



Do you know Tteokbokki?



Group 3. Nation of Delivery
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Problems of Tteokbokki Delivery Packaging

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1. Introduction

Until now

CIRCULAR ECONOMY PLASTIC PACKAGE
TEAM 3 WILLIAM, LOWELL, JAMIE

The Earth is suffering from lots of human-made waste. If this continues, the Earth can't recover in the near future. So we should focus on Circular economy making our planet sustainable and here is some explanation.

Section 1

WHAT IS CIRCULAR ECONOMY?
a new kind of economy system considering environment, reducing waste and making resources used continuously so that the value of the resources can be maximized.¹⁾

Food Packaging
Good quality of food packaging can contribute to circular economy because it can prevent food from being damaged. But the higher level of circular economy is compostable packaging.³⁾

Protect food
Protect food + compost
(reduce waste more efficiently)

Bostock's PLU Sticker
Bostock has been using compostable sticker. It goes back to ground after 6 months.²⁾

Section 2



Palmerston North





< In New Zealand >



- ✓ All waste is thrown for free.
- ✓ It is easy for everyone to throw out the waste.

< In Korea >



- ✓ There are special waste bin combined with new technology.
- ✓ The bin measures the weight of the waste and makes a charge proportionally to the weight.



< In New Zealand >



- ✓ All of the recyclable waste is thrown in one recycling bin.
- ✓ It is sorted in recycling center by professional labor.

< In Korea >

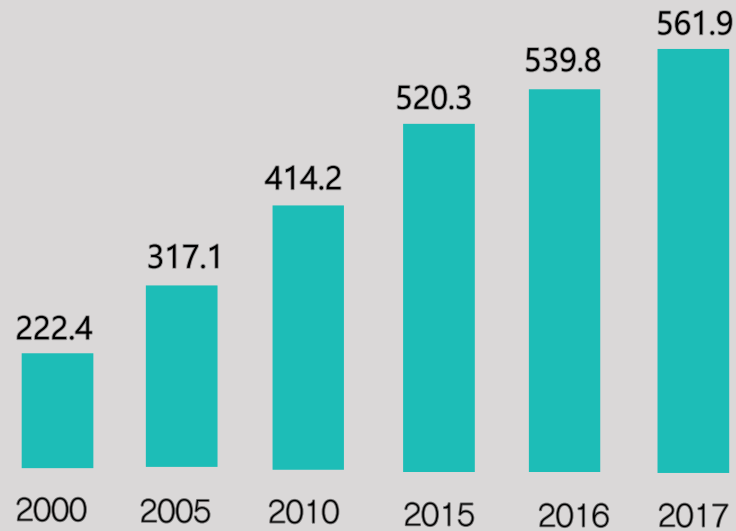


- ✓ The recyclable waste is thrown in separated recycling bin at individual level.
- ✓ It doesn't have an additional sorting process.



Trends in the size of single households

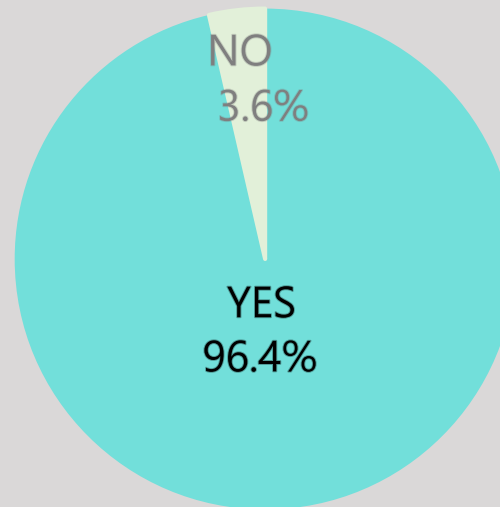
(units:10,000 households)



sources:statistics agency

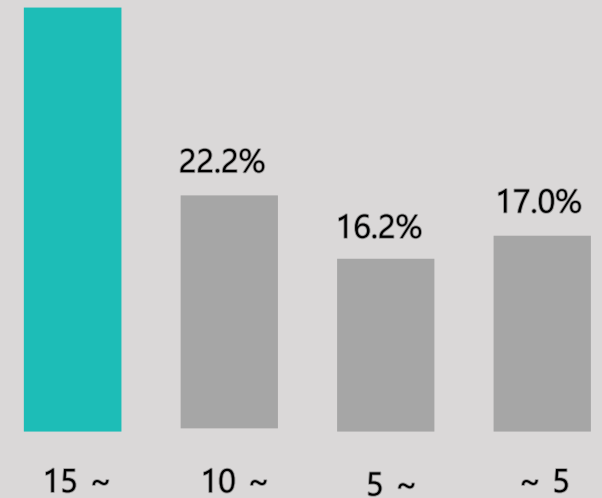
Do you have any experience in eating alone?

(500 people living alone)



How many times a week do you eat alone?

44.6%



Source: SK Telecom Campus Reporter Team



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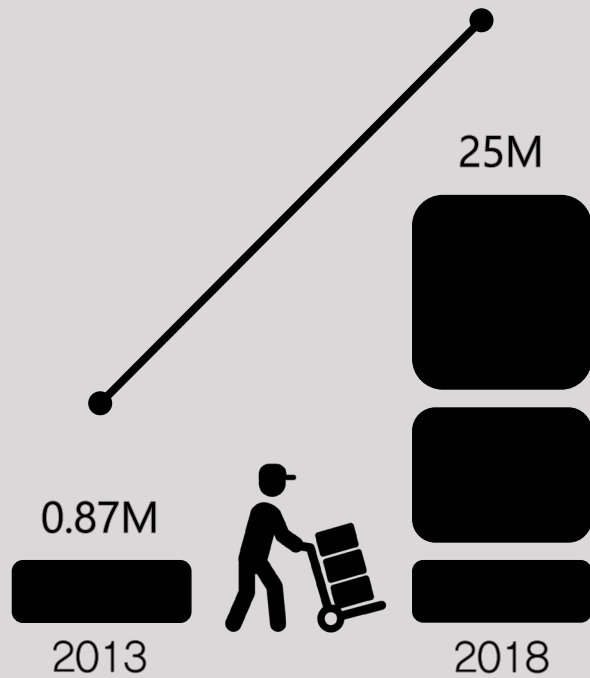
Proposal



'Nation of Delivery'



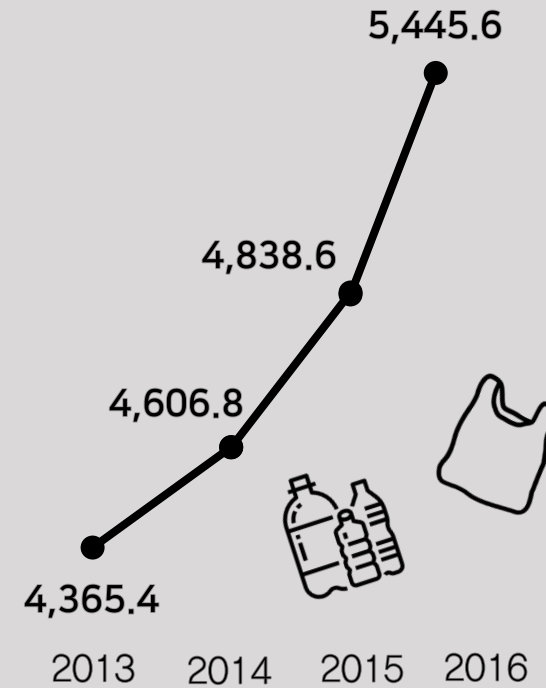
Increase of delivery market



Source: Fair Trade Commission (Korea)

Average amount of plastic waste per day

(units:ton)



Source: Resource Circulation Regiment



2. Status Analysis



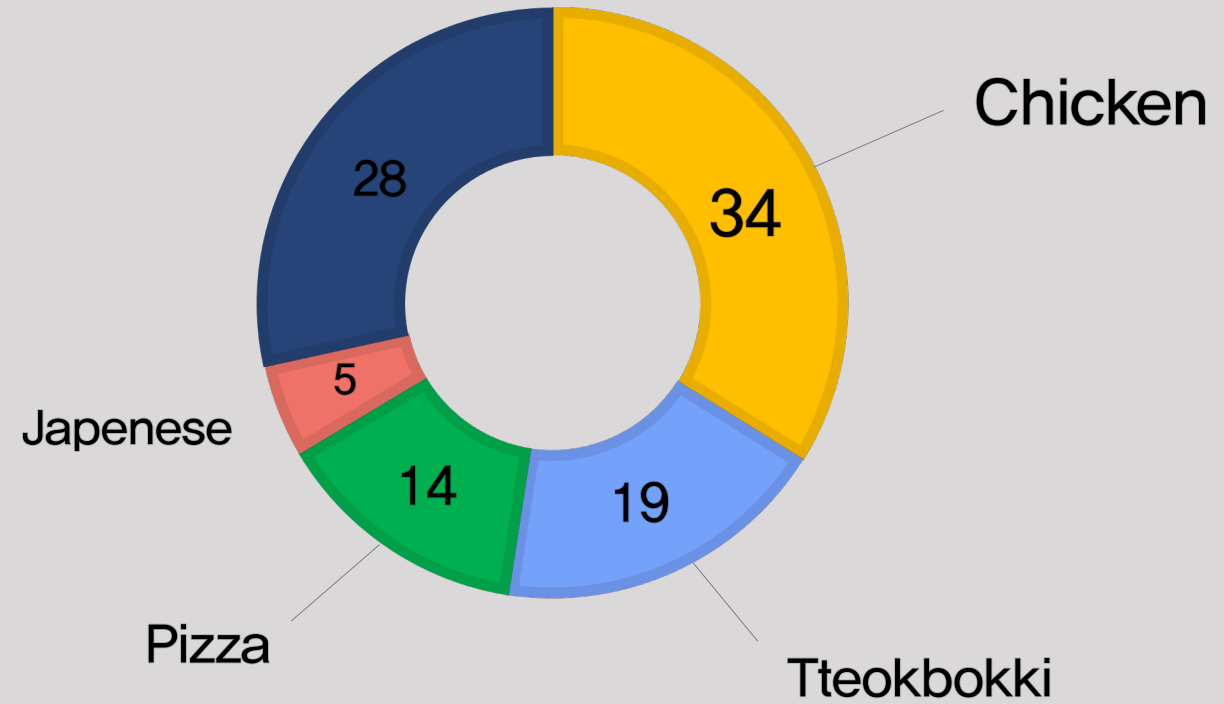
introduction

Status analysis *delivery

Proposal



MARKET SHARE OF DELIVERY FOOD

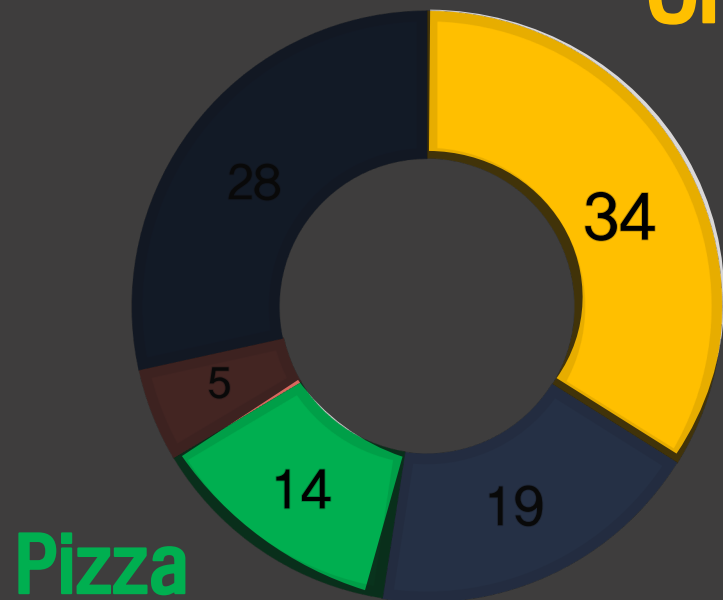


Source: Woowa Brothers Corp.



MARKET SHARE OF DELIVERY FOOD

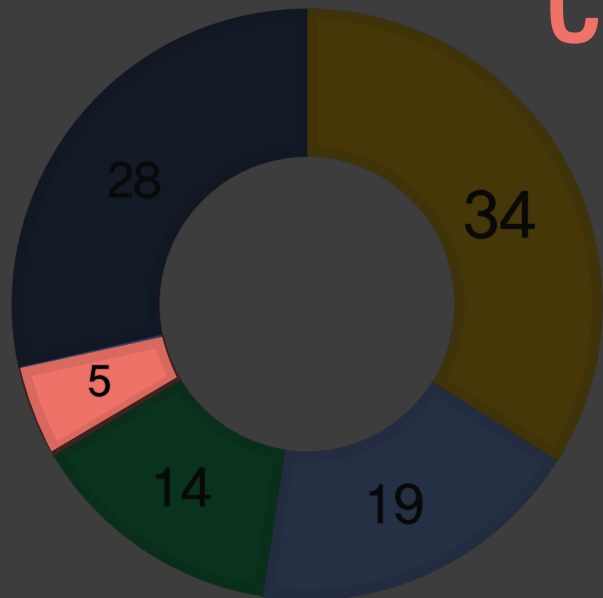
Chicken



Paper Package



MARKET SHARE OF DELIVERY FOOD



Chinese



Container recovery



introduction

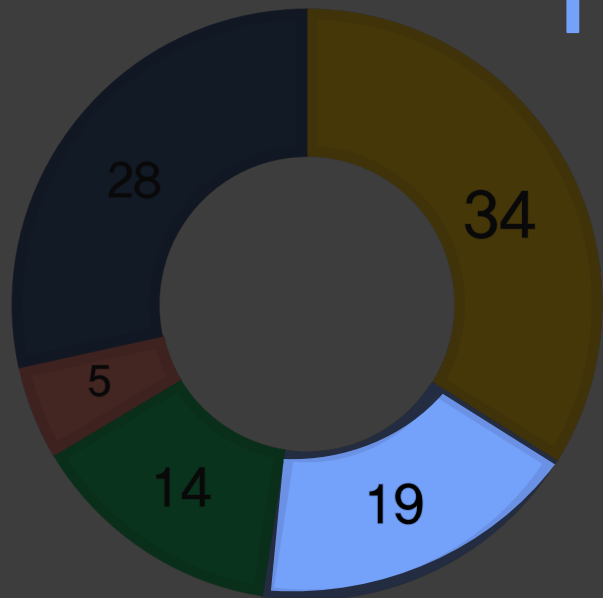
Status analysis *delivery

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MARKET SHARE OF DELIVERY FOOD

Tteokbokki



Plastic Package



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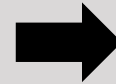
Proposal



Why doesn't Tteokbokki use a container recovery like Chinese ?



Only Deilvery



a professional courier



Hall Service & Deilvery



Use delivery company

Because of the difference in the main service.

01

Smudged package



Once contaminated with soup, plastic packaging becomes smudged, and it becomes indelible, making the plastic impossible to recycle.

02

Sealing Packaging

Sealing packaging prevent foods from spilling out of the package very efficiently. But this kind of sealing packaging makes 'tteokbokki' packaging non-recyclable.





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Amount of Tteokbokki plastic waste

$$1,500,000 \times 17\% = 255,000$$

Each day

$$255,000 \times 3 = 765,000$$

$$765,000 \times 365 = 279,225,000$$

One year



Source: Woowa Brothers Corp.



3. Proposal



introduction

Status analysis

proposal



- Produce sustainable products that can replace unsustainable products.
- Relatively in good design
- A wide range of products
ex) straw, package



- An abbreviation of “Return to Paper”
- Changing food packaging to environment friendly paper.
- Can be used in microwave



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<SULAPAC>



Strength



100%
Micro plastic Free



Wide range of
products



Good design



100% biodegradable



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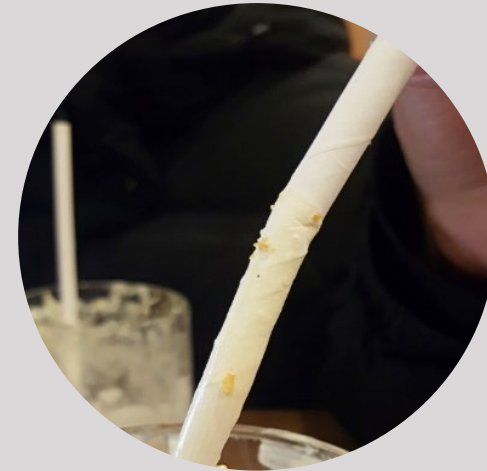


<SULAPAC>

Weakness



No heat-resistant product



Very weak in water



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urban pulp

repulpable - compostable
rePAPER

<rePAPER>

Strength



100% recyclable
paper



Easily biodegradable



Safe to be heated in
microwave



No harmful gas
when incinerate



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urban pulp

repulpable - compostable

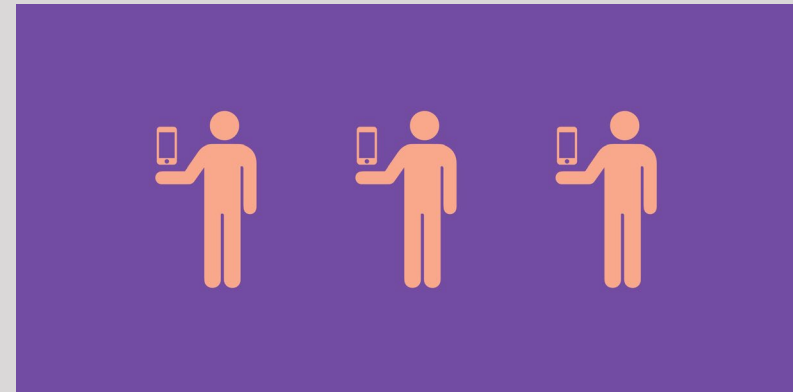
rePAPER

<rePAPER>

Weakness



Twice more expensive than the average product.



Lack of product diversity



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Coated Recyclable Paper



moderate amount of type



Hot food available

Replace plastics with acrylate copolymer based product



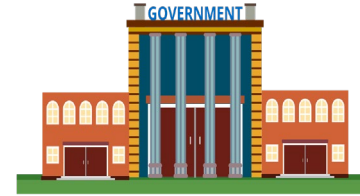
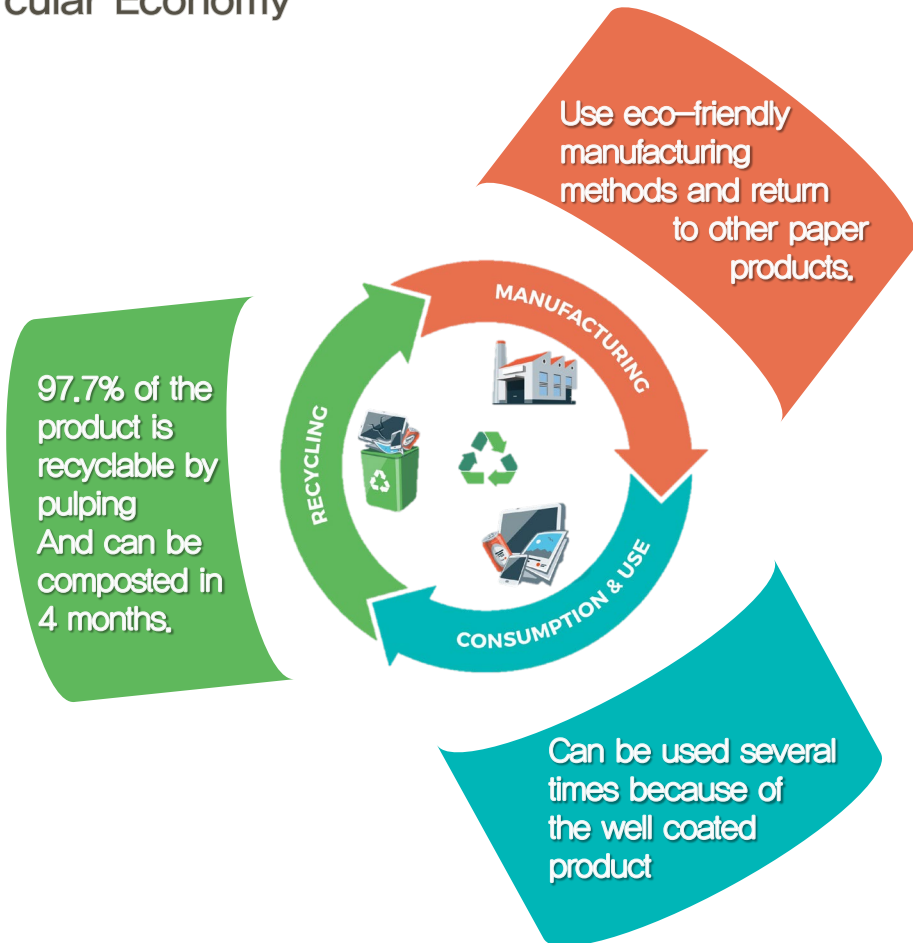
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Circular Economy



Government

“Enacting laws to impose penalties on companies that do not use sustainable products”



Corporate

“Corporates that produce sustainable products can compete on a more equal status and it will make companies feel more social responsibility.”



Consumer

“A reasonable price range will lead consumers to spend wisely on sustainable products.”



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〈Small area〉

3 times **smaller** than NZ



〈Large Population〉

10 times **larger** than NZ


Not enough area for composting in Korea



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6.5oz Naisu: (1000개)
 1. 100% 재활용 가능 / 2. 자연 분해 가능 / 3. 전자레인지 안심 사용

19,800원

HOT BEST 랜덤배송

무료배송

6.5온스 이쁜 일회용200ml 종이 컵 일회용 테이크 아웃 커피 1000개 한박스

20% 15,000원 (1)
11,900원

최대 595원 적립

무료배송
 모래(토) 222 도착 예정

판매자: 리우컴퍼니 <판매자 상품 보러가기>
 택배사: CJ 대한통운

계당 수량 x 수량: 1개 x 1000개

캐시적립 혜택 (1) | 최대 595원 적립

무료배송)종이컵 1000개

<General Product>
15.6 NZD (11,900 KRW)

<rePAPER>
26 NZD (19,800 KRW)

“It could be a price that is bit expensive for consumers and corporates.”

Relatively high price



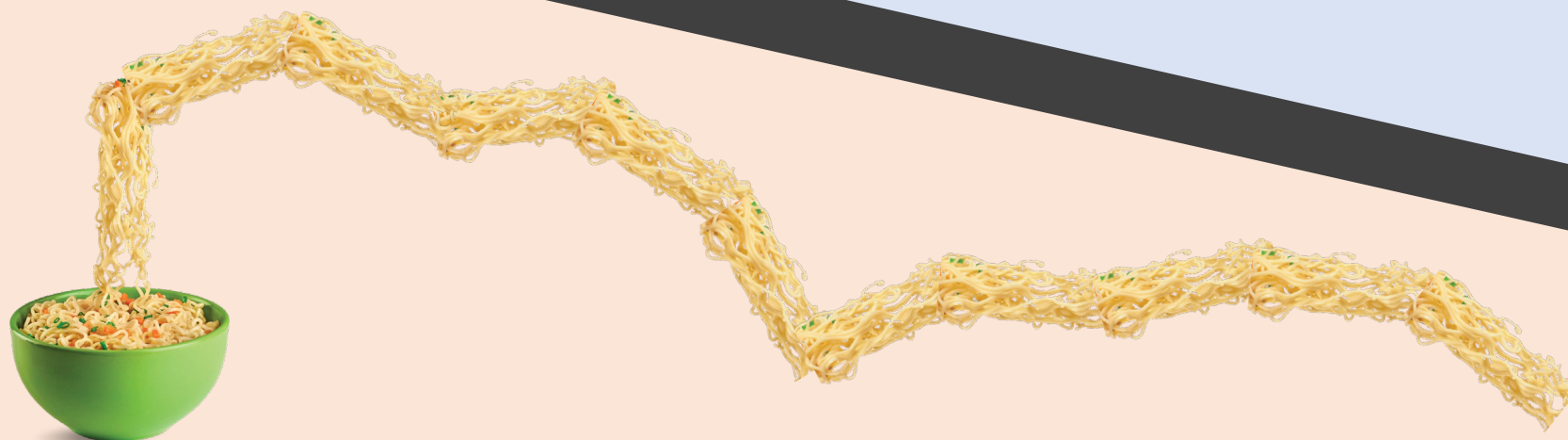
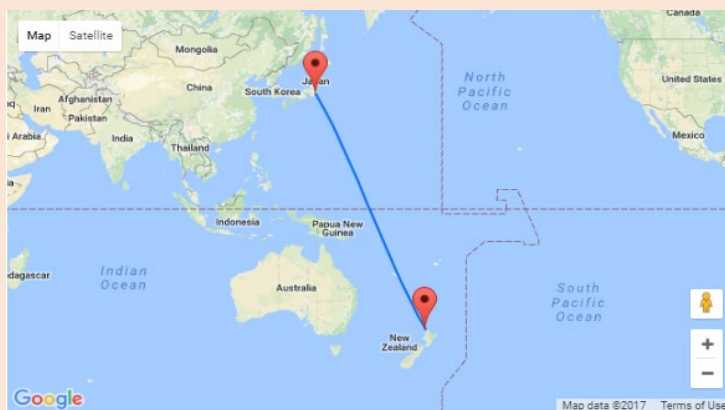
3000 salads order in one month in NZ

Sky Tower



If you stacked all the heads of lettuce from the salads ordered in 2019, it would be the height of approximately

2,070 Sky Towers.



The total length of all the noodles delivered using the Uber Eats app globally in 2019 is **seven times longer than the distance from Auckland to Tokyo.**

Source: Uber eats NZ

Thank you.

Q&A