

TRASH TALK

BY TEAM TALKING TRASH

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What's your problem?

Electricity



Gas



Water



Waste



People pay for every kilowatt-hour of electricity, therm of gas and gallon of water they consume in their home or place of business. Everyone has a financial incentive to save these resources, even if they aren't motivated by sustainability.

But trash is different. Homeowners and business operators pay a flat fee for a weekly pick up with only two size options. Those who don't fill a can are not rewarded, and those who overload their trash cans are not discouraged.

What are you going to do about it?

Smart Cans



Track Weight



Uses



Incentives



A "Smart Waste" Receptacle

- Communicates instant feedback to its users about the weight and type of waste deposited in the bin.
- Provides cumulative data to the user.
- Communicates to the municipal waste service

Weight Based Fee System

- Waste bill calculated based on trash, recycling and compost - higher fees for trash, lower fees for recycling and lowest fees for compost
- Applications for residential and commercial

What do you have to say for yourself?

Consumer behavior needs to change away from trash waste towards composting and recycling. Right now, our municipal waste collection has no incentive to reduce waste, unlike our municipal gas, water and electricity utilities. Our prototype provides direct feedback to consumers they aren't currently receiving to make better consumption decisions.

Pairing knowledge with a weight-based fee structure creates an incentive to reduce waste and increase consumption of recyclable and compostable goods. This system would spur small but incremental changes not just in how consumers dispose of their waste, but also in how consumers make their purchasing decisions in the first place.