## MORPHE μορφή

Stopping Biodiversity Destruction and Ecosystems

Degradation

## WHAT PROBLEM?

Plastics Pollution in Touristic sites

## 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%

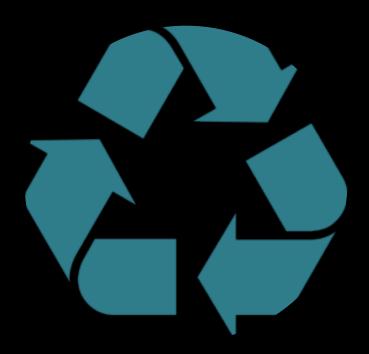
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## HOW TO SOLVE IT?

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 ENHANCENMENT 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**



#### In sum ...

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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 uploded on our website:

Note of Intent
Business Canvas
Prototype