Presented By:
Yijing Wang (Melanie)

yijingw@stanford.edu



ECOBLEND

The Problem

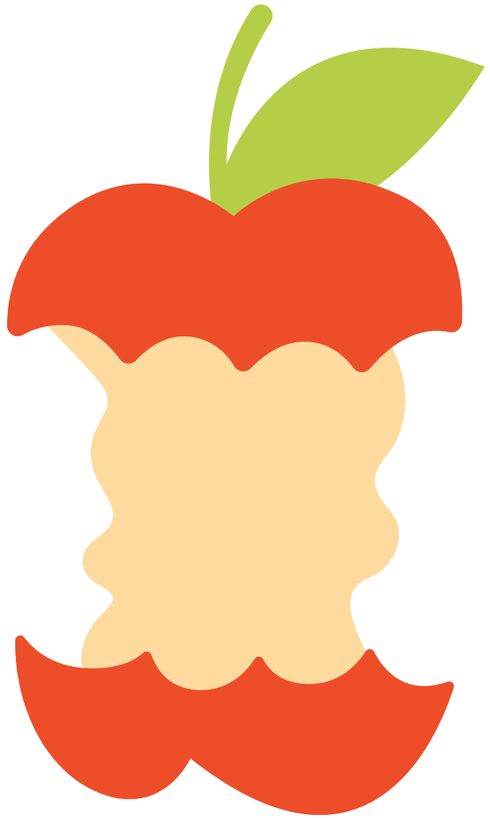
Residents of compounds are not eco-concious and rely heavily government sanitation workers to sort trash and keeping the streets clean.



Attentive Aria

- 16 years old
- Female
- American **(lives in China)**

Aria needs a way for people in her compound to be more aware of separating their trash, because she hopes her living environment is clean and people would stop relying on government workers.





The Solution

EcoBlend is a café placed within compounds that aims to act as a beacon in promoting an eco-conscious community through the demonstration of pursuing an eco-concious life.

Compound

When applied to a human habitat, the word compound refers to a cluster of buildings in an enclosure (“Compound (Enclosure)") (see figure 1).



Fig. 1. Example of a compound in China

The Competitive Advantage

Compounds

Compounds in China do not provide spaces for residents to fully relax, study or work.

- They also do not provide quality coffee shops, only convenience stores are common.

Competition

Main competition: well-known cafes, such as Starbucks.

Normal cafes:

- Provides coffee and pastries,
- Seats for customers to rest,
- Loud environment.

EcoBlend:

- Provides coffee and pastries sustainably,
- Quiet space for residents to relax, study and work,
- Eco-concious atmosphere

Feature 1: Education

Labeled Cups and Trashcan

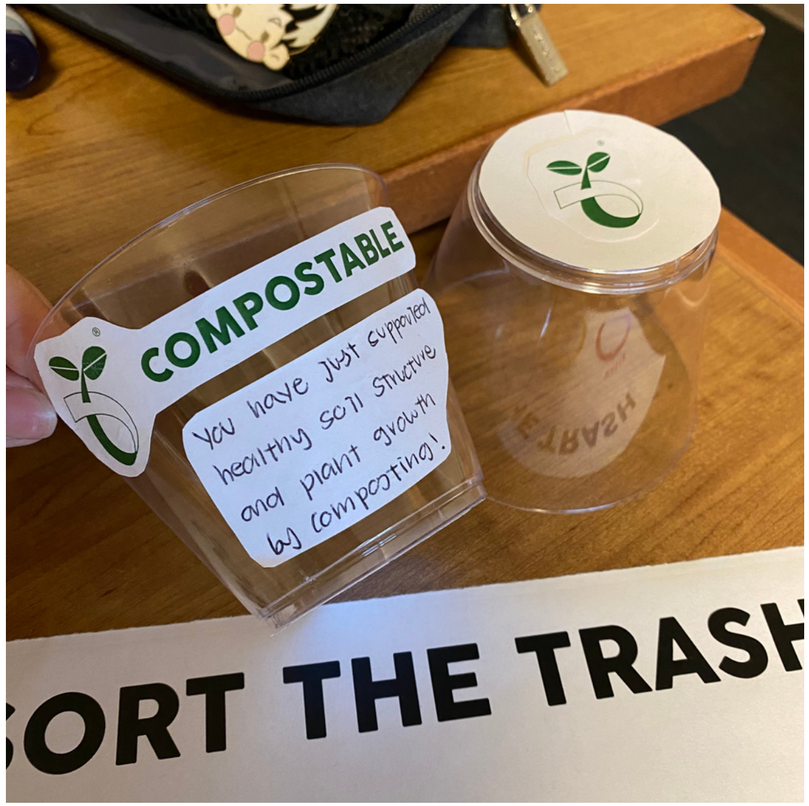
Each cup and trash can is labeled **"recyclable," "compostable," or "waste"**
Each cup will also have a small note explaining how the user had contributed positively to the environment.

This interactive experience encourages individuals to reflect on their actions and extend sustainable practices to their homes and workplaces.

Feature 1: Education

Labeled Cups and Trashcan

Prototype



The prototype showed that EcoBlend cups are clearly labeled with a note and logo, whereas regular cups only have a hard-to-spot label on the bottom.

Feedback: Positive

- 7 interviewees all stated the EcoBlend cups are easier to sort,
- Extra note helped them understand how their actions affect to the environment.

Feature 1: Education

Labeled Cups and Trashcan

Product



Logo and coffee brand at the front.

Compostable logo and label on the back with small note.



Feature 2: Community Cohesiveness

A. Community Garden

Outside of the cafe, a community garden will be in place that stands as a symbol of the results of being eco-concious.

Customers can contribute to the community garden after making 10 purchases at the cafe.



Feature 2: Community Cohesiveness

A. Community Garden

After 10 purchases, the customer is given a pot, seeds, and composted coffee ground as soil to grow a flower, after the flower has grown it will be planted into the community garden with a personalized placard.



10 purchases | Free coffee | Seeds + soil | Flower

Feature 2: Community Cohesiveness

B. Event Space

Residents can join in on events held by the cafe to learn more about eco-conciousness, including:

- Gardening
- Holiday specific
- Workshop by professional people working in improving environment sustainability.



The Feasibility

A. Feasible

Cafes are widely accepted by the target audience, and within a compound it does not need advertising.

- In average, the Chinese drinks up to 14 million cups of coffee a year

B. Obstacles

- Construction requires large amount of money.
- Maintaining sustainability while providing quality services.
- Having customers interested in the concept.

C. Solutions

- Collaborate with local government as it is an important issue for the wider community.
- Expand programs at a higher level through websites, workshops, and advertisement.

The Opportunity

Impact

Compounds are enclosed making it a small community of its own, by deploying cafes in these compounds, the affect of the cafe will shortly be evident as each "small community" is targeted on its own.

- The cafe provides a chance for residents to learn and understand the importance of eco-conciousness in a **subtle manner.**
- Trash sorting and other sustainable practices will become active within households,
- Burden will be taken off of governmental sanitation workers.

Works Cited

- “Compound (Enclosure).” Wikipedia, Wikimedia Foundation, 21 Apr. 2023, en.wikipedia.org/wiki/Compound_(enclosure)#:~:text=Compound%2C%20when%20applied%20to%20a,Compound%20for%20the%20Kennedy%20family). Accessed 15 July 2023.
- MacDonnell, Kate. “10 China Coffee Consumption Statistics to Know in 2023: Surprising Facts!” Coffee Affection, 8 Mar. 2022, coffeeaffection.com/china-coffee-consumption-statistics/. Accessed 16 July 2023.
- “Tome.” Tome.app, 2023, tome.app/melaniyw/untitled-tome-clk4xgagu01q8pp3byll50yoz. Accessed 16 July 2023.