

# MORPHE

# μορφή

*Stopping Biodiversity Destruction and Ecosystems  
Degradation*

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A Here 4 You Initiative

# WHAT PROBLEM?

*Plastics Pollution in Touristic sites*

A diver in a black wetsuit is swimming horizontally in clear blue water above a coral reef. The coral appears somewhat bleached and is covered in brownish growth. The text 'Plastics Pollution' is written in a large, bold, cyan-colored font across the middle of the image.

# *Plastics Pollution*

It is a major issue that has been prevailing through out decades, however no sustainable solutions have been found yet to stop this threat to the environment.

**8,3 billion tons**

*Of plastic created since 1950*

**9%**

*Have been recycled*

**12%**

*Incinerated*

An underwater photograph showing a large amount of plastic waste, including several white plastic bags and other debris, floating in clear blue-green water. The scene is illuminated by natural light, creating a somber and environmental atmosphere.

# The Remaining?

*Dumped in Landfills or the ocean*

# HOW TO SOLVE IT?

*Recycling of Plastics*

# RECYCLING TECHNOLOGIES



Transformation of plastic waste into new useful objects, such as flip-flops and potentially rain ponchos in an extension of the project.

## THE IDEA BEHIND IT

*Allow people to contribute to recycling by throwing plastic bottles into a machine equipped of a mini processor, which will deconstruct the plastic into smaller pieces in order to be able to be used by a 3D printer as a cartridge and produce an output to satisfy a need.*





# OUR MAIN INSTRUMENT?

*The Morphe machine*

# MORPHE

μορφή  
Greek word  
"meaning of form  
and outward  
appearance"



# WHAT IS IT

*Morphe is at first glance like any other vending machine. However, it has specific attributes that were designed with plastic re-use in mind.*

*Moreover, each pair of flip-flops/Raincoat will be created, according to research conducted, from around 10 plastic bottles*

# HOW TO USE IT

*Throw inside some plastic and you will get out something new ! The item that you will get is mean to satisfy a need depending where you are*



# WHAT IMPACT?

*How could it help?*

# IMPACT

*This is a local measure to reduce waste, and the results will, therefore, be limited to a local impact. It is an area to area solution, where the machine will be destined for the use by individuals in the vicinity including tourists.*

# IMPACT ENHANCEMENT THROUGH KEY PARTNERS

*With help of our strategic partners:*

*Townhalls*

*Local SMES*

*Touristic agencies*

We expect to reduce local plastic waste substantially, mainly coastal regions and highly touristic cities.

# **FACTORS OF DIFFERENTIATION?**

*New Technologies and Practicality*



## FACTOR 1:

# *Relative advantage*

Through comparison of other products in contrast to ours, we have realized that **Morphe** poses as significantly superior as it considers the user experiences at its core and answers to an intuitive design that creates more engagement and provides a reward for interacting with the product.

## FACTOR 2:

# *Compatibility*

During the design process we considered several factors in order to be able to place Morphe in a variety of locations without the need modifying its core activities.

This allowed us to be compatible with different users regardless of their background or cultural attributes. We also took into consideration a minimalist approach towards the commands in order for the user journey to be simplified and efficient.

## FACTOR 3 :

# *Complexity*

By using basic commands similar to those of a vending machine that is commonly used in different parts of the world, we lowered the complexity barrier and allowed users to interact easily with the machine without previous technological knowledge. The only requirement will be to be able to read the instructions, which can be adapted to the language of destination, and be able to provide with the input: plastic bottles.

## FACTOR 4 :

# *Trialability*

This is a challenging category, as our machine requires energy inputs, which would limit its trialability as well as its accessibility. However, by placing the machine in strategic touristic locations it will serve the core purpose of creating awareness and be reachable to a reasonable scale of users.

## FACTOR 5 :

# *Observability*

This category is closely linked to trialability, and while we consider that observability barriers can be a problem, we consider that through our key partners we could obtain with the use of PR and under the line promotion a larger visibility of use and therefore increase interest and appeal of the machine to a larger audience

# WHERE TO START?

*Where we would implement it...*

# FRANCE



*Among the 28 European countries, France is ranked 25th when it comes to recycling plastic, and this needs to change ...*

## *In sum ...*



*The solution we have proposed through our concept **Morphe** is not limited by its output, as the core essence lies in the experience and engagement created through our machine in which we aim to generate awareness through memorable interactions with an environmental impact .*



*Interested in knowing more?*

Have a look at the different files uploaded  
on our website:

Note of Intent  
Business Canvas  
Prototype