

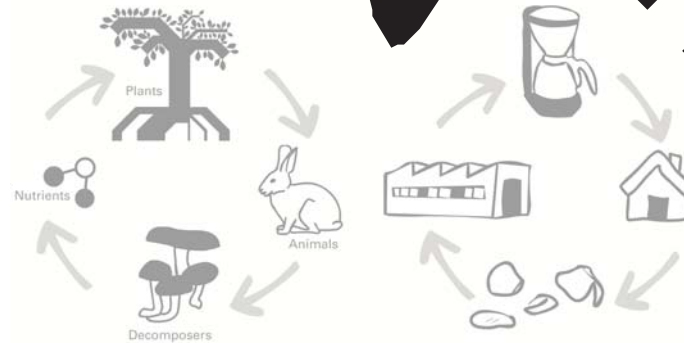
TREE

Total Recyclability & Efficiency Evaluation

TREE stands for **T**otal **R**ecyclability & **E**fficiency **E**valuation.

Comparison to the nutrient cycle

TREE is a visual representation of the 'cradle to grave' use of a product's component materials. It is inspired by the ideal cycle of nutrients in nature, where nutrients are used, broken down and re-used without loss.



Introducing the public to material resources issues

As there are a large amount of issues to be aware of when considering the material usage of a product. A diagram could very easily become cluttered, making it hard to interpret. Instead of trying to cram everything on to one diagram, there is a fold-out booklet that introduces the public to the key general issues for all products. This allows the **TREE** diagram to portray the issues that are specific to that product. As this booklet unfolds it reveals an example **TREE** that can be used as a poster.



Creating a TREE

TREE has been designed so it can be easily adapted to any product and allows for a quick comparison between similar products.

Computer generated

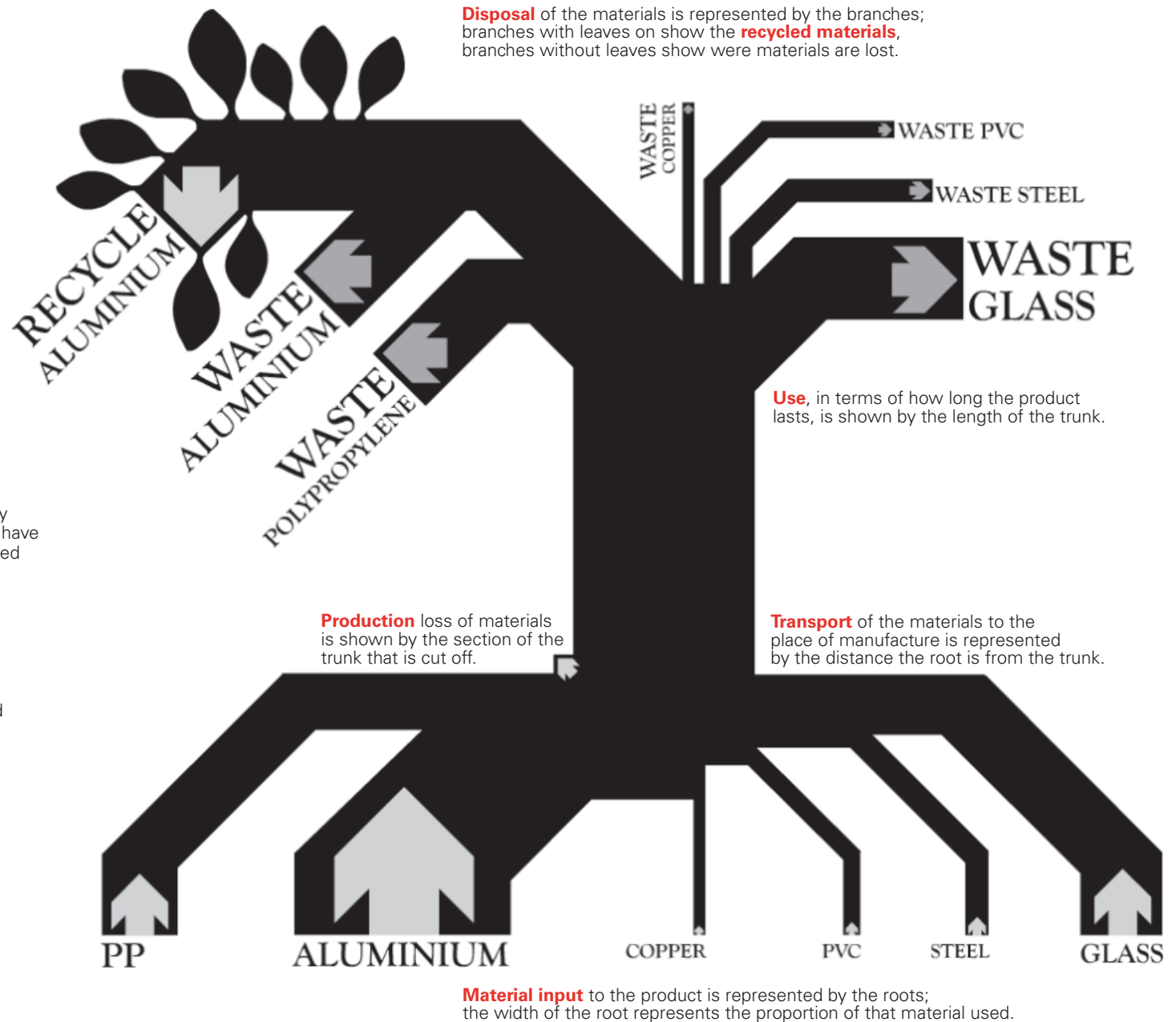
Because of the TREE's simplicity it could be automatically generated by a computer. All that would be required is for the product's manufacturer and local refuse collection department to input information about the materials that go into the product, how long the product is expected to last, what parts would be recycled and how likely it was to be recycled.

Dependent on location

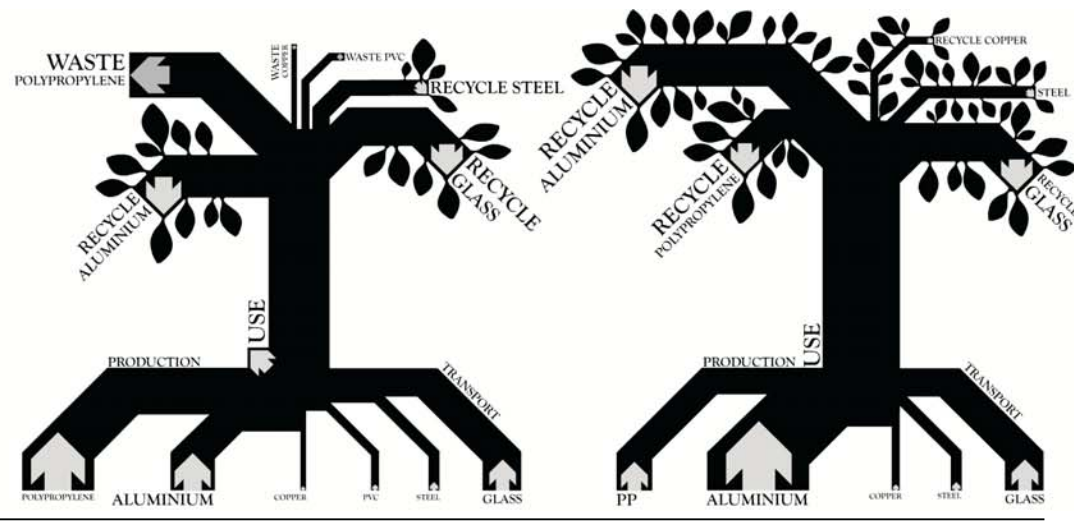
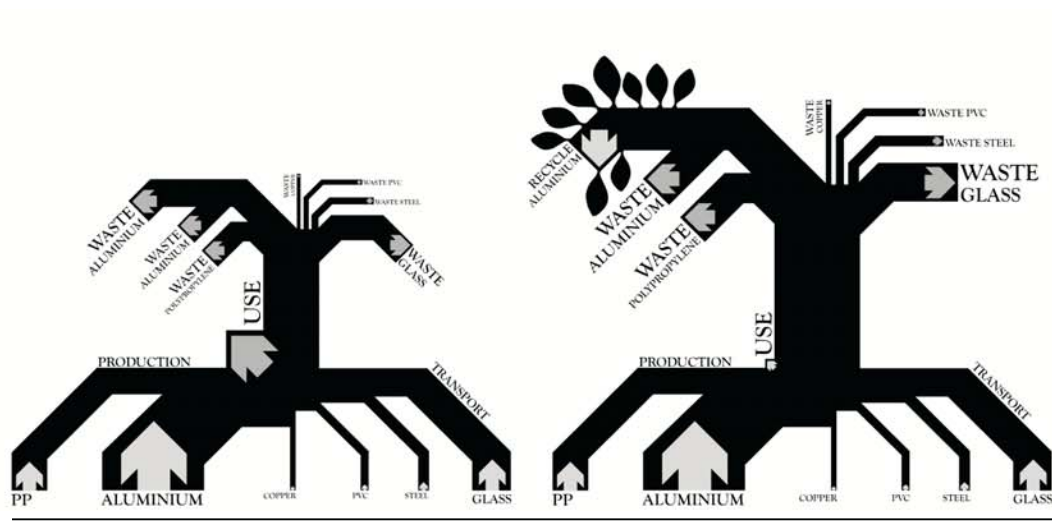
What happens to materials depends, not only on the creation of the product, but also on how the product is disposed of and the capability of the consumers' local recycling and handling of the materials. This means that TREE process will be affected by the location of the consumer and, therefore, will have to be redrawn for each area. A computer-generated TREE would allow for these quick alterations for the appropriate area.

Interpreting TREE

TREE has been designed so it can be interpreted on three levels. At a quick glance you should be able to tell which products are better in terms of material usage. At closer inspection and you will be able to tell what proportions of materials a product is made up from, which materials travel the furthest, how much waste is produced while manufacturing the product, how long the product lasts and how much of what material can be re-used. A detailed look will reveal more of the issues associated with creating the product and show the exact amounts of materials put into the product and the amounts wasted.



Making Comparisons



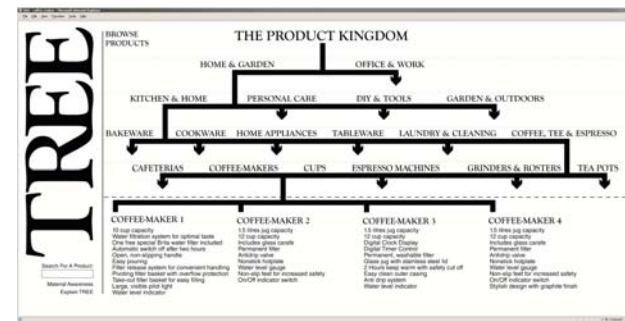
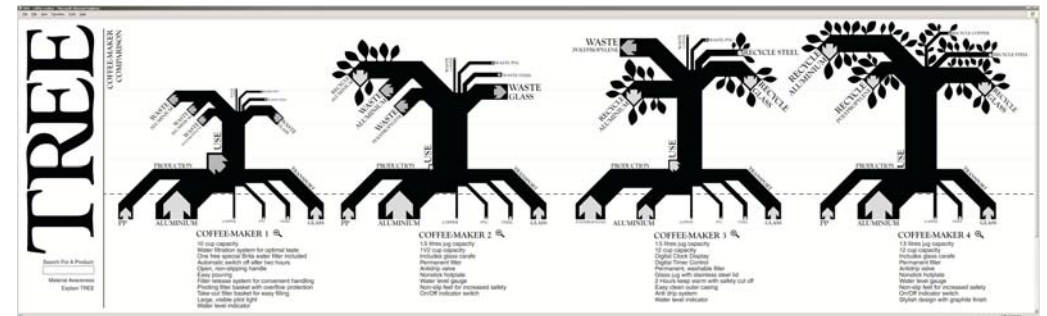
In store cards

As the product **TREE** changes depending on the location of the consumer, the way the **TREE** information is displayed needs to be flexible to allow for this change. One way of doing this would be to have small cards displaying each product's **TREE** in front of the product in the store. These cards could easily be printed out with the correct **TREE** for that area on it.



Website

An interactive website could allow you to compare the **TREES** for different products side by side. Also, because **TREE** is location dependent, a website could show dynamically produced **TREES** depending on the area you set as your home.



Finding Products