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| --- | --- | --- | --- | --- | --- | --- |
| Past alternative | Method used | Proposed solution | Application of method used | +ve / -ve | Possible partners | Reason |
| Advertisement depicting filial piety | To appeal to the emotions of viewers to instill an obligation to take care of their aged parents; to use the media to reach a wide audience | Come up with an advertisement that depicts Guiyu with its extremely polluted environment (e.g. rivers, land) | To appeal to the conscience of electronic product consumers not to contribute to such a problem by recycling e-waste; also to reach the people widely | Ignorant people will be *aware of the harmful effects of e-waste* and may be *compelled to dispose of any e-waste responsibly* | National Environment Agency (NEA) | Our project aligns with NEA’s mission statement of “safeguarding and promoting the environment”[[1]](#footnote-1), hence NEA might be inclined to work with us to bring about awareness of e-waste |
| Concession rates for elderly for movie tickets and theme park admission fees (e.g. Escape Theme Park or Wild Wild Wet) | To provide a form of monetary incentives to encourage the elderly to go for such activities and also to show that we care about the elderly | Exchange used computers or printers with money (e.g. $50 - $75)  Increase warranty period of products if consumers sign a contract to return them for disposing of | To provide a form of monetary incentives to encourage electronic product consumers to dispose of their e-waste correctly | People will be happy to receive some cash or bonuses if they were to recycle e-waste  Some people may not care about the little money they can get back if they were to recycle e-waste | Willing electronics companies (HP or Dell) or distributors (Harvey Norman) | Some electronics companies may be green-minded and may want to help protect the environment. Such green actions may also impress and compel consumers to patronise their service |

Target audience: e-waste consumers

Carrying out of project:

If NEA is positive about an advertisement, contact can be made with advertisement designers to come up with an impactful advertisement that sends the message of the detrimental environmental impacts of e-waste. The advertisement could contain images of Guiyu Town and its environment, showing how extremely polluted the area is due to e-waste.

1. http://app2.nea.gov.sg/vision.aspx [↑](#footnote-ref-1)