



Alea Urban Ecopoint Modules

Summary

New product design contest on desall.com: Alea Ambiente and Desall invite you to design a new ecopoint dedicated to recycling containers for urban waste collection.

Official page: <https://bit.ly/Alea-Ecopoint-Modules>

Company description

Alea Ambiente SpA is the in-house providing company for 13 municipalities in the Province of Forlì - Cesena: Bertinoro, Castrocaro Terme and Terra del Sole, Civitella di Romagna, Dovadola, Forlì, Forlimpopoli, Galeata, Meldola, Modigliana, Portico and San Benedetto, Predappio, Rocca San Casciano and Tredozio. Alea Ambiente SpA is a fully public company managing waste management within the territory since 1 January 2018.

What we are looking for

Alea Ambiente is looking for a **new design for its Ecopoints**: areas dedicated to recycling containers for urban waste collection. The new Ecopoints will have to be composed of a modular system of structures within which urban containers for separate waste collection can be inserted.

In some areas of the territory under the responsibility of Alea Ambiente, characterized by complex user configurations, fixed Ecopoints have been provided, that is to say areas dedicated to hosting the containers used for separate waste collection. Such need may arise both due to the lack of suitable spaces for placing containers for door-to-door collection inside private areas, and private or private roads for public use being difficult to reach or unsuitable for the safe circulation of operational means.

Within this context, Alea Ambiente needs to develop a new design for fixed Ecopoints leading to a better integration with the urban or rural context in which they are installed (with the possibility of providing more variants based on the context) and which takes into account, in the design and implementation phase, the fundamental principles of the circular economy and environmental sustainability, in compliance with the mission and ethics of the Company.

Guidelines

For the correct implementation of your proposals, please keep in mind the following guidelines:



Product typology

Currently, Alea Ambiente has installed a fixed Ecopoint model in the hilly and mountain areas of its territory. The model is placed in a position that is always reachable by vehicles, and ensures the regular and safe performance of the service even during the winter months when adverse weather conditions create circulation difficulties. The current containment modules have a very simple wooden structure, with one or more doors that can be opened with a lock. Each user concerned is equipped with a key. Inside the modules there are containers for the collection of paper, plastic/cans, undifferentiated dry waste, organic waste and in some cases also glass. The modules come in various sizes based on the number of users served by the Ecopoint.

You are invited to completely redesign the current solutions. The new modules must have innovative features both in terms of design and materials used.

Modularity

The Ecopoint must consist of individual modules, which can be combined with each other, based on the availability of space and the number and volume of the bins to be placed inside it. A modular structure allows greater adaptability to the context and flexibility in the possible addition or reduction of the number of containers over time.

Structure

Each single module must contain and fully protect the containers for separate waste collection and have two doors that can be opened, one on the top, to reach the underlying container, and one on the front, dedicated to extracting the containers for emptying.

The modules will be anchored to the ground of the area dedicated to the Ecopoint. The presence of different, uneven and/or sloping soils must be considered.

Dimensions

The Ecopoint will not have a predetermined size, rather it'll have to adapt to the containers for separate waste collection that will be placed inside through the use of modules that take these measurements into account (H height - W width - D depth):

- 1700 liter container: H 140 - W 190 - D 120 cm
- 360 liter container: H 110 - W 60 - D 90 cm
- 240 liter container: H 105 - W 58 - D 72 cm
- 120 liter container: H 95 - L 48 - D 55 cm

Configurations

You are invited to submit the following Ecopoint configurations to illustrate the versatility of your new modular system:

Ecopoint - historic center areas

- 1 container of 1700 liters for paper
- 1 container of 1700 liters for plastic/cans
- 1 container of 240 liters for glass
- 1 container of 360 liters for dry waste
- 1 container of 360 liters for organic waste

Ecopoint - outside of historic center areas

- 1 container of 240 liters for paper
- 1 container of 240 liters for plastic/cans
- 1 container of 240 liters for glass
- 1 container of 240 litres for dry waste
- 1 container of 240 liters for organic waste

Production costs

It will be necessary to pay particular attention to production costs, which must be adequate to the required application. Technologies for mass production must be considered to ensure industrial feasibility.

Style

The aesthetics of the product must be modern. As for colors, you are invited to view the company brand book that you will find in the *material files* that can be downloaded from the contest page.

You are invited to provide a series of aesthetic variants of the modules based on the environmental context of the urban area in which they will be installed:

- **“Urban Belt”** areas, characterized by a predominantly horizontal urban fabric, by condominiums and non-complex utilities, with the presence of gardens and private spaces.
- **“Urban Center”** areas, characterized by a predominantly vertical urban fabric with high population density, condominiums and complex user configurations with limited or absent private spaces for the positioning of containers.

- **“Historic Center”** areas that, in addition to having the characteristics defined for the “Urban Center” areas, have also historical-artistic value of particular significance, concentration of commercial and/or directional activities and the presence of public offices with supra-municipal functions, and which attract significant flows of people and vehicles. For these areas it is necessary to pay greater attention to urban decor.
- **“Scattered Houses”** areas, characterized by scattered buildings, generally coinciding with mountain areas where utilities are often used seasonally.

Communication

In compliance with the corporate identity of Alea, on the visible and functional surfaces of the Ecopoint there must be adequate graphic information to help citizens recycle correctly, with particular importance given to indications of the type of waste contained by the various modules.

You are invited to place the “Alea” logo on a visible surface of the modules. You will find the logo in the *material files* that can be downloaded from the contest page.

Materials

The chosen materials must be suitable for outdoor use, and must therefore be extremely resistant to different weather conditions to reduce the need for maintenance over time.

As far as possible, you are invited to incorporate the fundamental principles of the circular economy and sustainability through the use of recycled materials.

Safety (not-mandatory)

At your discretion, it is possible to integrate the Ecopoint with video surveillance technology systems as well as any road signs if necessary, with the aim of reducing or preventing the phenomenon of waste abandonment.

Deliverables

Upload detailed descriptions and a series of images to best present your projects. The images visible in the gallery (maximum 5) must have an aspect ratio of 4:3; accepted file formats: .jpg, .gif or .png; color mode: RGB; maximum single file size: 1MB. During the upload phase of the project, **you are invited to upload a .zip archive containing the 3D files and high-resolution images of the proposals via the dedicated field.** Maximum size of the .zip file: 100MB

Evaluation criteria

In the evaluation of your submissions the Sponsor will take into account the following criteria:

Aesthetic quality 5/5

Functionality 5/5

Technical feasibility 4/5

Economic feasibility 3/5

Eco-compatibility 3/5

Language

English - Desall is an international community, and as such all submitted texts should be written in English (abstract, description, tags, ecc.)

Contest Timeline

Upload phase: 5 May 2022 – 1 August 2022 (1.59 PM UTC)

Concept review: 7 June 2022 (1.59 PM UTC)

Client vote phase: from 1 August 2022

Winner announcement: approximately by the end of October 2022

Concept review (optional)

Designers can apply, by the date indicated above, for a concept review of their projects by the Desall Team. To apply, 1) upload the project(s), including its description, and save as draft (SAVE DRAFT) from the upload page; 2) send your request to the Desall Team via email to contest@desall.com or through the contact form. The review is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Eligibility and submission criteria

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can submit one or more projects, but only the projects published on the www.desall.com website, via the upload page related to this contest will be accepted.

Award

1°: €5000

The selection of the winner by the Sponsor will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency of submitted projects with the presented brief.

Extra Award (option right fee)

€2500

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of €2500 for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more information, please login and read the [Contest Agreement](#) from the upload page. For questions about the brief please use the “Have a question” button or write to contest@desall.com

Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.