

The MIBIN Recycling Challenge



Rubbish is a huge problem for our environment. Every week we dispose of around 3kg of rubbish, per person! The more we waste, the more we use natural resources, and the more we increase pollution across our world.

About 10% of the world's plastic ends up in the ocean. Over 1 million seabirds and 100,000 marine mammals die every year from trying to eat these plastics which they mistake for food.

Recycling decreases the use of resources, reduces pollution, and reduces the amount of rubbish ending up in our oceans and in landfill sites.

We need people to **REDUCE**, **REUSE** and **RECYCLE**.

MIBIN Ltd have created a compartmentalised wheelie bin to try and overcome the problem of multiple bins - and now they want to know what you think, and if you have better ideas.

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MIBIN Ltd would like you to come up with some new solutions.

How can we solve problems like this?



THE CHALLENGE

**DESIGN A NEW WHEELIE BIN
OR OTHER METHOD OF WASTE
COLLECTION. USE THE TIPS
BELOW TO HELP WITH YOUR
PRODUCT DEVELOPMENT:**

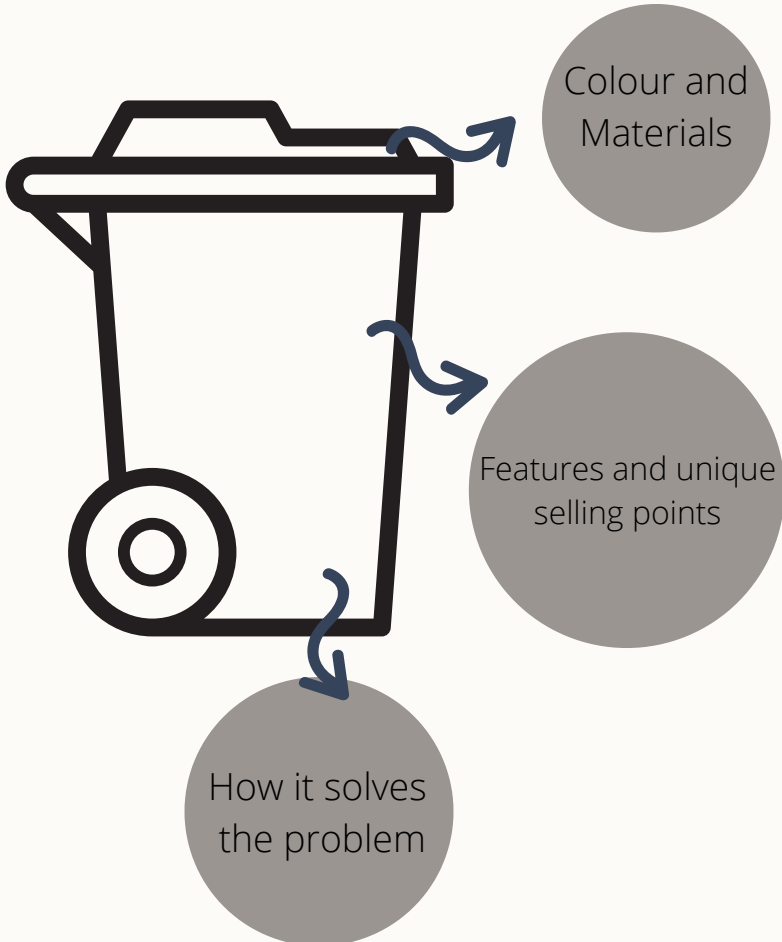
- Your product must be made of sustainable materials
- Use bright colours but make sure the materials are available and not too expensive.
- Think of a unique selling point (USP) such as sensors to notify people when it's full, a sanitising method or something similar.
- Consider ease of use - can a person with physical difficulties use it?

Once you have your design - think of a business name and logo, and use the template on the next page to finalise your idea.... All entries will be judged by Bob O Connell - the Managing Director of MIBIN Ltd....

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Business Name:

Product Name:



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Business Name:

Your product:

When you're ready send your ideas and any supporting documents to info@pect.org.uk

We can accept files in the format of .doc, jpg, PDF or PNG only