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Waste Travel 360 2.0: The first European project of environmental education to the circular economy with virtual reality

For the first time in a teaching instrument 13 waste streams are collected together as images and videos with a 360 degrees vision of their recovery cycles. By watching and navigating intuitively through the video screens, the user is immersed in the world of waste. The images are HD and show a highly dynamic virtual tour which is both easy to use and entertaining and responds to the users movements. The tour is accessible from both mobile and fixed screens.

By connecting within the programme to Hotspots it becomes easy for the user to move from point to point of a map which explores the waste stream on its Tour.

Waste Travel gives the possibility of direct interaction with the waste materials, from aluminium to paper, from batteries to biowaste, from WEEE to tyres, used oils, and on to glass, wood, metals, textiles and plastics. Travelling through the programme the user is virtually inside the plant treating these waste streams and becomes an integral part of the process. Thanks to this system it is possible for the user to feel he is inside a waste treatment plant without actually having to go there, simply by watching and using the Waste Travel 360 VR visor and screen.

The project, already used in over 1000 schools in Italy, changes the way in which we can communicate to young people how they see waste- the reaction is positive and overwhelming. Using sophisticated technology now possible and affordable thanks to VR visors and cellphones (and also tablets) young people are stimulated both by the new technological instrument and the clear, thorough journey on which they are taken for each waste stream.

As such this is phenomenal new instrument to communicate recycling and the Circular Economy.