

你知道星巴克的冷飲杯要丟在一般垃圾嗎？因為它採用了 PLA，屬於生物分解材質，目前台灣尚未有加工廠能夠進行處理，因此是進入焚化廠燒毀，若它到了回收廠反而會造成回收體系的另一種迫害！

你知道台灣的資源回收率高居世界第二，僅次於德國嗎？但其實台灣計算回收率的方法是「只要有買賣就等於有回收」，紙容器混在廢紙、可分解材料混入塑膠等，錯誤的分類也魚目混珠，拉高了台灣的回收率，造就台灣回收神話的假象，我們不該把資源回收的所有責任都交給回收業者，為了當之無愧地擔起「台灣回收神話」的招牌，全台灣人民要共同努力！將假象回收為神話。

因此我們看中了這個議題，決定以「大眾容易搞混的垃圾分類」為主題，並以趣味方式吸引大眾，使人印象加深。

透過資料搜集和對生活的觀察，我們統整出十四種民眾經常丟錯的垃圾及不正確的回收觀念，透過圖鑑、垃圾擬人化公仔的手法，希望做出不同於一般資源回收分類表，繁瑣又無趣的表格，民眾不願意檢索，更不便於記憶，而我們希望藉由有趣的故事和視覺與民眾溝通，並在互動過程中了解回收知識，傳達「細分類」能帶來的正面影響，讓資源可以更有效循環再利用。

除了垃圾擬人化公仔及垃圾圖鑑，我們還利用角色個性製作動畫小短片及線上網頁，以詼諧趣味的手法間接提升民眾對資源回收的意識及興趣，人人都能為地球盡一份心力。

# 你不知道的垃圾事！

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「你不知道的垃圾事！」——因為各種原因仍在迷路中的垃圾小夥伴。

當那首以為是迎接他們回家的樂曲〈致愛麗絲〉停止後，竟來到不屬於他們的地方，迷路的他們在此聚集，為阻止更多夥伴被送往錯誤的道路，他們組成垃圾特公隊，避免走失人口持續增加。

我們設計出垃圾公仔及包裝，並以顏色作區別，由於台灣處理一般垃圾的方式多採用焚化爐焚燒，所以將一般垃圾設定為暖色調；資源回收則以綠色作為主色，能最直覺的聯想到綠能和綠循環，使觀者能在第一時間分辨，而公仔包裝採用了垃圾桶的外觀做造型，包裝內側含有資訊小卡，方便檢索並得知各個公仔的個性及分類。網路行銷部分則以動畫及線上網頁為主，將各個公仔的個性以及分類，透過逐格動畫有趣呈現，並以線上網頁瀏覽的方式讓大眾能方便查閱，間接傳遞垃圾分類之正確性。

我們是守護環境的《垃圾特公隊》，為了守護回收的秩序，緊急號召大眾一同守護地球！你願意加入嗎？

## 垃圾特公隊

## THE DEFENDER

## WHAT YOU DON'T KNOW ABOUT TRASH!

Did you know you were supposed to throw Starbucks cold drink containers in regular trash? They are made with PLA, a biodegradable material that is currently unable to be handled in Taiwan's processing plants—this means the containers are usually burned. If they enter the recycling plants, they might actually cause more harm in the recycling process!

Did you know that Taiwan has the second-highest recycling rate in the world, only behind Germany? However, Taiwan calculates its recycling rate based on the idea that “as long as it's tradable, it's recycling.” For instance, paper containers mixed in with paper scrapes, degradable materials mixed in with plastic trash, and many other recycling mistakes increase recycling rate and weight, contributing to the myth of Taiwan's success in recycling. However, we shouldn't put all of the recycling responsibility on recycling companies. Rather, we should all strive to live up to the reputation of Taiwan's recycling success and be truly worthy of that reputation! Thus, we decided to pick this topic, hoping to attract the audience by transforming the usually confusing and error-prone topic of trash recycling into an interesting one.

Through data collections and general observations, we identified 14 ways in which people frequently misclassify trash, as well as their incorrect concepts. Then, with illustrations, trash personification dolls, and trash can packaging, we hope to create a unique recycling infographic different from the usual cumbersome and boring infographics. We aim to change the public's general reaction to old recycling infographics that are difficult to refer to and remember. Ultimately, we hope to communicate and convey recycling knowledge through interesting dialogue and visuals, raising awareness of the positive impacts that the sub-categorizing of recycling can bring and encouraging the effective reuse of resources.

Besides trash personification dolls and illustrations, we created animations and web pages featuring the dolls' personalities, indirectly teaching the general public how to recycle through humorous and funny approaches and encouraging everyone to contribute to the protection of the earth.

“What you don't know about trash!” –Our trash pieces that are still lost on the road due to multiple reasons.

When the song that was supposed to welcome them home, *For Alice*, came to an end, the trash pieces realized that they had gone to places where they didn't belong. The lost trash pieces thus organized “the defender” to prevent other trash pieces from being sent to the wrong places and reduce the number of lost members.

We designed trash personification dolls and packaging, separated by color: warm colors represent general trash while cold colors represent recyclable items. This design allows the audience to easily recognize each item, and the dolls' packaging drew inspiration from the shape of trash cans. Each package includes information sheets, which helps people easily refer to where trash should go based on each doll's personality. Online marketing focuses on animation and websites. The animations display each doll's personality and recycling category through frame-by-frame animation. This enables the audience to conveniently access these resources on the website, indirectly conveying the right way of approaching trash recycling.

We are THE DEFENDER who protects the environment. Our mission is to protect the right order of recycling, calling for everyone to safeguard the earth together. Are you with us?



一班垃圾  
Trash



資源回收  
Recycle





包裝採一體成型設計，減少材質過多的使用，進而達到議題之理念。  
The packaging is designed into a one-piece structure to reduce the excessive use of materials and achieve the concept of the issue.



