



WPI

Blue Sky Recycling Programme

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Problem Statement

Blue Sky faces some unique small business problems

- Sustainability of a small business in a developing country.
- Managing public relations in informal Settlements
- Overcoming communication barriers
- Maintaining process efficiency during field work

Creating a Livelihood

Blue Sky supports over 1500 families across the Greater Cape Town Area by buying in, reselling and repurposing their recyclables



Project Goals

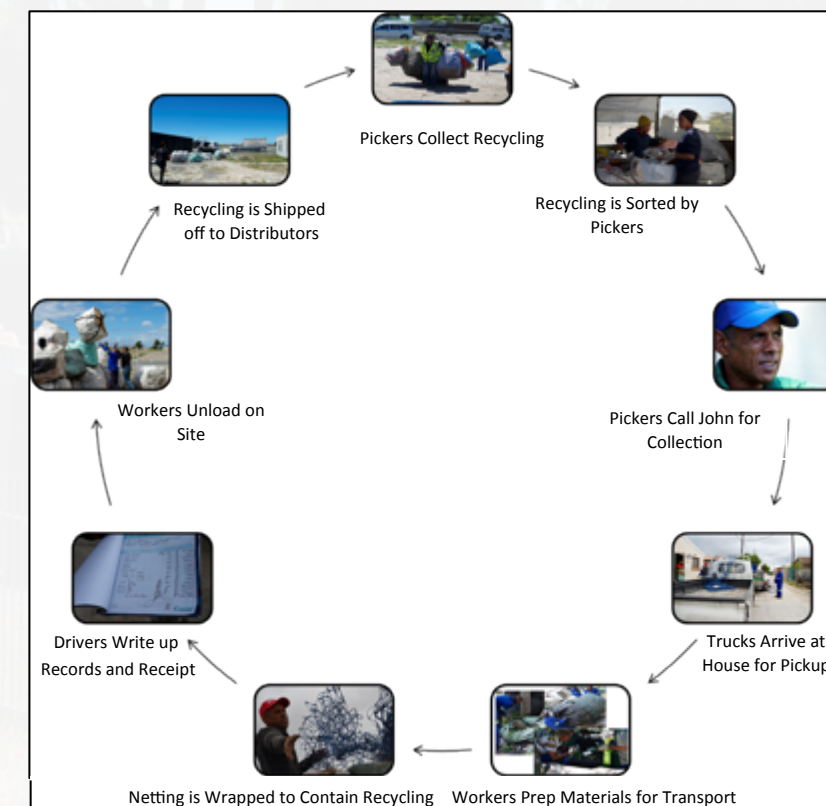
To increase efficiency and sustainability of Blue Sky Recycling by:

- Designing and implementing a mechanical hoist on Blue Sky's trucks
- Developing a phone app to better organize records and facilitate on-site finances
- Rebranding Blue Sky's name with visible logos, flyers, and website updates

Acknowledgements

John Mckerry, Gershwin Kohler
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Methods: Analyzing Operations



Working with Blue Sky, we were able to assess their process and collaborated to identify opportunities for improvement. Through interviewing team members and direct observation of the pick up procedure we were able to construct a process overview.

Opportunity Statement

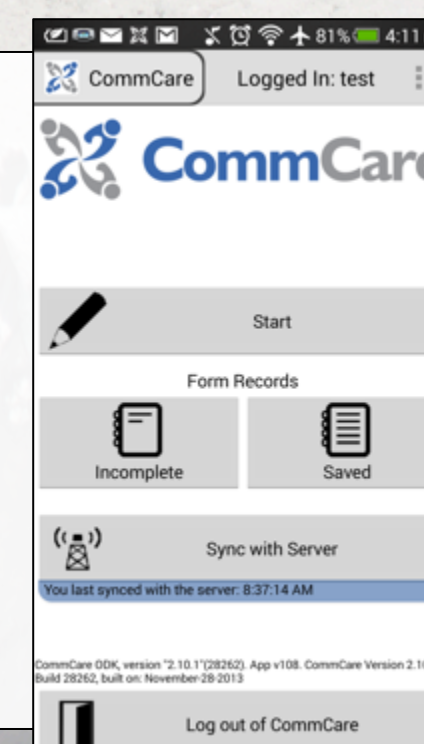
Through the process analysis the team identified multiple opportunities for sustainability improvement:

- Refine pick up efficiency
- Improve working conditions in the yard
- Advance business communication
- Increase organization of infrastructure
- Streamline data entry (CommSell & Spreadsheet)

CommSell App

This phone application will :

- Make data input less inconvenient
- Remove manual calculation of payout
- Automatically update financial database
- Improve record keeping



Hoist Planning

Hoist Implementation will help to:

- Improve working conditions
- Expand Blue Sky's business
- Create manageable pickup schedules



Establishing Branding

- A new logo to define Blue Sky's mission
- New marketing materials targeting pickers, private businesses and buy back centres.
- An updated website used for increased business communication



Reorganizing Yard Layout

Yard Reorganization will promote better traffic flow and ease of access to containers

