

# ITALY

## RECYCLING/ENVIRONMENT

3 IDEAS

- EDUCATION SINCE VERY YOUNG
- IMPROVE METHODS OF RECYCLING
- RECYCLING AS A HABIT

## ENTREPRENEURSHIP

PRODUCTS • RUBBISH ROBOT (ABLE TO SEPARATE WASTES)

- MACHINE ABLE TO RENEW WASTES TRANSFORMING THEM INTO OBJECTS
- SMALL DEVICE FOR BIKES TO DETECT THEM WHEN YOU LOSE THEM OR WHEN STOLEN

SERVICES • PLANT TREES IN THE PARKS CREATING NEW GREEN AREAS  
PEOPLE CAN BUY - PLANT - TAKE CARE OF TREES TO CREATE NEW GREEN AREAS. THE NAME OF PEOPLE INVOLVED WILL BE WRITTEN NEAR THE TREE

- ECOCARD: WHENEVER YOU RECYCLE SOMETHING YOU GAIN POINTS WHICH ARE COLLECTED. AT THE END YOU MAY WIN A PRIZE OR A DISCOUNT