



THE UNIVERSITY  
of EDINBURGH

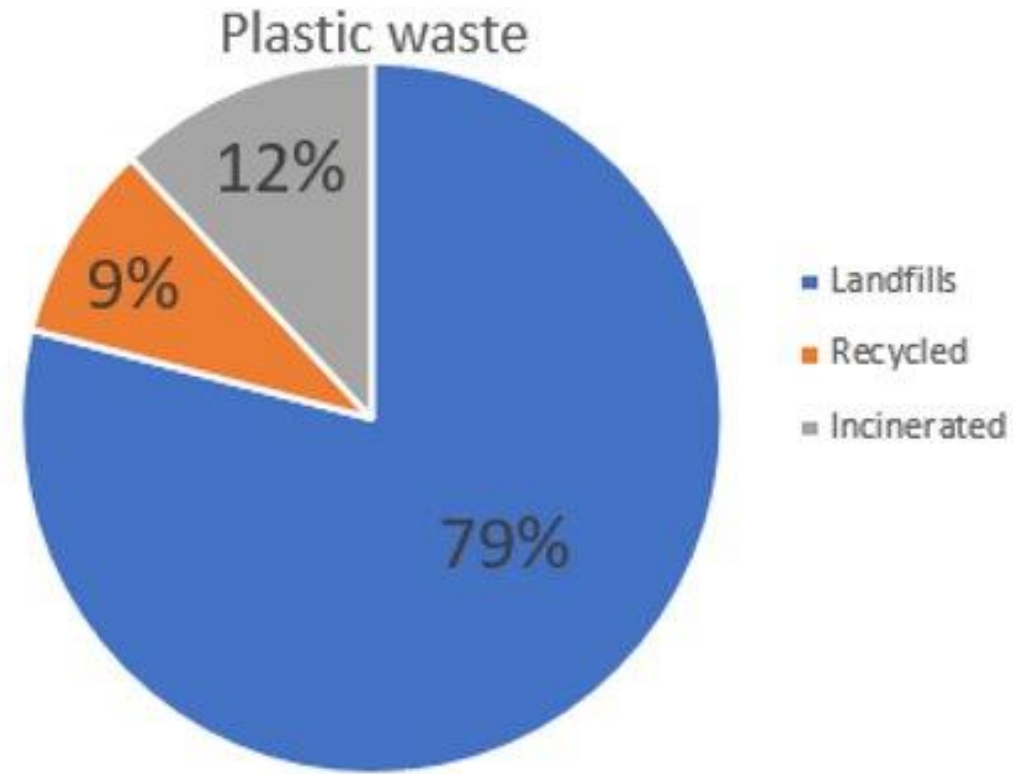


# Reducing tourism waste impact

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# 20x Plastic Production

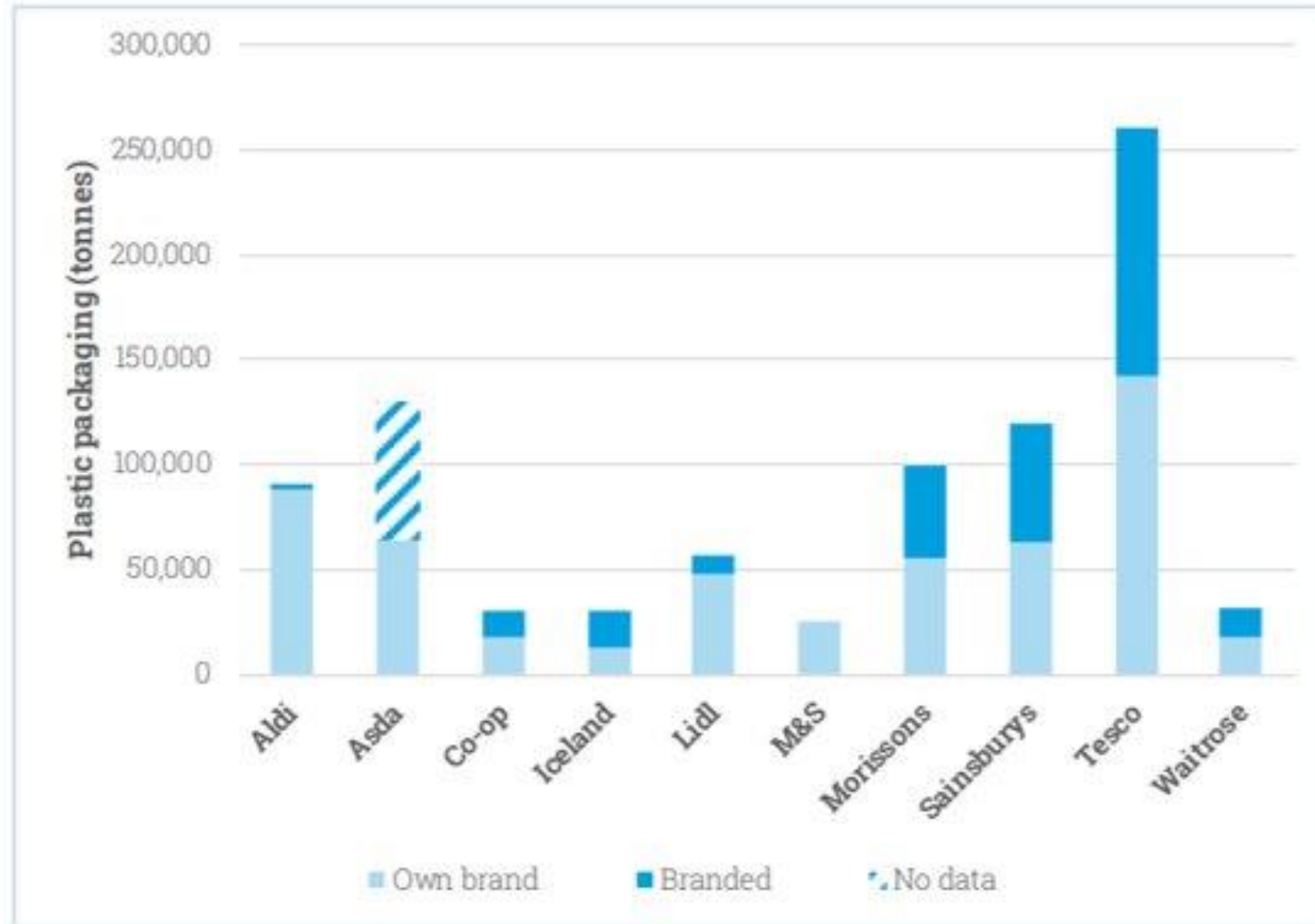
Since the past half-century



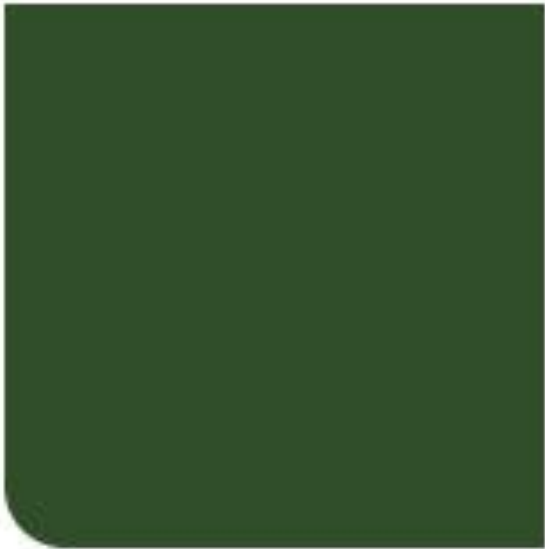
# Checking out on plastics

A survey of UK supermarkets' plastic habits

Figure 1: UK supermarkets' annual single-use plastic packaging footprint (tonnes)



The Eco Larder  
Live a simpler life



# Alternatives to packaging

THE CITY SELLS

**£1.3 BILLION**

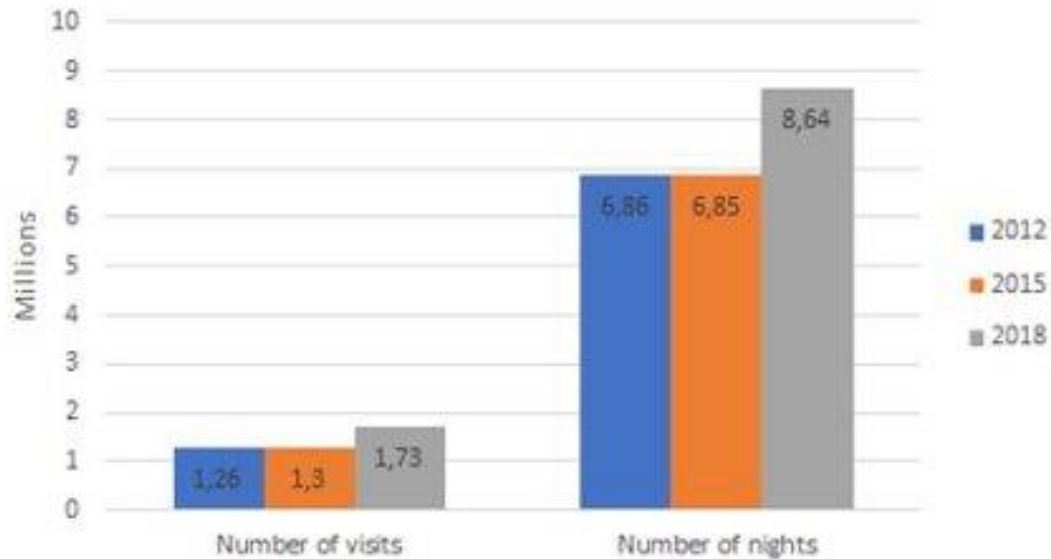
OF SERVICES TO STAYING VISITORS, WHICH SUPPORTS AROUND **30,000 JOBS**

Are student numbers taking off? Of course!



[www.ed.ac.uk](http://www.ed.ac.uk)

Visitors to Edinburgh



Tourism in Edinburgh

**50 All visitors expenditure per person per day 2016 and 2017 in Edinburgh**

	2016	2017	% change
Accommodation	£43.65	£42.01	-3.8%
Eating / Drinking	£24.55	£25.54	+4.0%
Shopping	£16.27	£17.42	+7.1%
Entertainment	£10.36	£9.89	-4.5%
Travel / Transport	£5.28	£5.51	+4.3%
<b>Total</b>	<b>£100.12</b>	<b>£100.38</b>	<b>+0.3%</b>

**£865 million**

=

**1.73 million annually visitors**

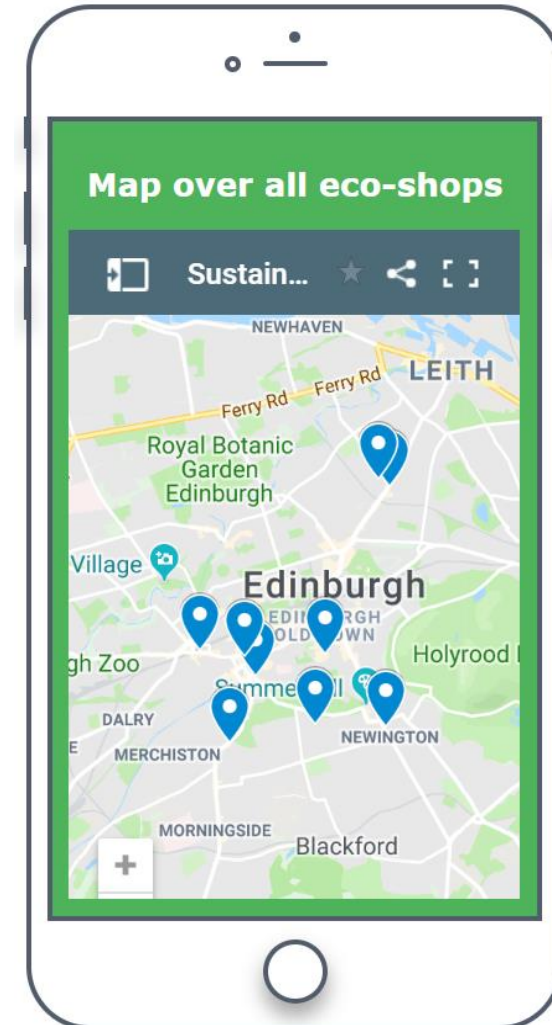
X

**Avg. 5 day stay**

X

**£100 pr. day**

# Solution: EcoShopEdi



<https://naja415.github.io/>

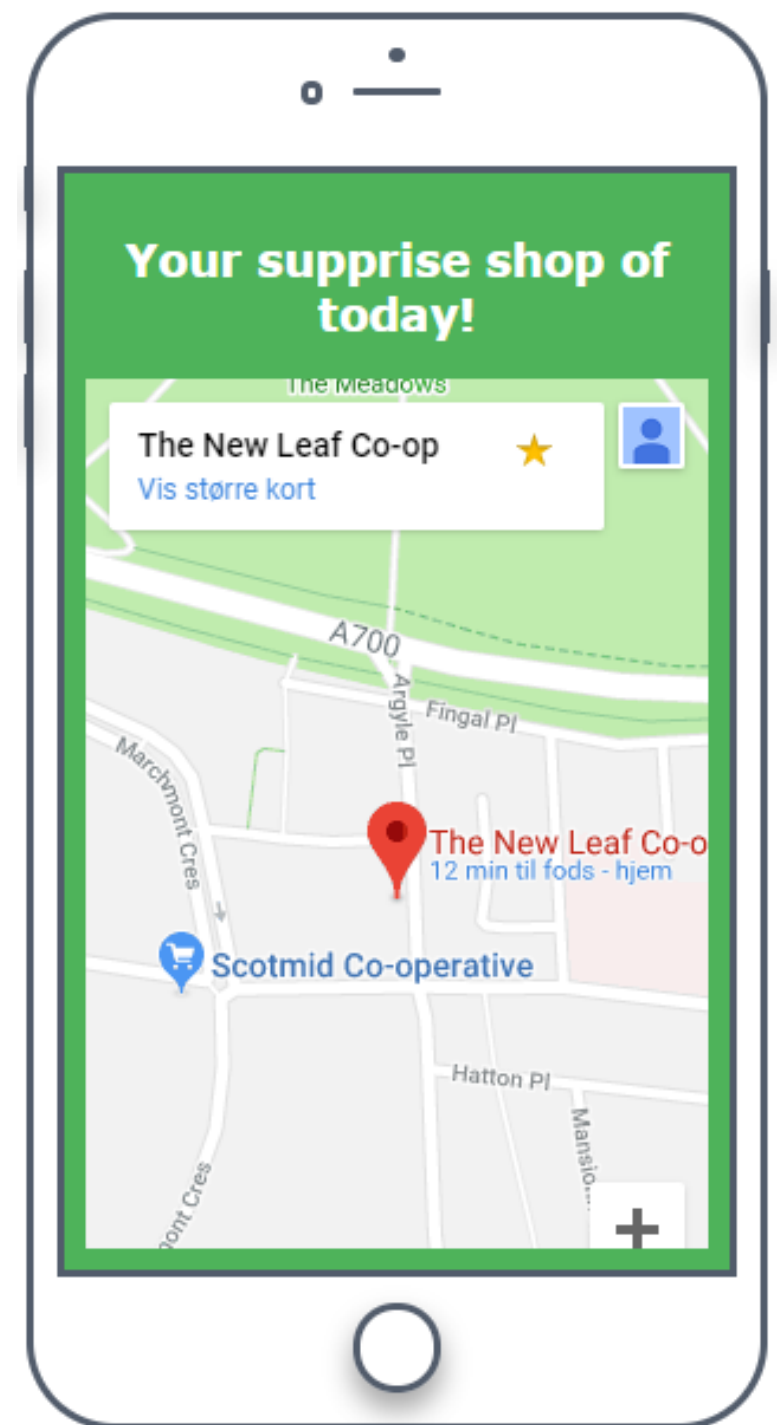
# Design feedback

"The font shouldn't be black and Times New Roman. It should be bubbly because this is a fun app...If it is too serious, [people] won't want to use it."

"Make the app more colorful"

"Shop of the day is fun...makes you want to use the app more frequently"

"The logo has to be changed. It's way too simple. It doesn't tell anything"





# Price comparison

Product	Sainsburys	Tesco	The Eco Larder
Carrots	0.35/500g	0.39/500g	0.50/500g
Potatoes	1.08/500g	0.49/500g	0.85/500g
Oranges	0.35/100g	0.35/100g	0.34/100g
Onions	0.40/100g	0.25/100g	0.21/100g
Apples	3.00/1000g	3.42/1000g	3.30/1000g
Black peppercorn	0.40/10g	0.40/10g	0.29/10g
Peanuts	0.92/100g	0.85/100g	0.49/100g
Green Tea	5.0/100g	5.5/100g	3.44/100g
Washing Liquid	4.50/Liter	3.78/Liter	3.20/Liter
Postcards	2.99 pp.	2.99 pp.	1.50 pr. piece
<b>Optimal consumption</b>	<b>16</b>	<b>15.43</b>	<b>12.62</b>



**£30.275 million**

=

**1.73 million annually visitors**

x

**Avg. 5 day stay**

x

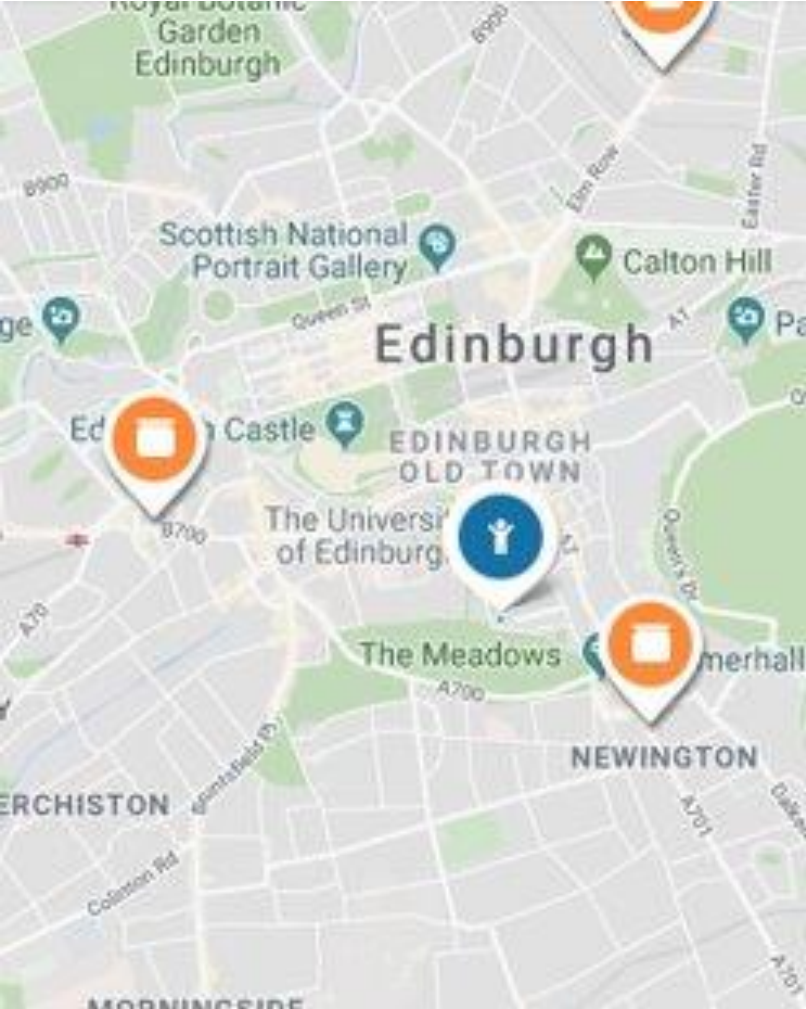
**£3.5 pr. day**



# Competition



**Zero Waste App**  
Zero Waste App LLC



Basically a scam to get more mo... 1y ago  
☆☆☆☆☆ Densona

The app may be free but have to pay to download the information for each area

**"...have to pay to download the information..."**

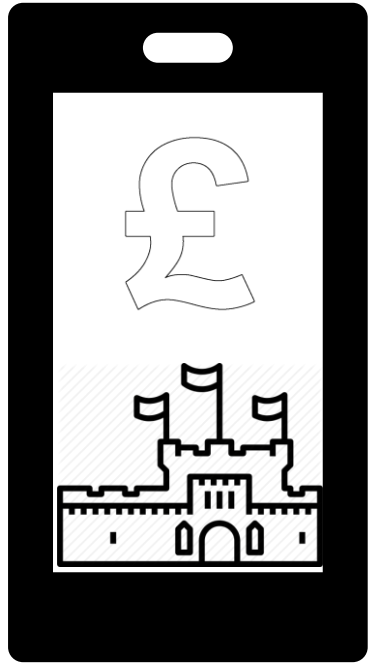
are across the state. A complete waste to me.

Hopes....crushed.... Aug 25  
☆☆☆☆☆ MissingMommy

I live in Maine, in the United States. I downloaded this app in hopes that it would

**"...the nearest place to us that it recommended was 9 to 10 hours from me. Not helpful."**

helpful.



App

'as a  
service'  
concept

Expand app  
for UK

# Thanks!



- The Eco Larder
- The New Leaf Coop
- The Refillery
- Transition Edinburgh
- Allan Peddie
- Aileen Boyle
- Joshua Ryan-Saha
- Morgan Currie and James Stewart
- Participatory design participants
- Focus group participants

# Literature

- Undergraduate handbook: [https://www.ed.ac.uk/files/atoms/files/vso\\_undergraduate\\_handbook2018\\_web\\_0.pdf](https://www.ed.ac.uk/files/atoms/files/vso_undergraduate_handbook2018_web_0.pdf)
- Tourism in Edinburgh – Key Figures, published by the Edinburgh Tourism Action Group (ETAG)
- Greenpeace: <https://eia-international.org/wp-content/uploads/Checking-out-on-plastics.pdf>
- Our World in Data: <https://ourworldindata.org/faq-on-plastics>