



Who am I working with?



Plastic Recycling Company
Based in Mexico City
Online plastic collection system



NGO on collective Social and Environmental Impact

What Problem?

Mexico city plastic waste :
≈895,000 tonnes / year
<https://www.globalplasticaction.org/mexico-city>

Recycling rate in Mexico City
24% in 2022

<https://www.globalplasticaction.org/case-study-details/mexico-city-action-roadmap/aJYTG000000P3F4AU>

Current Rennueva collection
Limited user-friendliness
Hard to see user impact

Design Thinking

A method to tailor to users' needs

Emphasize : Organisation visit
Define : Lack of user incentive

Objective : Increase plastic donor incentive

Ideate : Design sketches & ideas
Prototype : Graphics & Coding
Evaluate : Response from Rennueva

What we did

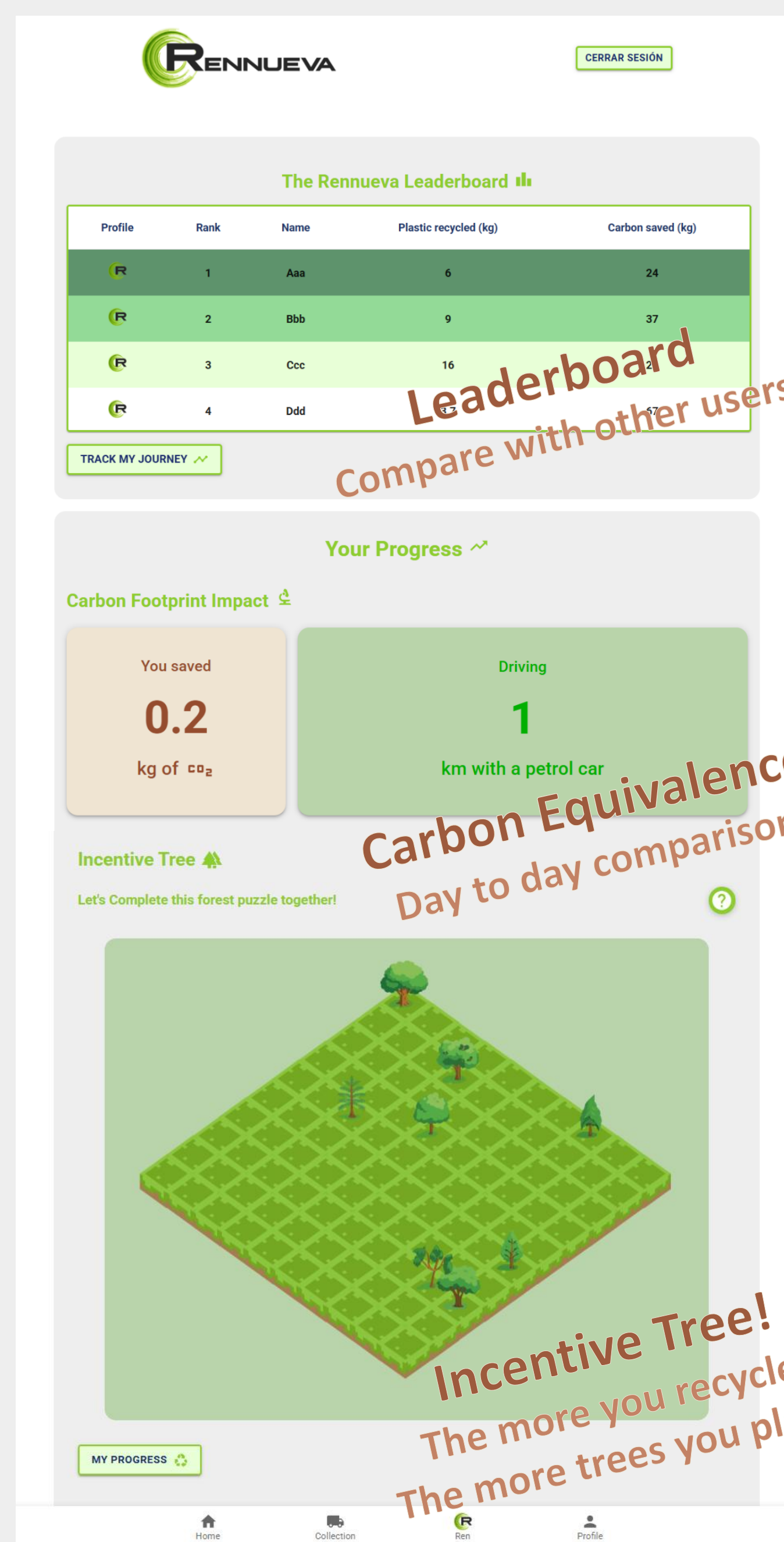
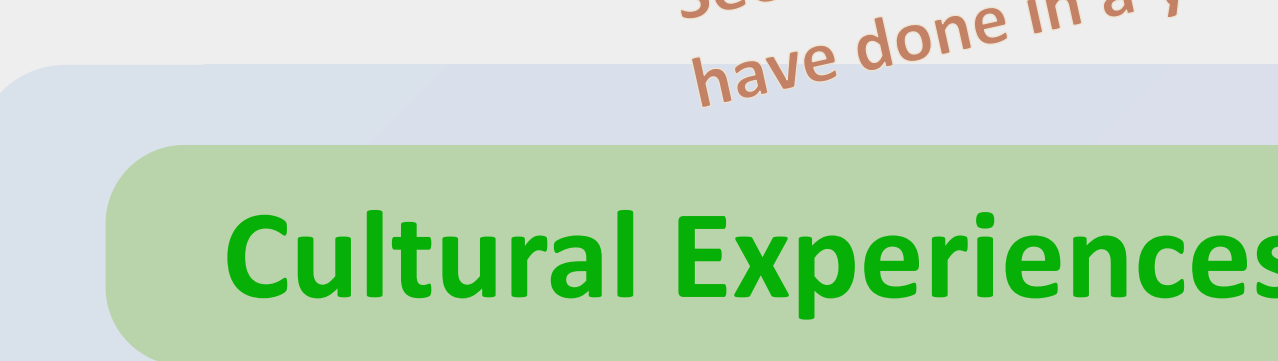
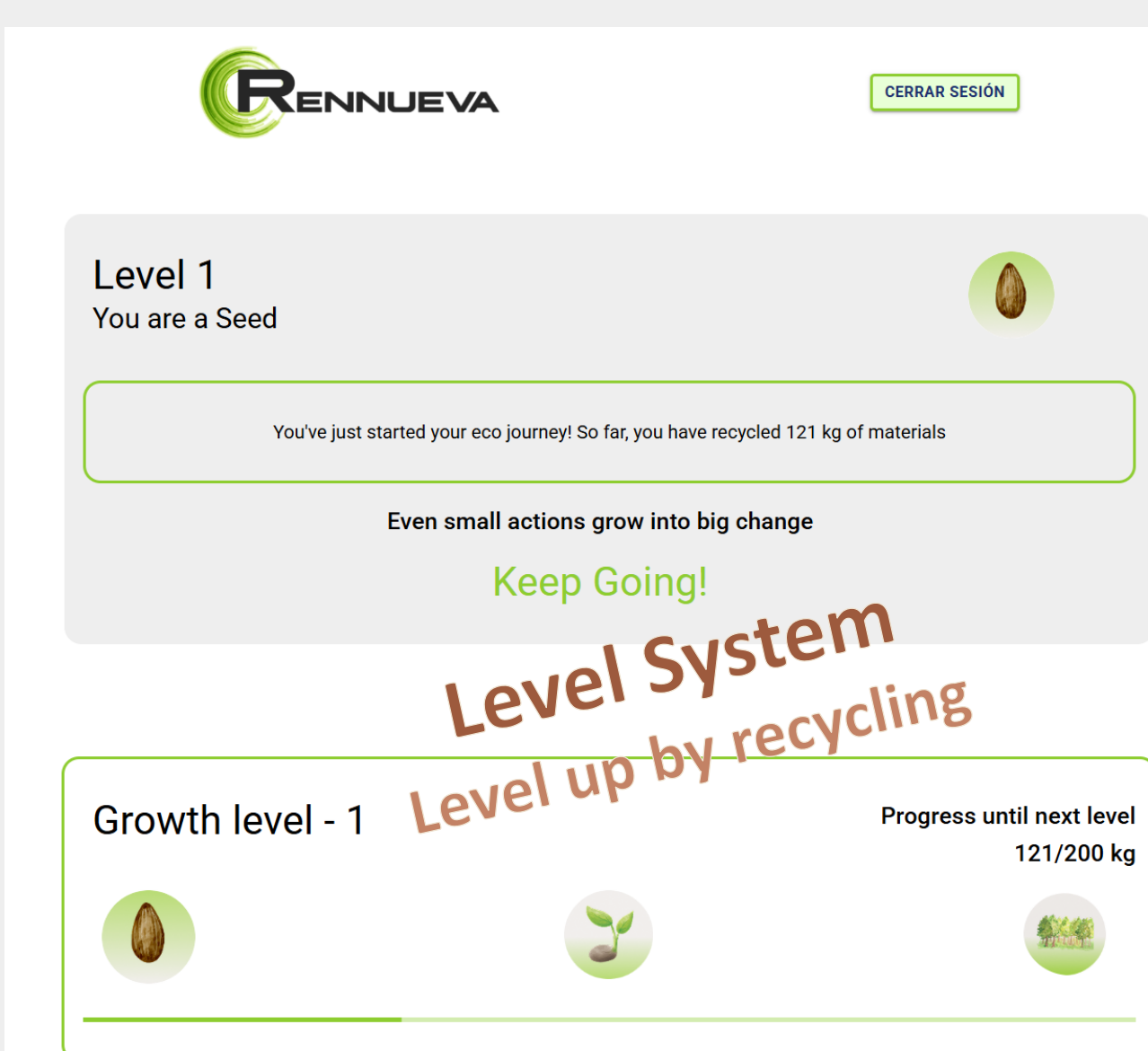
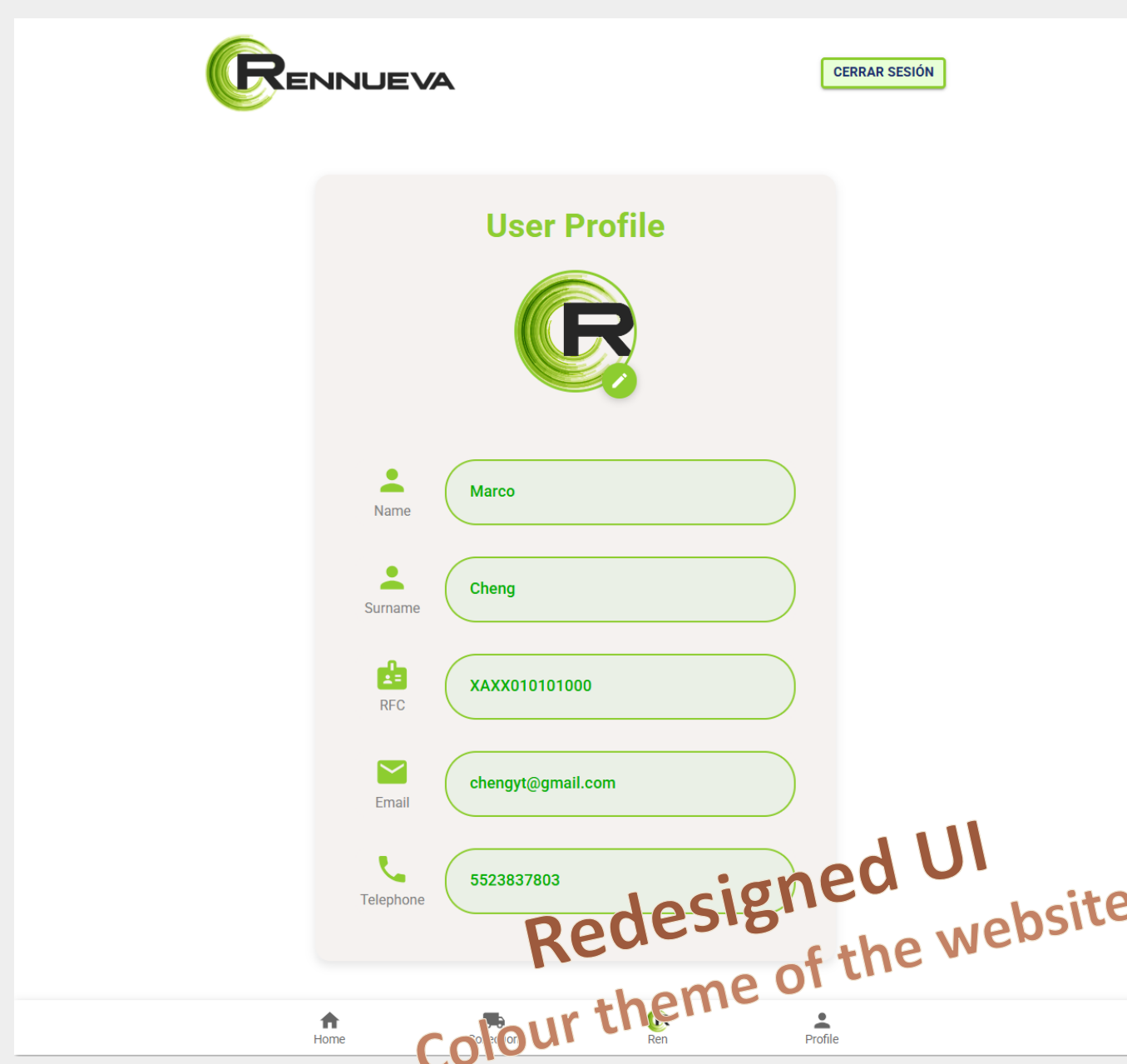
Redesigned website for improved users incentives

Leaderboards

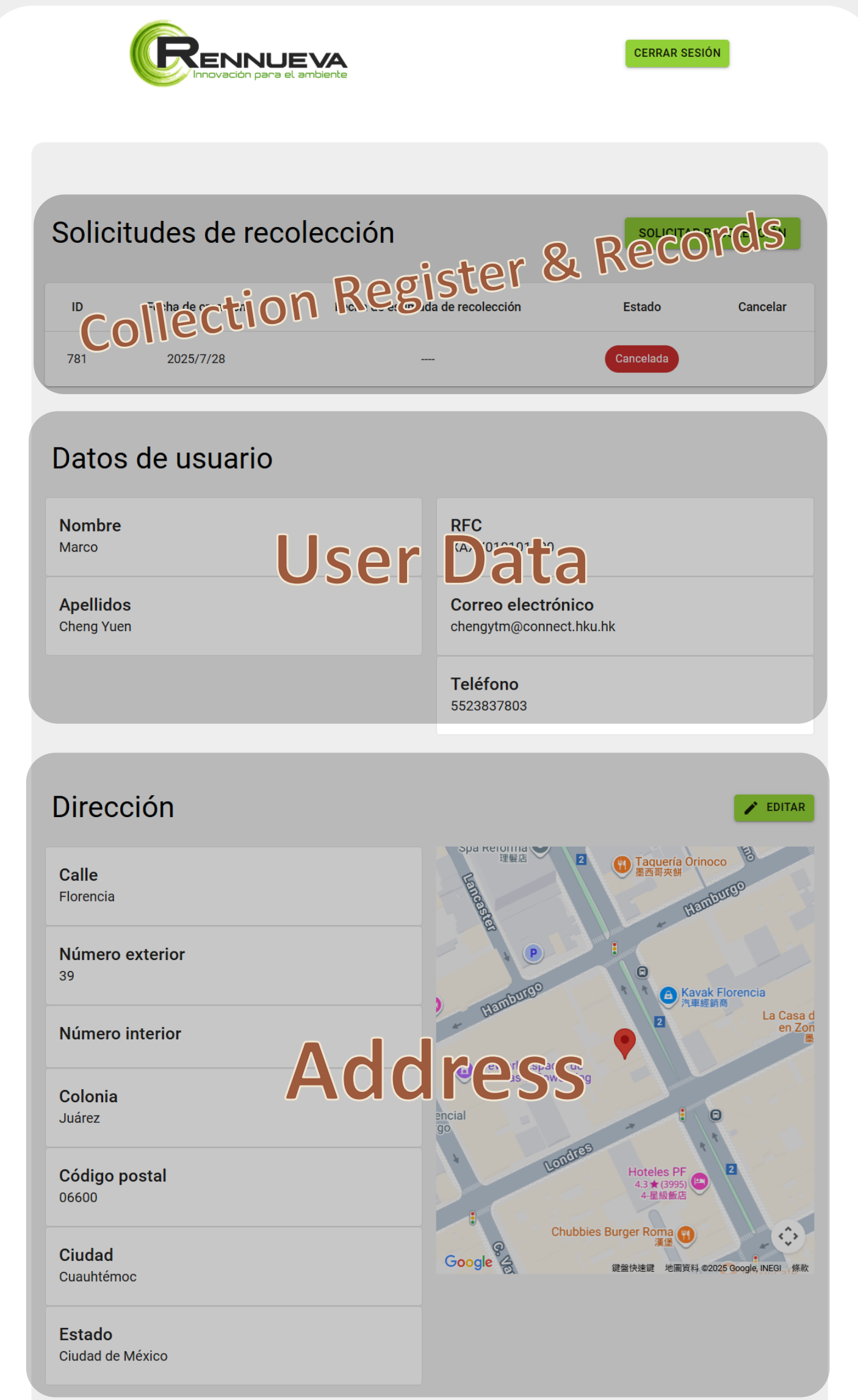
Daily Life Carbon Equivalent

Incentive Tree

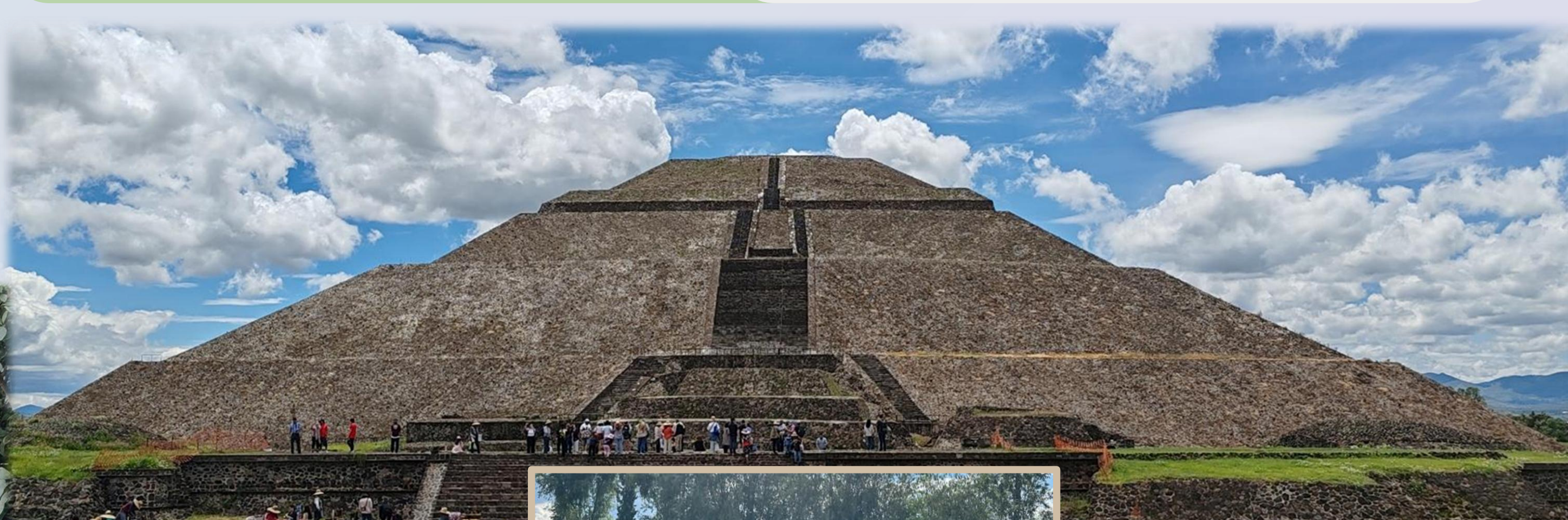
Leveling & Progress



Original Website



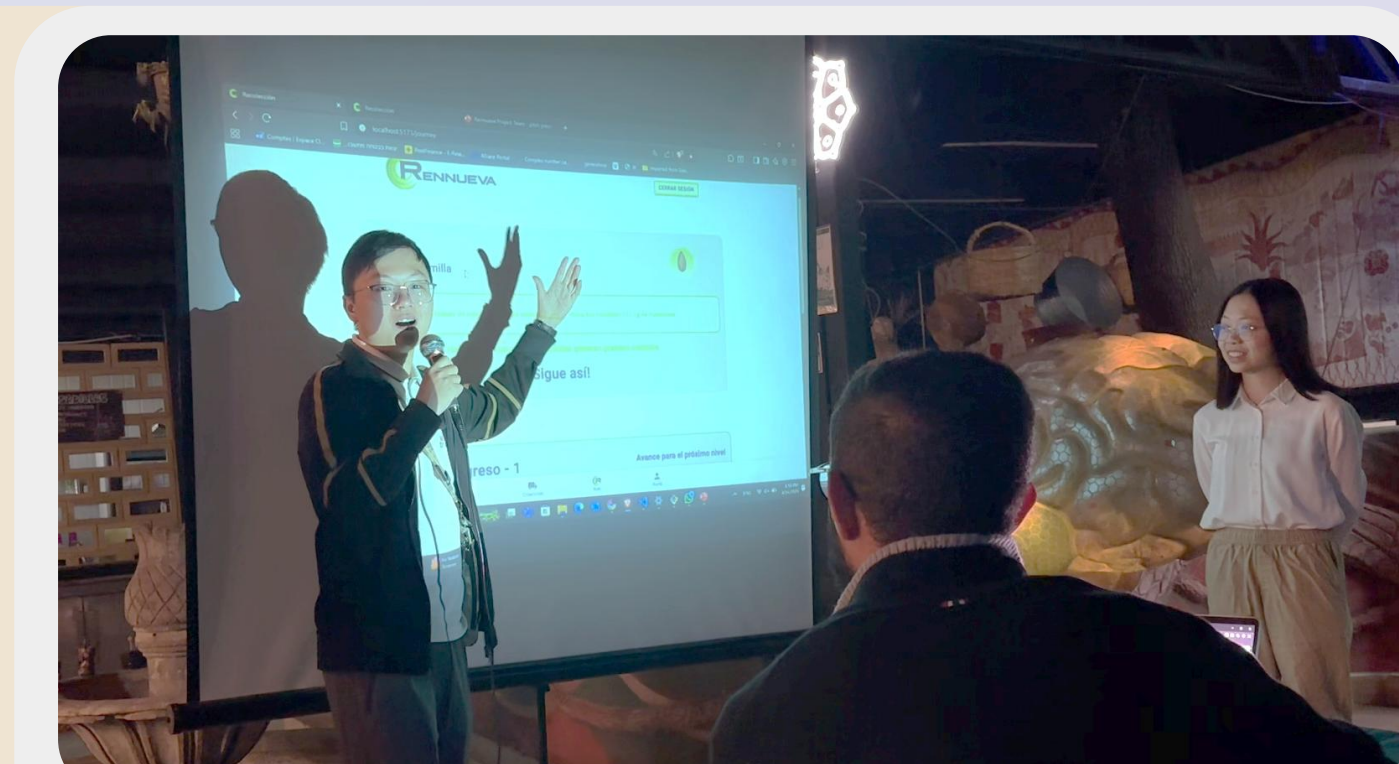
Cultural Experiences



I joined Red de Corredores ecológicos, a NGO focusing on urban biodiversity, for a volunteering experience. I have learnt the importance of diversity of plants in the health of ecosystems in urban areas. For the experience, we planted some shrubs and plants around trees in the green corridor of the street. This allows for trees to grow healthily along with an ecosystem. Recall the mass tree collapse during typhoon Mangkhut in 2018. One reason would be many trees being planted in limited space and undesired conditions. Hence, we should learn from nature, to comprehensively plan urban areas to allow for healthier environments.



Final Presentation



Reflections

From these 6 weeks, I have learnt various things, namely design thinking process, leadership across cultures, environment protection. By learning and using design thinking process, I have found out in order to have effective solutions, they must be targeted to the users' needs. Turns out such process is not only useful in making a social impact, but also useful in brainstorming a startup. Throughout the 6 weeks, we scholars lived in a co-living space and went to field trips together. I have also worked in a team of 4 with scholars from HK, UK and Palestine. By communicating, working and living with other scholars, I have learnt how to collaborate through different cultures and views.

Extra Volunteering

