Intelligent recycling hubs for high-quality material flows

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Intelligent recycling hubs

The idea

Design, develop and build **smart recycling hubs** with pedagogic, on-line units for sorting of recyclables from businesses, schools and households.

Includes smart containers/bins – communication platform – logistics system.

Creates **climate and environmental benefits** through
- improved, needs-based logistics
- minimization of space needs in buildings
- increased interest in and knowledge about recycling
- higher material quality

More focus on human behaviour and esthetics through cooperation with **HOWL Frankly**

Creative technology through cooperation with **Dametric AB**
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Recycling can be more efficient

Material recognition - Better sorting - Higher quality flows

Reliable level control - More efficient logistics
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Recycling should be a learning process

Real-time feedback on environment, energy and climate benefits

Interactive communication User vs Collection & recycling operator

Both man and machine are learning
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Recycling should be more fun

Appealing  Interesting  Rewarding
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How to design an intelligent hub

**Interaction design**

- Awareness through relatable facts
- Create variation and surprise to keep people engaged
- The system should “grow” with the user
- Rewards and benefits (Positive reinforcement)
- Relatable, local and tangible positive outcomes
- Assistance when needed

**Industrial design**

- Add value by celebrating the hub, make it in to something more
- Make access effortless
- Locate bins closer to consumption (out of the recycling rooms)
- Modular thinking adapt to specific customer needs
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"Hubbe" is growing
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Circular economy - stakeholders

- Product
- You
- We

Retail

New resources

Recycled raw materials

The future is circular

LL bolagen