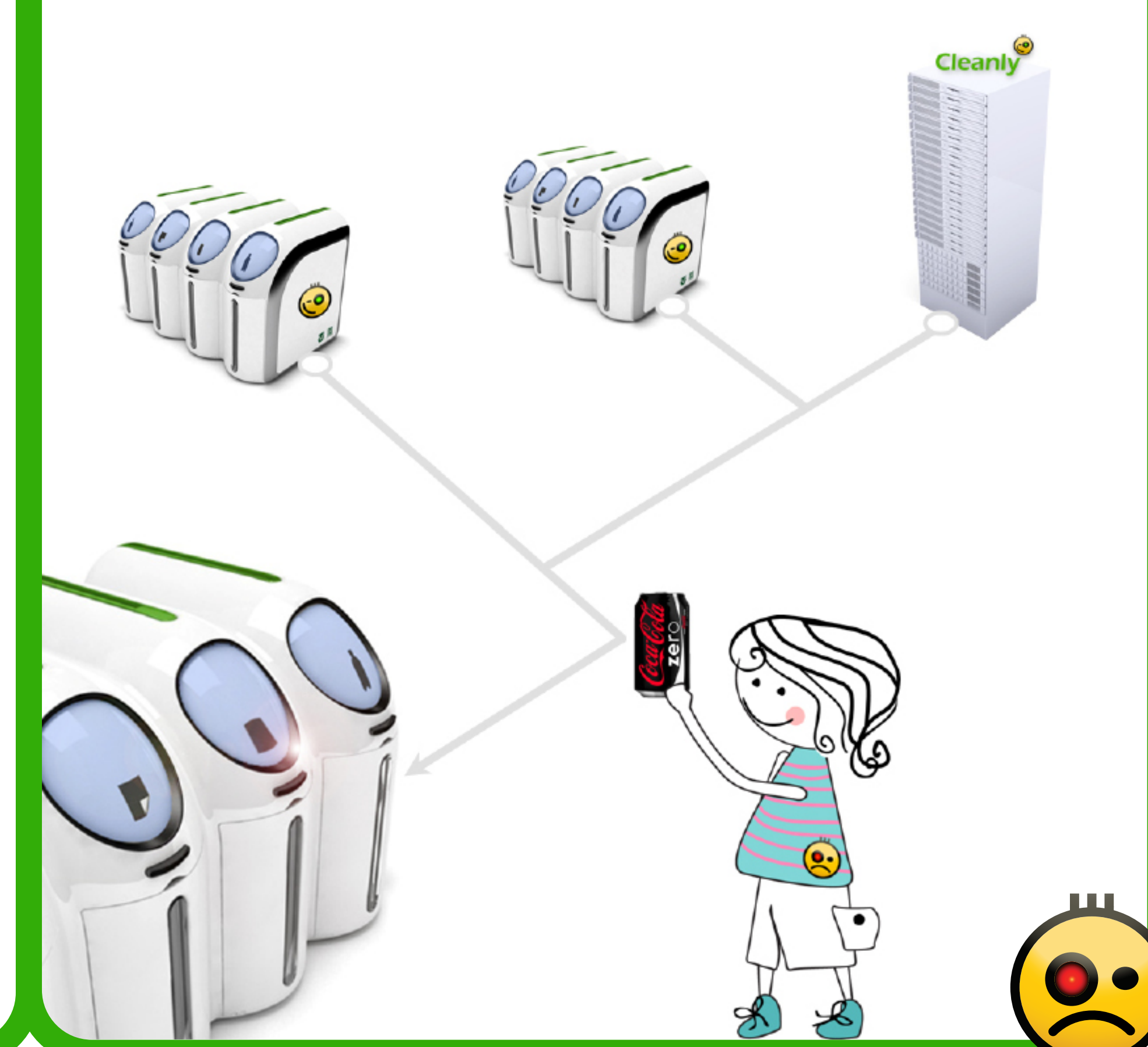
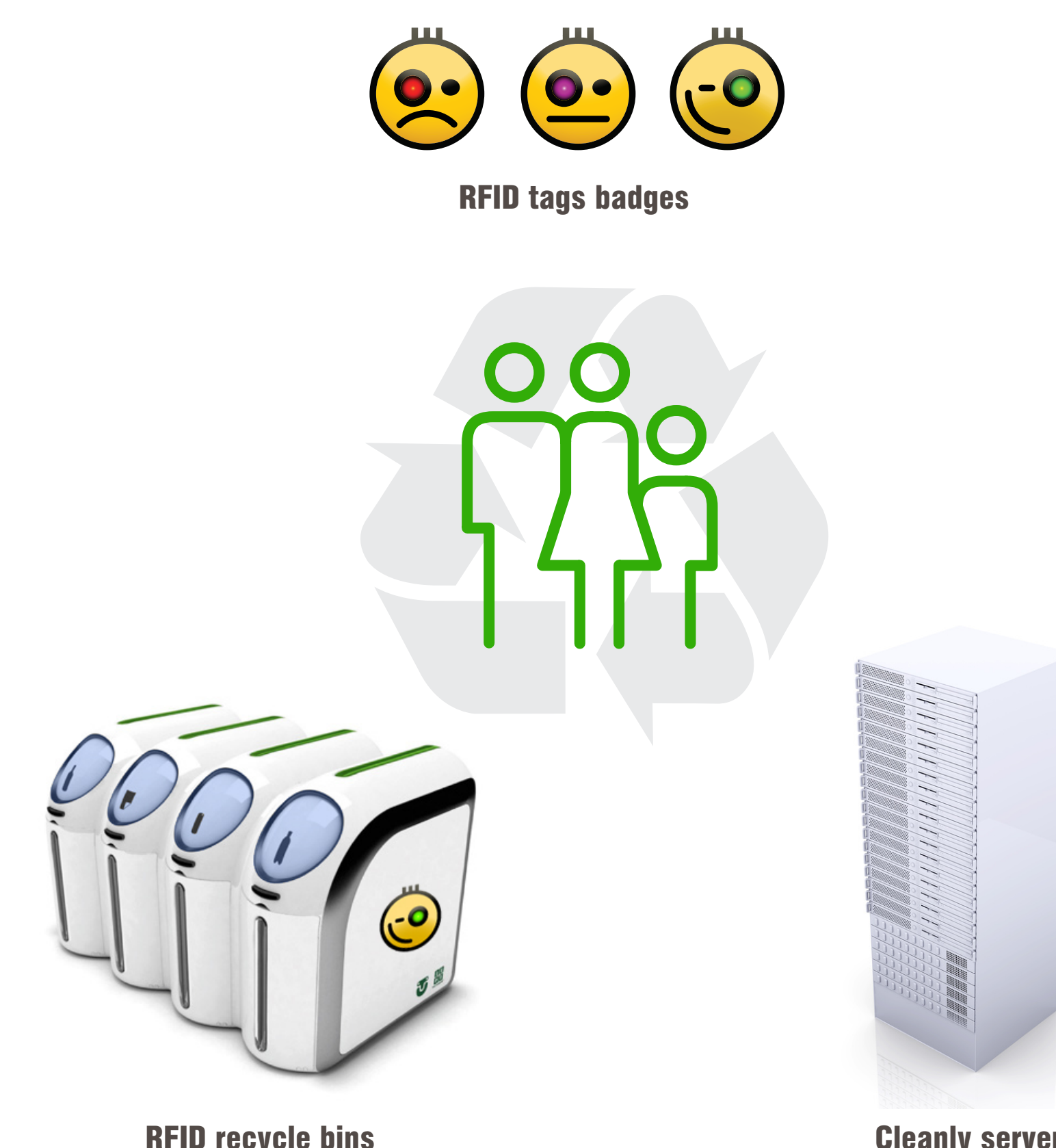


trasheducation is important

Cleanly[™] trashducation urban system



Trashcan ID Designer: Woo Seok Park

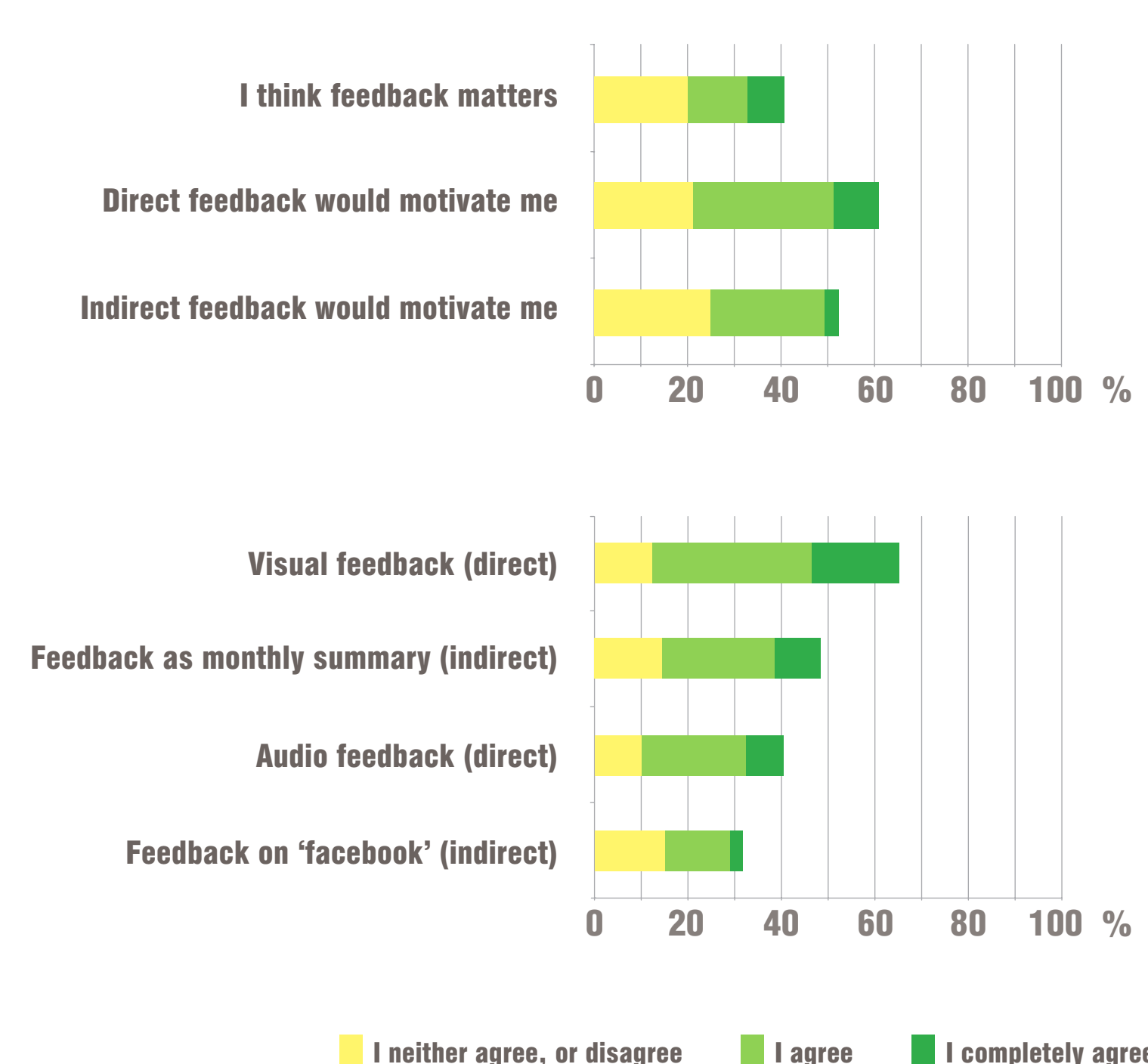


motivation

To preserve the environment, and enjoy it!

Conducted observations, and other ethnographic tools, at public squares and random streets of Jerusalem, we identified few factors having a strong impact on the trash problems:

- People have different standards for cleanliness.
- Cleanliness is related to property - trash problems are more serious in areas where people rent the premises.
- People care less for cleanliness in public spaces or locations where they spend a limited time.
- Full trash bins trigger further pollution: in spaces where trash bins are full, people tend to throw trash around.



trashducation

'trash-ducation': trash (physical garbage /digital recycle bin) + education.

"We shape our tools and then our tools shape us" Marshall McLuhan.

trashducation solutions endorse proactive thinking about the environment, by 'fashioning' the environmentally friendly processes into a holistic designed solution. It first draws the individual's attention to a particular environmental problem, e.g. inadequate recycling solutions and non-habitual recycling practice; and second, it encourages day-to-day green behavior on the particular problem.

research

In exploring 'trashducation' systems in general and Cleanly in particular, we try to shed light on the following issues:

- How to increase the community's awareness on the local environmental problems?
- How to encourage day-to-day green behavior?
- Is there a potential to improve environmental performance throughout 'edutainment' - interactive and participatory?
- How can we shape & develop environmental 'educators' knowledge and concern?
- How to use user-centric design for informing the creation of trashducation systems?

