



Lucerne Plastics

Where's the Water?





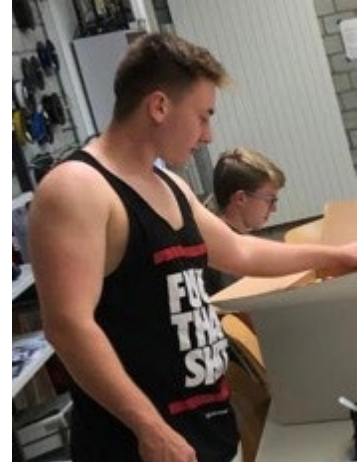
Who are we?

- A new and exciting start up company with backgrounds in Geography, Education, Construction, Product Design, Disaster Waste Management and Engineering
- Working together to address plastic waste amongst tourists in Lucerne, Switzerland.

Steve



Rob



Toy



Ciarán



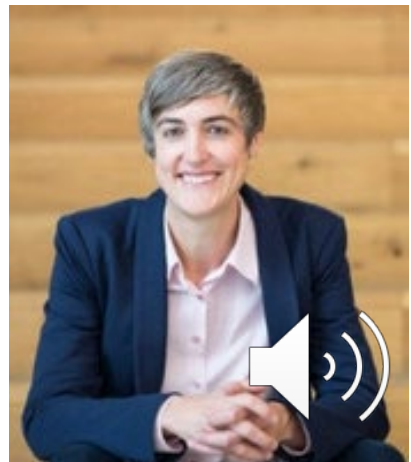
Lauren



James



Coach





Plastic Waste in Switzerland

- 750,000 tonnes of disposable plastic packaging waste per annum.
- Switzerland recycles 25% of its plastic waste, lagging behind Norway (40%) and Ireland (35%).
- Equivalent of 350 small, single -use plastic bottles per person per year are dumped.





Problem Statement

Reduce the amount of plastic waste that is produced by tourists:

- Make it as easy as possible for tourists to Recycle
- Raise awareness for plastic pollution
- Educate tourists how to consume more sustainably





Observations

SIGNAGE:

- Targeted 45 -60 year old tourists/locals
- Observed through asking tourists (and even nonlocal Swiss) that the location of fresh water to fill their bottles was unknown.
- most people stick with their habits

BOTTLE:

- targeted young Asian tourists before expanding to a broader European demographic.
- We interviewed tourists about their plastic use when travelling
- Observed habits and body language.





Definition of Point of View (POV)





Ideation for Problem

Water Plans On Booking Sites

Signage Located Next To Water Fountains

Optional Water Education Classes For Tourists

Accreditation Of Hotels For Plastic Waste Sustainability

Water Bottles Provided By Tourism Luzern And The Hotels Within Luzern

Organisation That Develops Water Awareness Within Luzern

'sustainability Package'



Roadmap for Adoption

Consult with
Tourism



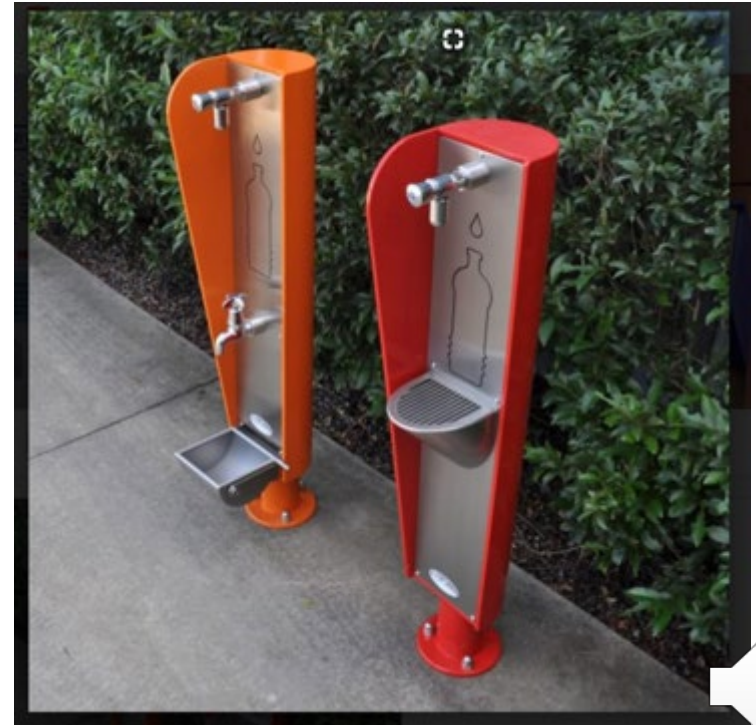
Determine additional fountain
locations *Water Dept*

Publish findings to tour group
leadership

Partner with WFW in concert w/
lucernewater.org



Business Model





Overall Vision

A look into the future:

- Tourists walking around with reusable bottles
- Fountains being used as Water -Refill-Stations
- Hotels advertising the reduction of plastic waste
- Recycling- Stations wherever a bin would be
- Refill-Stations in reachable distances in all of Lucerne
- Tourists whose minds are set to sustain not to just consume



Vielen Dank

Aufwiedersehen

