



Green City

SHANGHAI JIAO TONG UNIVERSITY

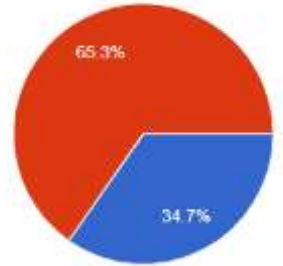
PRESENTER: DENYS KURYLOV

UNDERSTANDING THE PROBLEM



Scale ● ● ●

More than **65%** of interviewees have no idea of what's happening to litter after it's managed.



Consequences ● ● ●

Lack of transparency;

Psychological threshold;

Lack of expertise ● ● ●

No motivation

SOLUTION - QR EcoSystem

- QR codes for education, waste-tracking and notifying



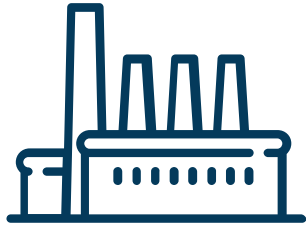
PRODUCT WALK-THROUGH

Smart app

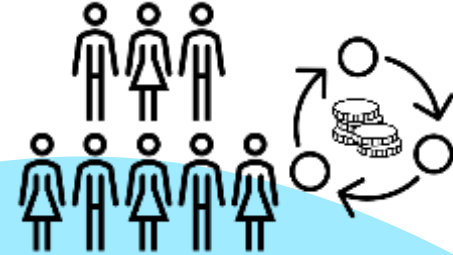


tracking

tutorials



Recycling factory



Local communities

raw materials



Smart bins

sorted litter

