



Recycling the Globehopper

Executive Summary

Image source: <https://www.yellowcamper.ch/de/kaufen/deluxe>

Reused parts



All parts except the plastic case and aluminium cover will be reused. The device will maintain all its functionalities but will be resold without its dirty appearance. Recycling of plastic case and aluminium cover will be done properly in Switzerland. The parts with the biggest negative impact that are forced to stay are clearly the battery and the solar panel. Mining and processing the necessary minerals (i.e. rare earths, lithium, graphite) cause great environmental damage. Moreover, the energy expenditure for production is only slowly amortized.

Necessary work



The suggestion is to remove the whole outer casing and maintain all internal components. Devices are easy to open because they are not glued but screwed instead. Further work to be done is checking the functionality of all parts and recharge the battery. By reselling to professionals, no elaborated or fancy packaging is needed (remember sustainability goal here too – using as less packaging as possible). Finally, customers in the new field of business must be approached, for what an adapted marketing strategy is needed.

Estimated costs



Recycling expenses are assumed to compensate (pay for plastic, get money for aluminium). Further estimations of working hours and costs affect the administrative handling of returns (accrues anyway), the physical decomposition of used devices (5min/device equals 10'000min/2'000 devices equals ~ 21 days = assumed CHF 5'000.00 p.a.) as well as the reselling process including an initial marketing effort (webpage adaptations, content creation for social media, advertisement = diverge individually). Transformation costs overall are low.

Solved problem / new field of application



Some Swiss start-ups specialized on **upgrading campervans** (i.e. Yellowcamper AG). Their focus includes (1) rent their own upgraded campervans out and (2) upgrade campervans upon request from private customers, offering customized solutions or standard packages (i.e. heat, electricity, sleeping). All parts of the Globehopper device are suitable to be implemented within this upgrading process, making the cars smarter. Location data (tracking), sensor data (temperature, load weight) and connectivity (i.e. 3G, Bluetooth) are emphasized.

Personal thought



The basic functionalities remain the same – however, applied in another business field. Start-ups can profit by implementing smart functions into their upgrades at relatively low cost, creating benefits for their vehicles. Innovation is represented in so many areas of outdoor activities. The topics of sustainability, environment and respectful use of resources are particularly important to me, why I try to raise awareness with this reuse model.

