



# 4EYES TEAM

## WHO ARE WE?



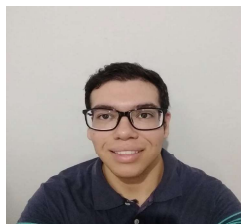
João Paulo  
Chemistry



Gabriel Jezus  
Agronomist



Carolina Iglesias  
Ponce  
Industrial Designer



João Eduardo  
Control and  
automation  
engineer

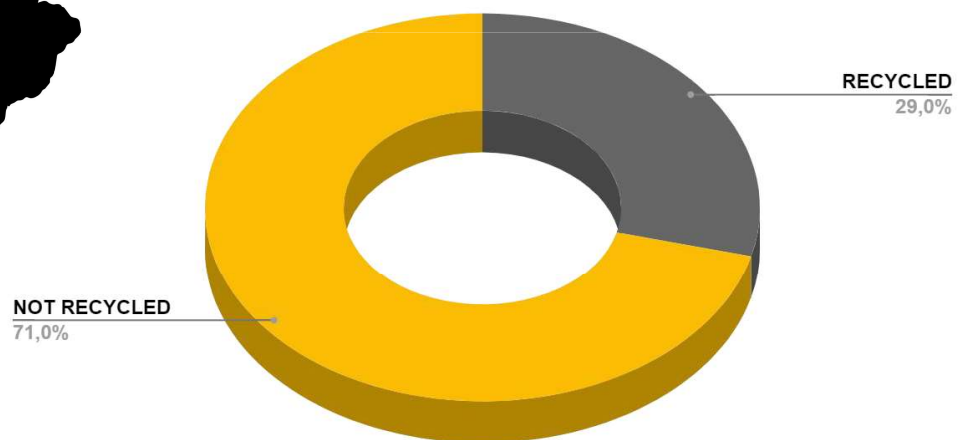


Gabriel Novato  
Civil engineer

## THE CHALLENGE

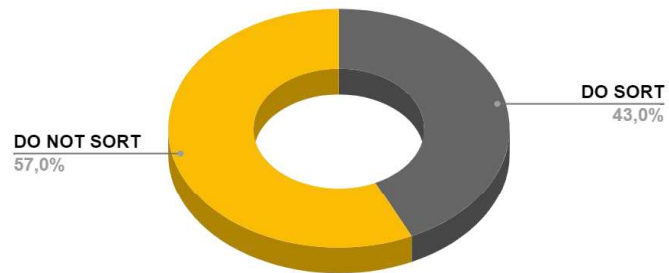
USE OF REVERSE LOGISTIC OF  
POST-CONSUME WASTE FROM  
A DAIRY COMPANY

## 2018 YEAR CARTON PACKAGES RECYCLING INDEX IN BRAZIL

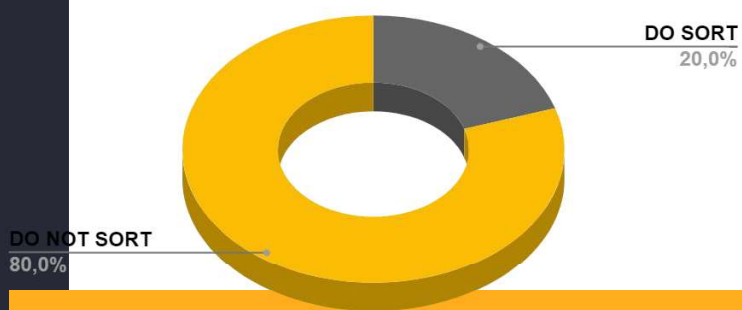


Source: CEMPRE, 2018

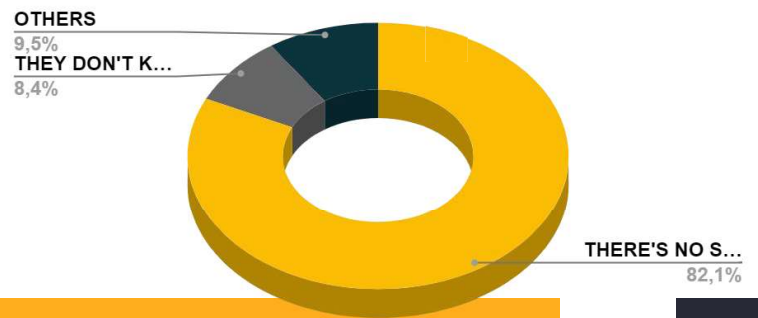
## SOLID WASTE SORTING



## CARTON PACKAGES SORTING



## NON SORTING ARGUMENTATION

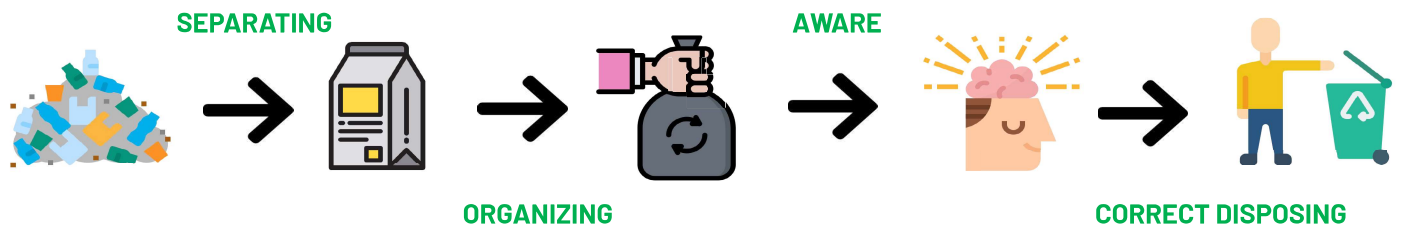


## THE IDEA

A decorative graphic consisting of a grid of colored squares. The top row has four orange squares. The second row has two orange squares followed by two dark blue squares. The third row has two orange squares followed by two dark blue squares. The bottom row has two orange squares followed by two dark blue squares.



# AWARENESS



"THE CAMPAIGN IS BASED ON REVERSE LOGISTICS STARTING ON PEOPLE AWARENESS FOR MAY THEY CORRECTLY DISPOSE THEIR SOLID WASTE"

# PROTOTYPE







# INTEGRAL

**1**  
LITRO



Nossas caixas são  
recicláveis. Não se  
esqueça de  
reciclá-las!



Você sabia que  
nossas embalagens  
papelo são  
**recicláveis?**

**1**  
LITRO

Ingredientes:

Leite integral e estabilizantes  
trifosfato de sódio, citrato de sódio,  
monofosfato de sódio e difosfato de  
sódio.

**Não se esqueça  
de me reciclar**



ALÉRGICOS: CONTÉM LEITE.  
CONTÉM LACTOSE.  
NÃO CONTÉM GLÚTEN.

**SAVE  
THE  
WORLD**

**BY  
RECYCLING**

**IT'S EASY**



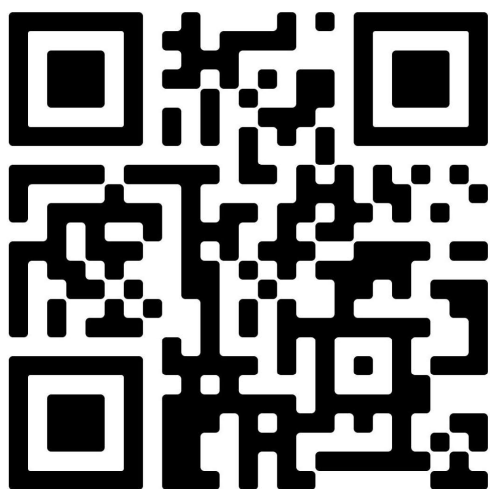


## ACCESS TO INFORMATION



To make the access to carton packages management easier we are going to be assisted by QRCode technology

## ACCESS TO INFORMATION



Scanning this code you will be redirected automatically to the campaign website where you will find informations about how to prepare the packages, the nearest recycling spots and an education quiz



Este site foi desenvolvido com o construtor de sites **WIX**.com. Crie seu site hoje.

Comece já

salveoplaneta

PT-BR EN

ENCONTRE UM PONTO DE COLETA



## WHO WE ARE

Know about our goals and the team.



## BLOG

Read more about our work. Visit our Blog.



## RECYCLE

Learn how to recycle carton packages, take a quiz, and discover what is made from carton packages after recycling.



## TAKE PART

Let us know your opinion and give us suggestions.



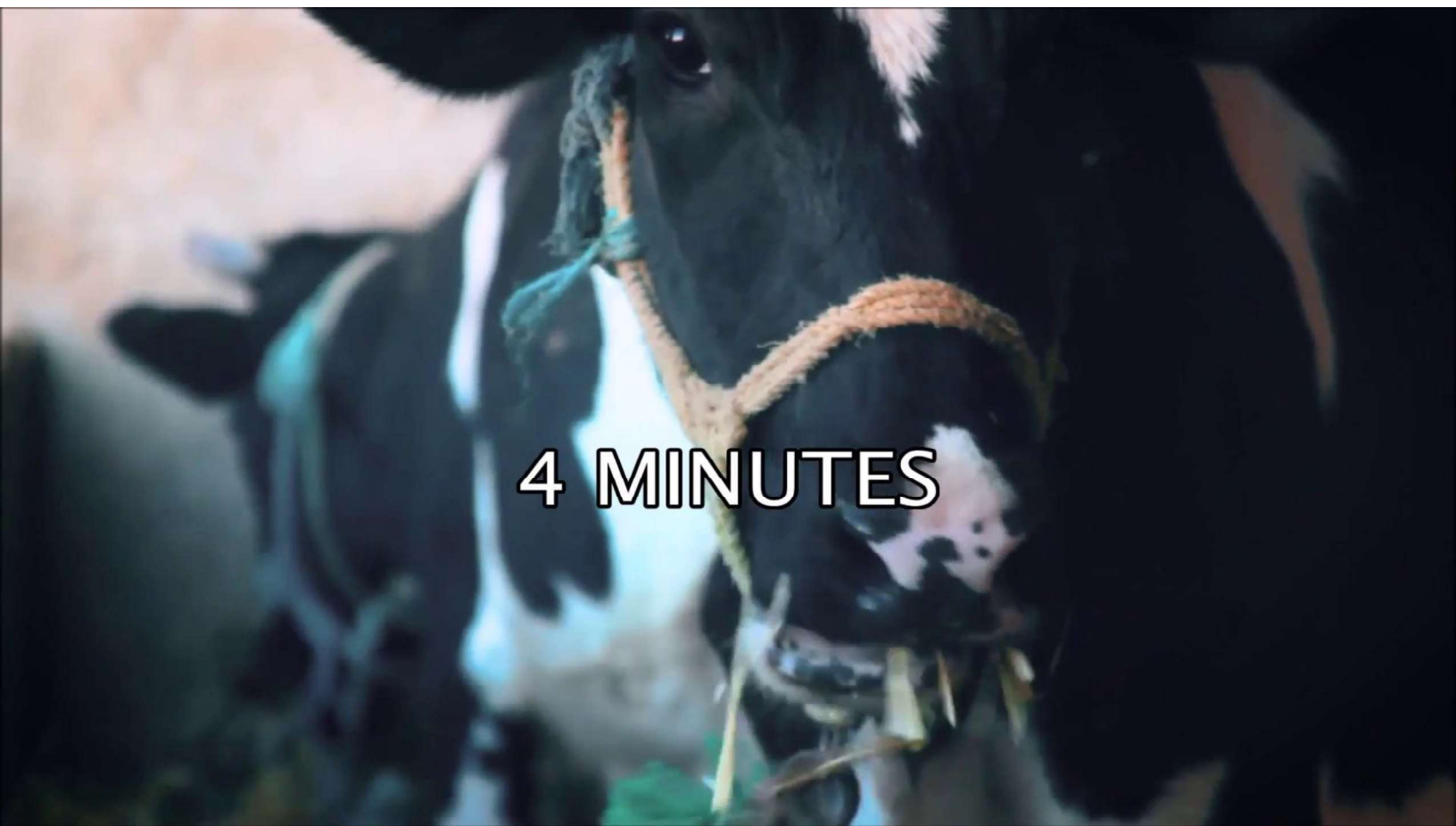
# WHAT TO DO?



Vamos conversar por chat!

⚡ Responderemos assim que possível





4 MINUTES

## VIDEO VALIDATION

Result of the questionnaire made available in 3 languages (Portuguese, English, and Spanish) for people from several countries.

**70%** BELIEVE THAT THE VIDEO CAN CHANGE CONSUMERS TRASH SORTING HABITS!







# Thanks!

**Any question?**

You can find us at:

[team4lapassion@gmail.com](mailto:team4lapassion@gmail.com)