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

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

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