



POLITECNICO
MILANO 1863

Group 4

TARA ZERO



FROM WASTE TO WORTH



#1 WHY

NEIGHBOURHOOD BAD REPUTATION

Via Padova is frequently regarded as a paradigm of urban decline and insecurity.



PROBLEM DEFINITION

WASTED POTENTIAL

Via Padova offers numerous spaces and resources to its residents, but **the majority of them remain untapped**



PROBLEM DEFINITION
YOUTHS' ISOLATION

Youngsters' freedom of expression and self-confidence are undermined by the **fear of judgment and failure**



#2 WHAT



**YOUTHS EMBRACING AND ENHANCING THE
NEIGHBORHOOD'S RESOURCES, FOSTERING MUTUAL
BENEFIT FOR BOTH THEMSELVES AND THEIR COMMUNITY**

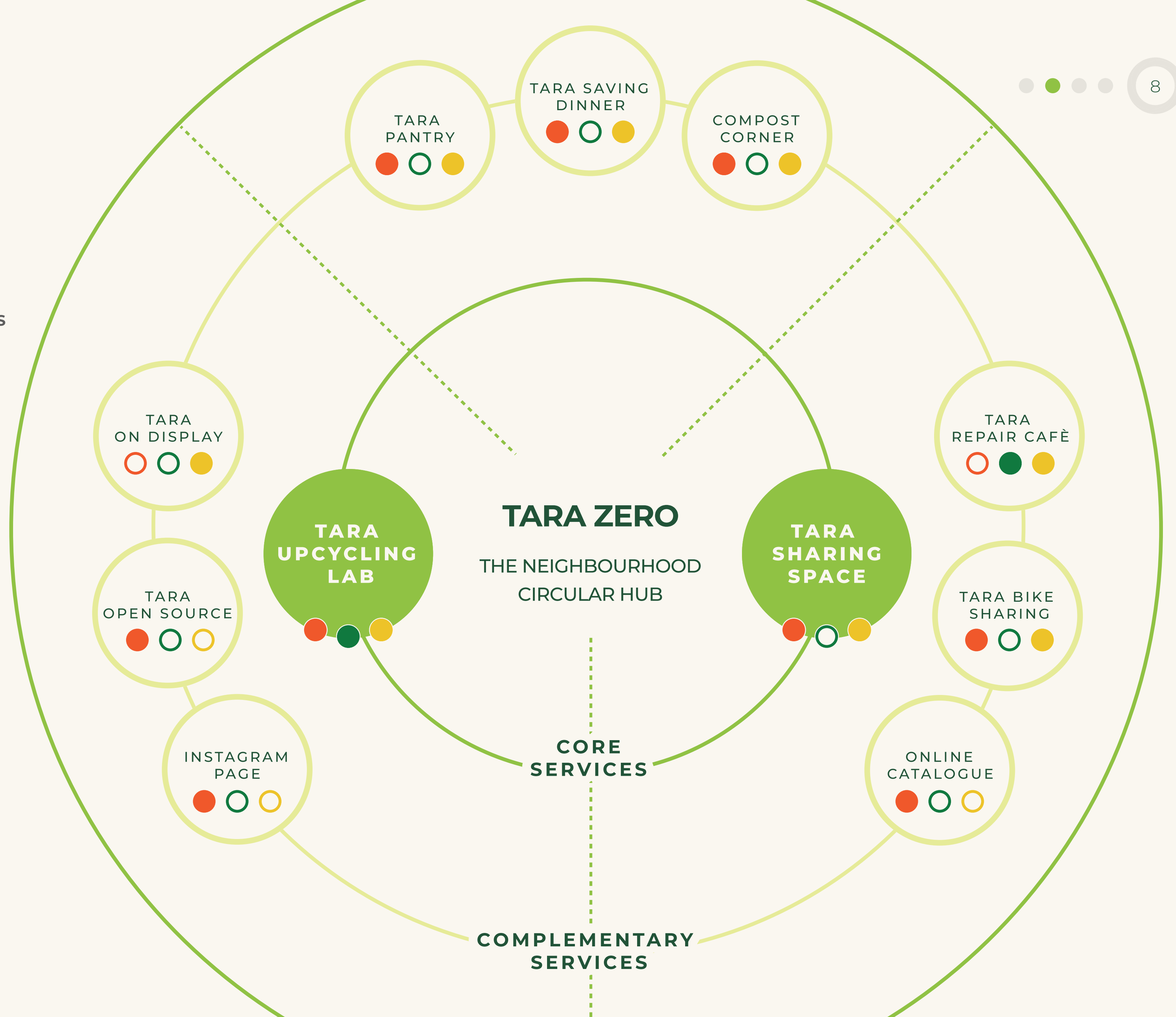
TARA ZERO

THE NEIGHBOURHOOD CIRCULAR HUB



TARA ZERO OFFERING MAP

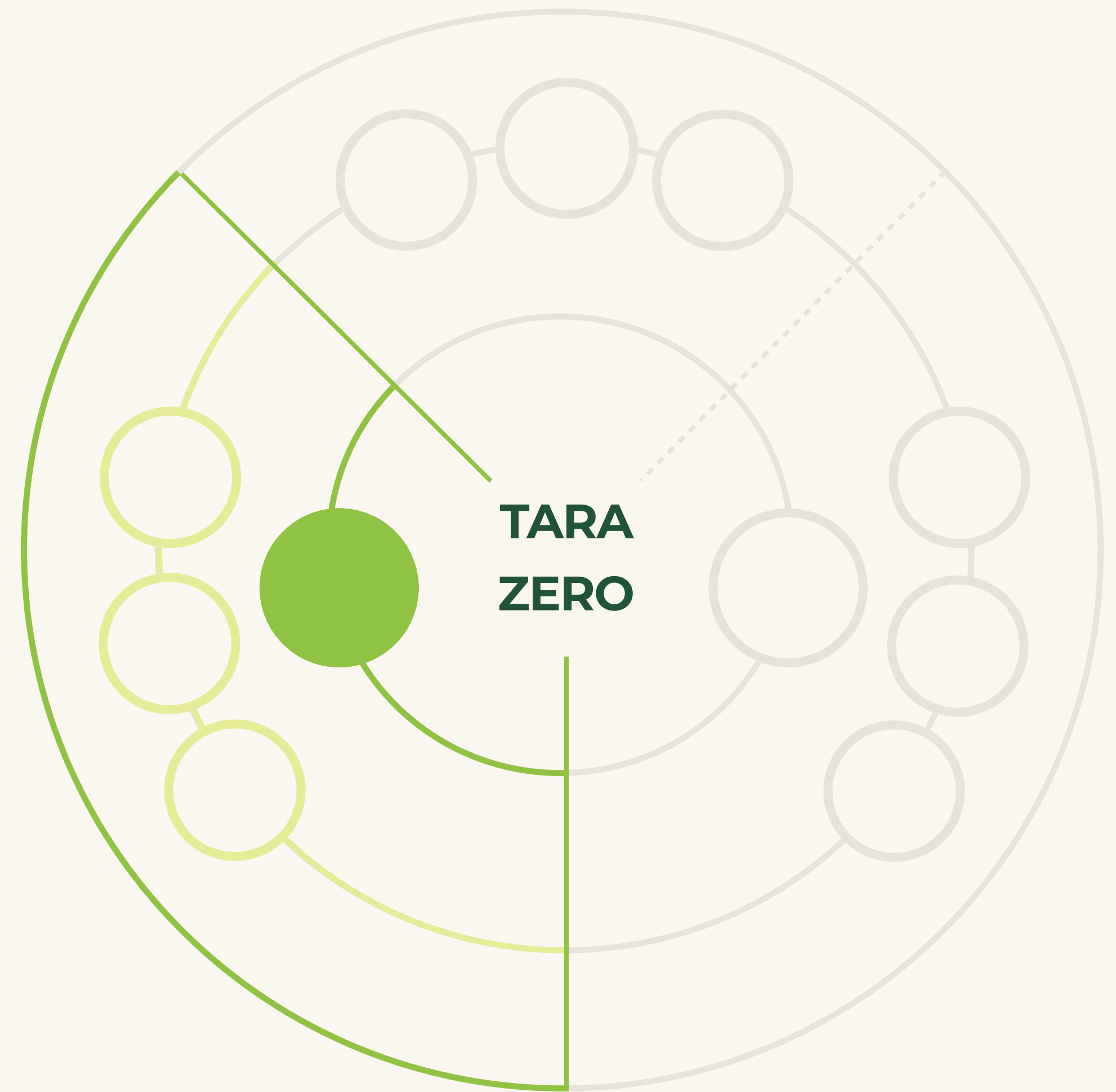
- PERMANENT
- RUN BY EXPERTS
- PHYSICAL
- TEMPORARY
- RUN BY OPERATORS
- DIGITAL



CORE SERVICE #1

TARA UPCYCLING LAB

Permanent scheduled activity in which youngsters will **actively upcycle** discarded items collected from all around the neighbourhood with the **help of experts**, like art and product design students or local repair shops owners.



COMPLEMENTARY SERVICES #1

TARA UPCYCLING LAB

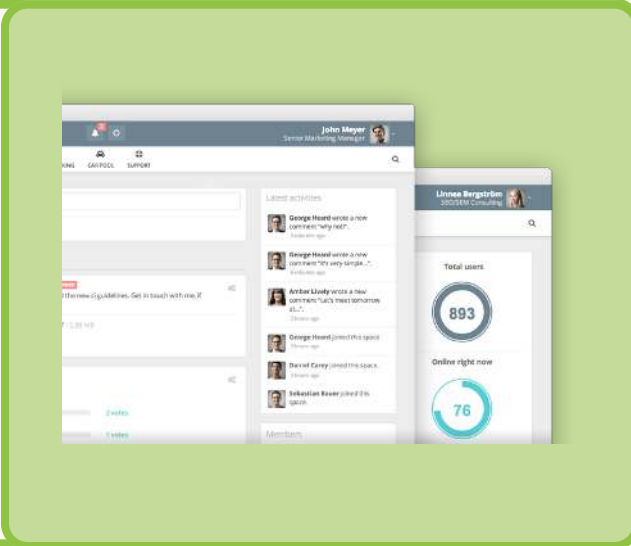
TARA ON DISPLAY

where users are given the opportunity to **showcase** their work to the public and to sell it to gather **funds** for the centre.



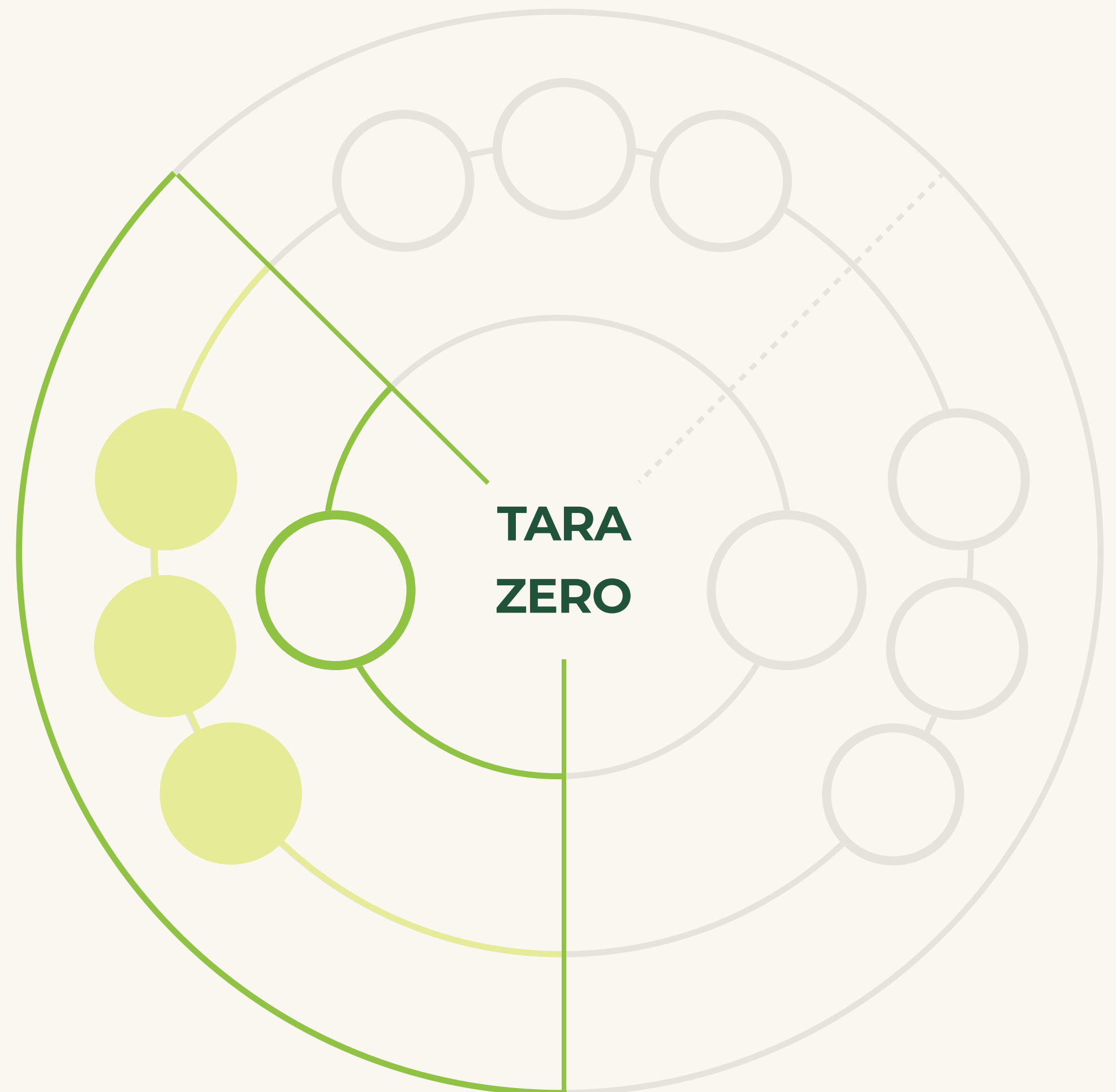
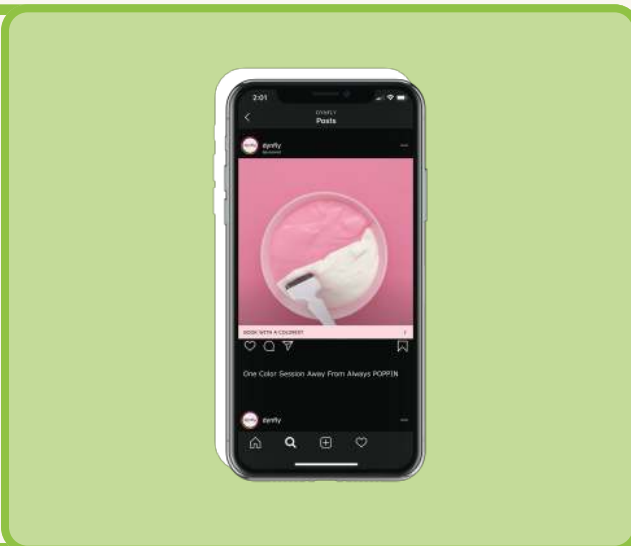
TARA OPEN SOURCE

a digital platform dedicated to sharing upcycling methods and ideas with other members.



UpTara INSTAGRAM PAGE

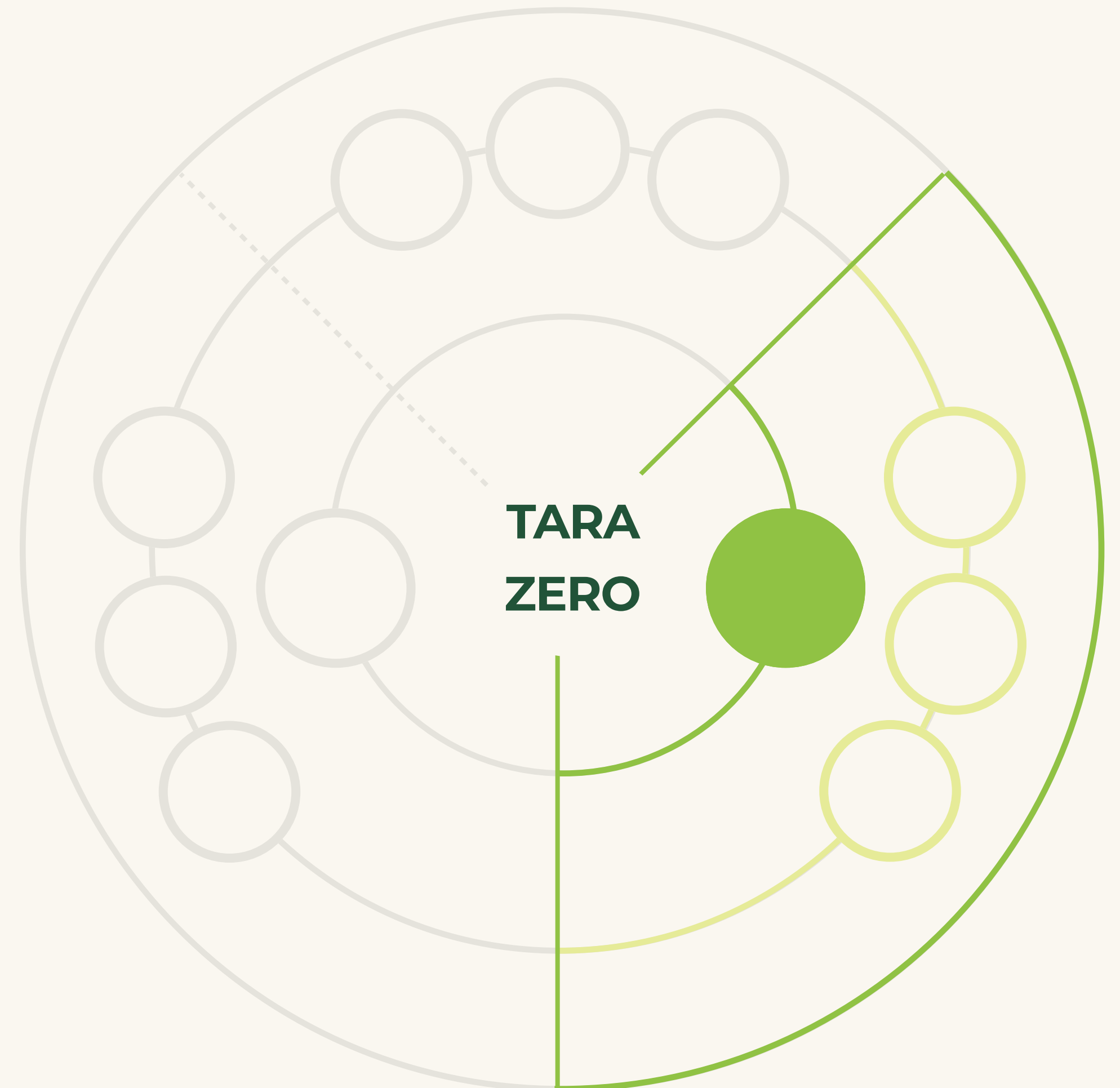
where reels and posts about Upcycling are shared to inspire youngsters and gather new people for the labs.



CORE SERVICE #2

TARA SHARING SPACE

In the Tara sharing space youngsters can explore a world without ownership, **borrowing and lending items** they need without the burden of purchasing them. It's a space where forgotten objects find new purpose, creating value for someone else and **reducing waste** in the process.

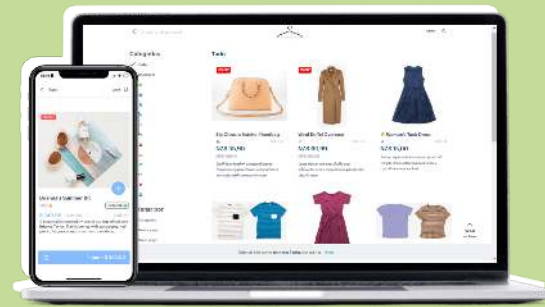


COMPLEMENTARY SERVICES #2

TARA SHARING SPACE

THE ONLINE CATALOGUE

Allow users to check the **availability of objects** in the sharing space more easily.



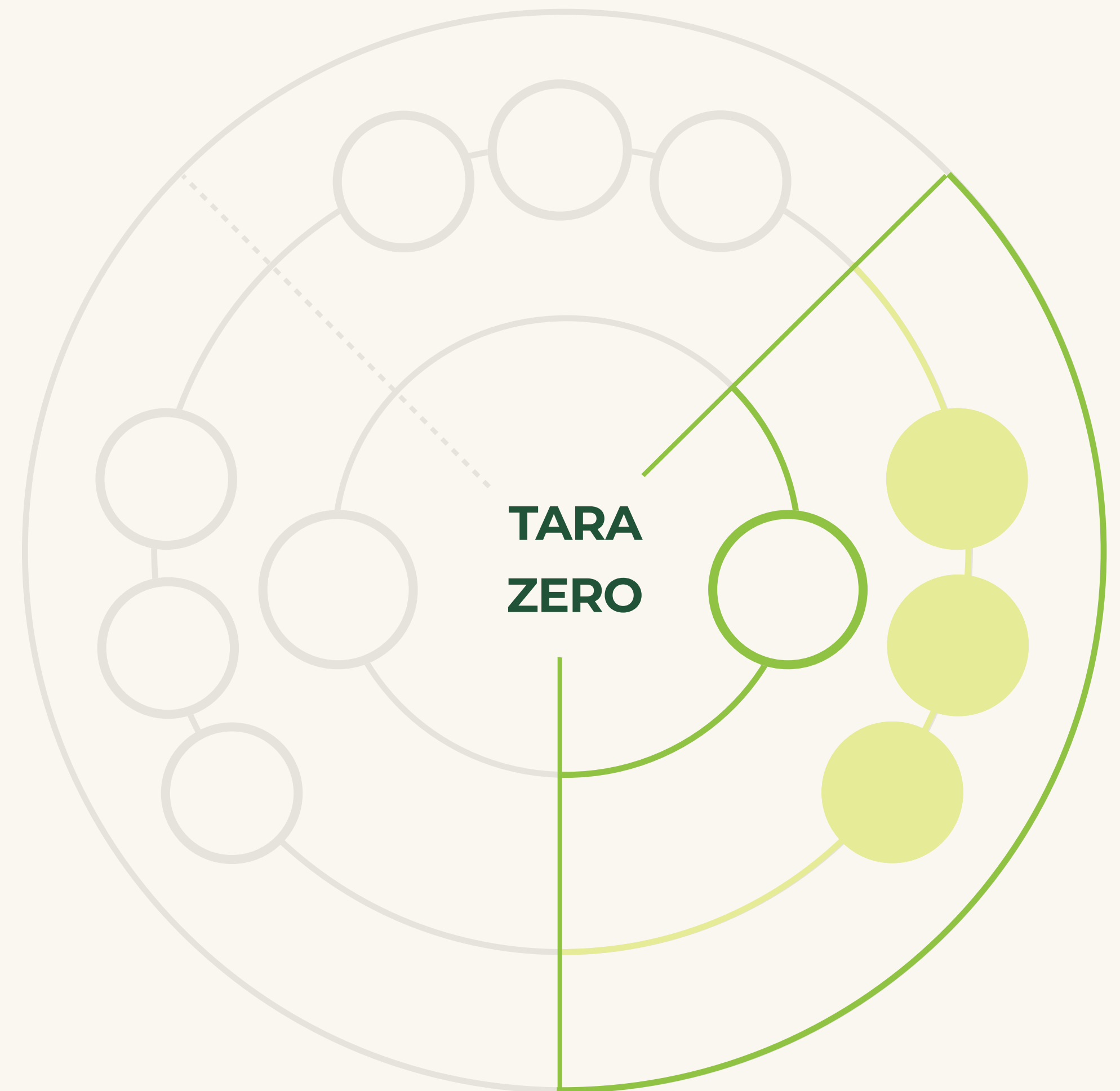
THE REPAIR CAFE

Where youngsters actively **repair broken items** with the help of experts to feed the sharing space.



THE BIKE SHARING

An initiative that complement the sharing space offering **green mobility** for the youth to move around the neighbourhood.



COMPLEMENTARY SERVICES #3

FOOD CORNER

TARA SAVING DINNER

brings the community together by gathering **unsold ingredients**, which can be cooked with the youngsters to have a convivial dinner at the centre.



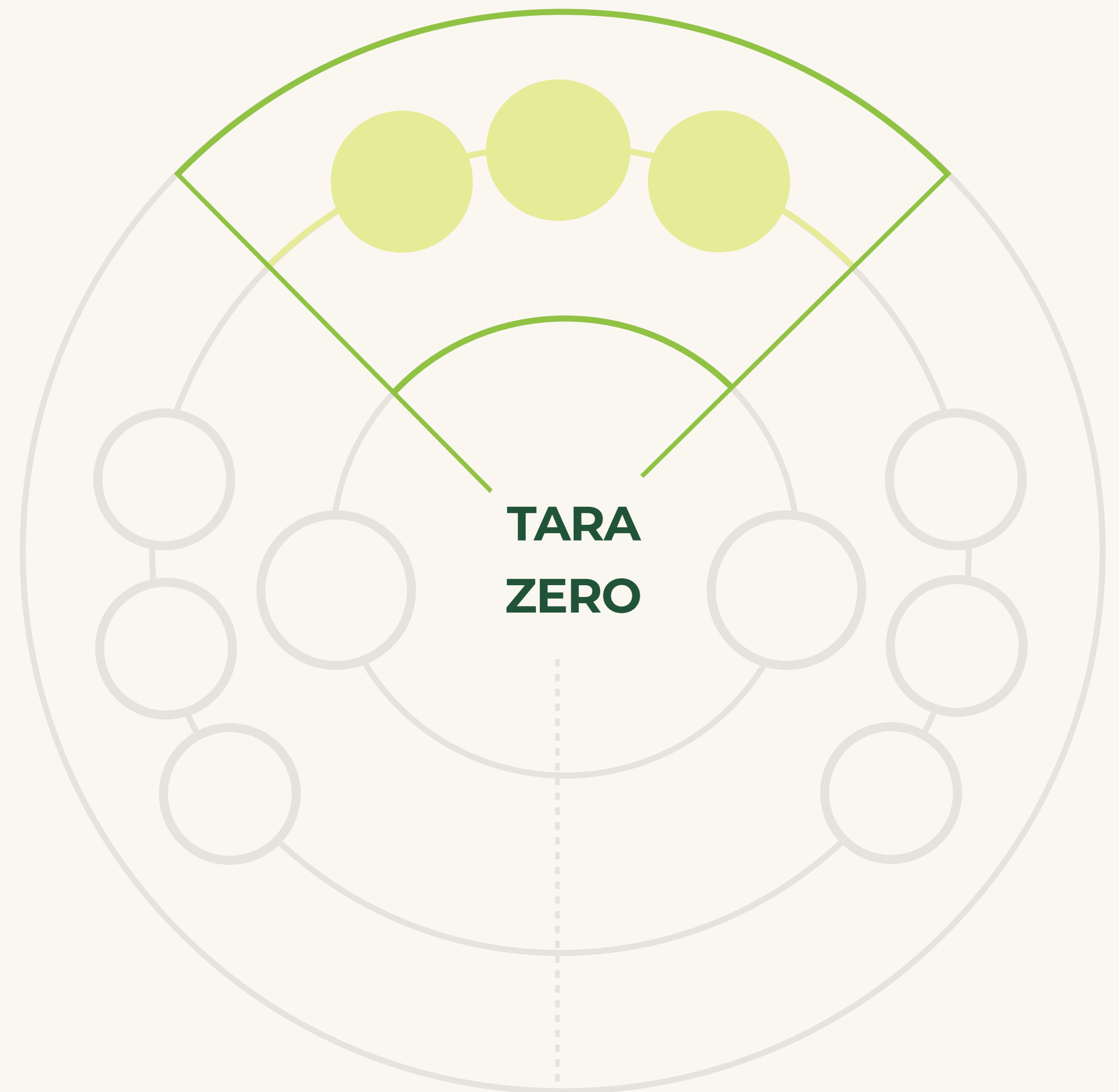
TARA PANTRY

serves as a valuable resource for youngsters, **providing access** to food collected from local shops that is nearing its expiration date.



THE COMPOST CORNER

uses the leftover food of the centre to **generate compost** that can then be used to fertilize the green areas around Via Padova.



#3 WHO

WHO PERSONAS 1

Sarah

Bio

Gender: Female
Age: 14 y.o.
Nationality: Egypt
Occupation: Student

Sarah is the second of 4 sisters, they arrived in Italy just 3 years ago. She has been attending the center for about **one year** now. She usually goes there with Fatima, one of her classmates. She is the one that introduced her to the center. **Sarah is a very chatty person, but she didn't manage to create an actual bonding with other youths and educators** cause she feels not so comfortable in opening up with them.

Key traits



Self-expressing by Social Media



Introverted



Isolated with Neighborhood



Fashion



Social Media



Drawing

Interests

Goals

- Self expression
- Practical communication
- Familiar environment
- Self confidence

Pains

- Fear of judgment
- Language barriers
- Difficulty in self expression
- Integration in the context
- Scared of changes



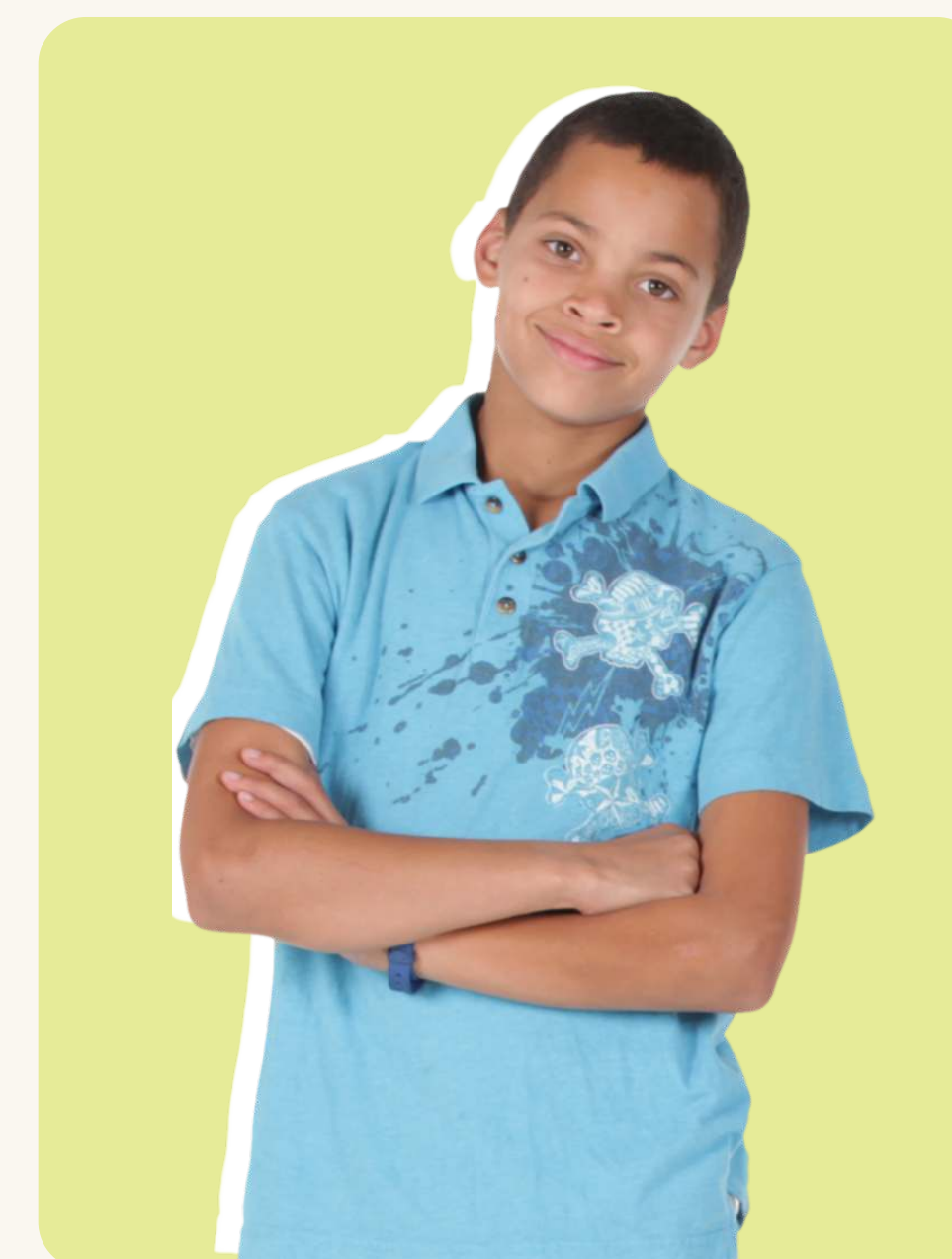
WHO PERSONAS 2

Giuseppe

Bio

Gender: Male
Age: 13 y.o.
Nationality: Peru
Occupation: Student

Giuseppe is the 1st child of a family with 2 younger sisters, he started attending the centre just **6 months ago**. That's because he's really Inconsistent at school, and so his parents pushed him into going there to do his homework. He is **curious** and **quite extrovert**, he really likes talking. He likes sports about his interest with others, so **he found in the centre a place to also engage with more young boys of his age even outside school.**



Key traits

- Explorer
- Communicative
- lack of peer interaction

Interests

- Outdoor Sports
- Video Games
- Social Media, Reddit

Goals

- Groups of friends that share his passions
- Explore new topics without pressure
- Constant engagement

Pains

- Lack of Economic resources to explore his interests
- Low attention level
- Difficulty in sharing things

WHO MAPPING THE STAKEHOLDERS

- CORE STAKEHOLDERS
- DIRECT STAKEHOLDERS
- INDIRECTS STAKEHOLDERS



#4 HOW

UPCYCLING LAB

USER JOURNEY MAP

Persona



Sarah

Gender: Female
Age: 14 y.o.
Nationality: Egypt
Occupation: Student

Attitude towards touchpoints



Goals

- Self expression
- Practical communication
- Familiar environment
- Self confidence

BEFORE

DURING 6-MONTHS SESSION

AFTER

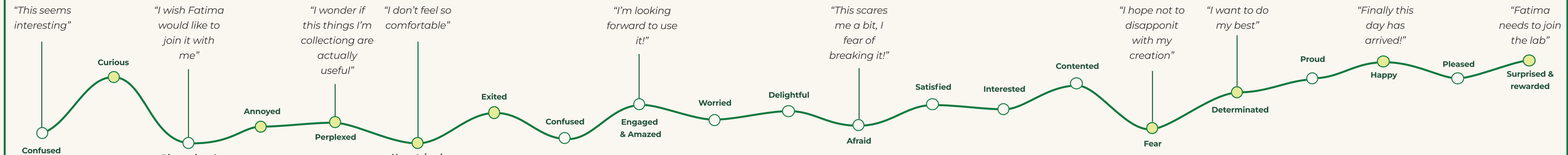
Timeline



Actions

Discover what upcycling is through social media trend	Find an reel promoting Tara's upcycling lab	Share the reel with a friend to test her interest in the lab	Submit the enrolling sheets to join the lab	Collect some discarded materials at home	Cardboard and paper exploration session	Cardboard and paper upcycling session	Plastics exploration session	Plastics upcycling session	Wood exploration session	Wood upcycling session	Glass exploration session	Glass upcycling session	Fabric exploration session	Fabric upcycling session	Final upcycling session combining materials	Organize "Tarabella on Display" event	Invite family and friends to the exhibition	Visit the exhibition	Share her work on social media	Volunteer to participate in the lab's promotion and resource collection
Instagram	Tara zero page	Instagram	Enrolling document	List of items you can bring Discarded objects Collecting bins	Cardboard& paper	Cardboard& paper	Plastic	Plastic	Wood	Wood	Glass	Glass	Fabrics	Fabrics	Multiple materials	Phone	Whatsapp Instagram	Upcycled objects	Tik tok Whatsapp Instagram	Tik tok Whatsapp Instagram
Phone	Phone	Phone			Equipments & Tools	Equipments & Tools	Equipments & Tools	Equipments & Tools	Equipments & Tools	Equipments & Tools	Equipments & Tools	Equipments & Tools	Equipments & Tools	Equipments & Tools	Equipments & Tools	Calendar Upcycled objects	Flyer		Phone	Bike Phone
		Fatima	Operators Parents	Operators Parents	Expert Operators Peers	Expert Operators Peers	Expert Operators Peers	Expert Operators Peers	Expert Operators Peers	Expert Operators Peers	Expert Operators Peers	Expert Operators Peers	Expert Operators Peers	Expert Operators Peers	Expert Operators Peers	Operators Peers	Friends Parents	Comune di Milano Operators, Parents Fatima, Peers	Friends	Peers

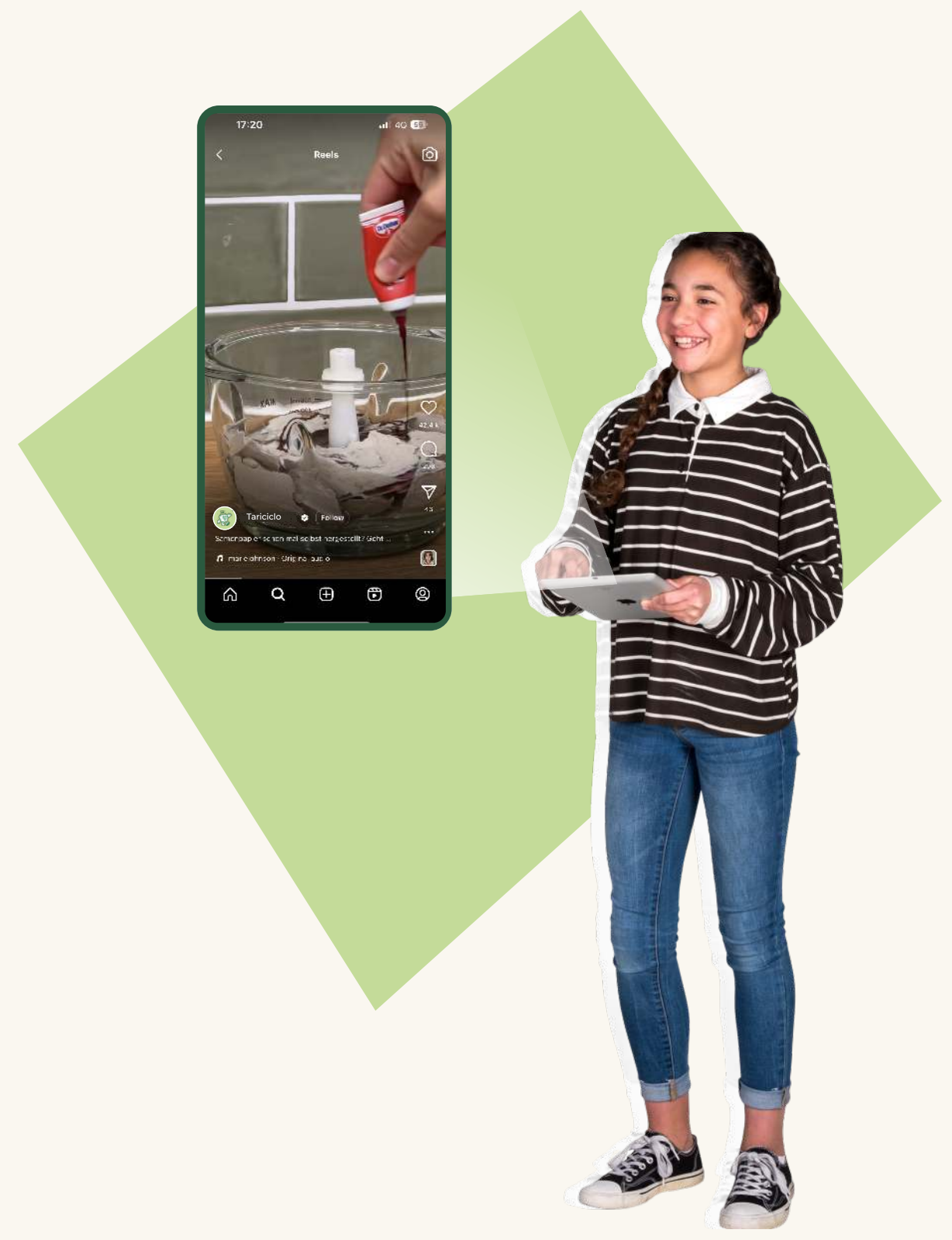
Quotes



Experience map

Digital
Physical
Human

UPCYCLING LAB BEFORE



DISCOVER

Find an **reel promoting** Tara's up-cycling lab.



ENROLL

Decide to **write the enrollment sheets physically** in order to join this lab.



COLLECT RESOURCE

Begin to think about and **collect the discarded materials** at home with the requirements of expert.

UPCYCLING LAB DURING



EXPLORE

The first session of up-cycling lab is about **exploring** hard sheets and paper and **learning** how to work with them



PRACTICE

Repurpose paper and hard sheets under the guidance of an **expert** to craft a diy VR



CREATE

Create an **ideal product**, like a furniture piece, by up-cycling with **combined materials**.

UPCYCLING LAB

DEEP-DIVE IN A SESSION



IMAGINE AND SKETCH

Sketch out ideas considering factors such as functionality, aesthetics, and available materials.



FEEDBACK AND PLAN

Break down designs into achievable steps and set realistic goals for the session. **Gather feedback** from expert for the next steps.



MAKE AND LEARN

Make creative works **and learn** skills dealing with different materials by guidance of expert step by step.

UPCYCLING LAB AFTER



ORGANIZE the DISPLAY

Organize “Tarabella on Display” event, and send invites to her parents and friends.



SHOWCASE

Showcase the **works done during the lab**, and visit the exhibition with parents and friends.



VOLUNTEER

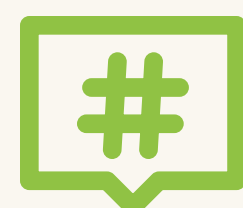
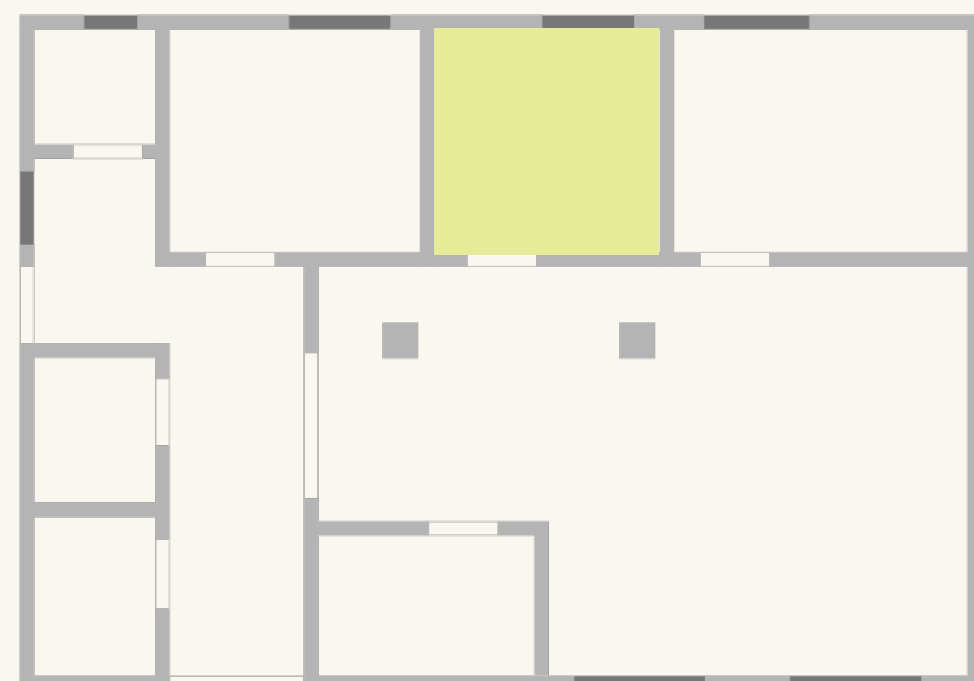
At the end of this lab, volunteer to participate in the **lab’s promotion** and **resource collection**.

HOW TARA UPCYCLING LAB



WHERE

Renovated lab room



TOPICS OF THE SESSIONS

Explore materials

Learn how to work with them in a safe, smart and durable way

Practicing up-cycling

In collaboration with experts



REGULATIONS

Security

- Always work while operators and experts are **present**

Collecting

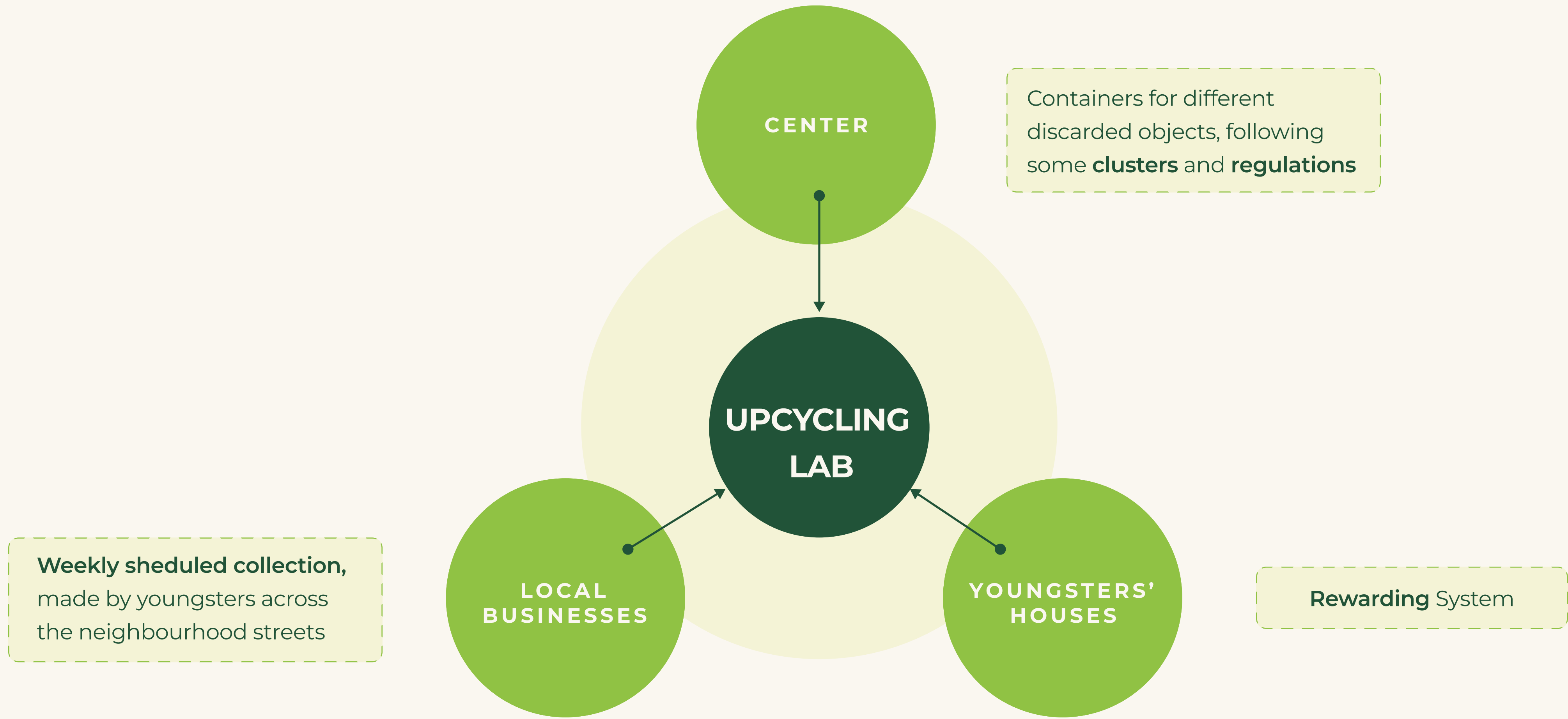
- List of **suggested** items
- **No dangerous materials** (broken glass, electronic circuits, rusty metal...)



BENEFITS FOR THE USERS

- Shift from theory to **practice**
- **Self-expression**
- **Self-satisfaction**
- **Self-confidence**

ORIGIN OF THE RESOURCES



SHARING SPACE

USER JOURNEY MAP

Persona



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Attitude towards touchpoints



Goals

- Friends that share his passions
- Explore new topics without pressure
- Constant engagement

BEFORE

DURING 6-MONTHS SESSION

AFTER

Timeline



Actions

Watch a video of a boxing match for leisure	Search for equipment that is needed for boxing.	Look for boxing gloves to purchase and understand affordability.	Ask some friends for gloves to borrow	Receive an advice from a friend telling to visit the Tara sharing space	Visit the Tara website and look over the offered items.	Head to visit the a sharing space.	Start looking over the shelves for the gloves.	Find gloves and take also camera for an upcoming school trip.	Bring the items to the borrowing desk	Sign the return agreement and provide an ID to join the service.	Borrow the gloves and the camera	Attend a boxe trial training with the gloves.	Use the camera to capture pictures while on a school trip.	Return the items to the sharing space.	Find a donation flyer.	Donate something no longer necessary to the space	Purchase the gloves after discovering their usefulness.	Start helping in the organization of the space	Receive a message from a friend asking to borrow	Suggest the friend to come to the sharing space	
YouTube, Videos on Internet	Reddit	Amazon	Whatsapp	Whatsapp	Whatsapp	Laptop	Bike	Shelves	Gloves, Camera	Borrowing desk, Gloves, Camera	Documents, ID card	Gloves, Camera	Gloves	Bus, Camera	Gloves, Camera	Donating Flyer	Donating documents, Tennis racquet	New gloves, Sports store	Equipments	Phone	Camera, Phone
	Phone	Laptop, Sports store	Phone	Phone	Laptop																
	Users of Reddit		Friends	Omar			Operators, Peers	Operators	Operators	Operators	Operators	Instructor, peers	Friends, Teachers	Operators	Expert, Operators, Peers	Parents, Operator	Sport shop employee, Parents	Operators, Peers	Luca	Luca	

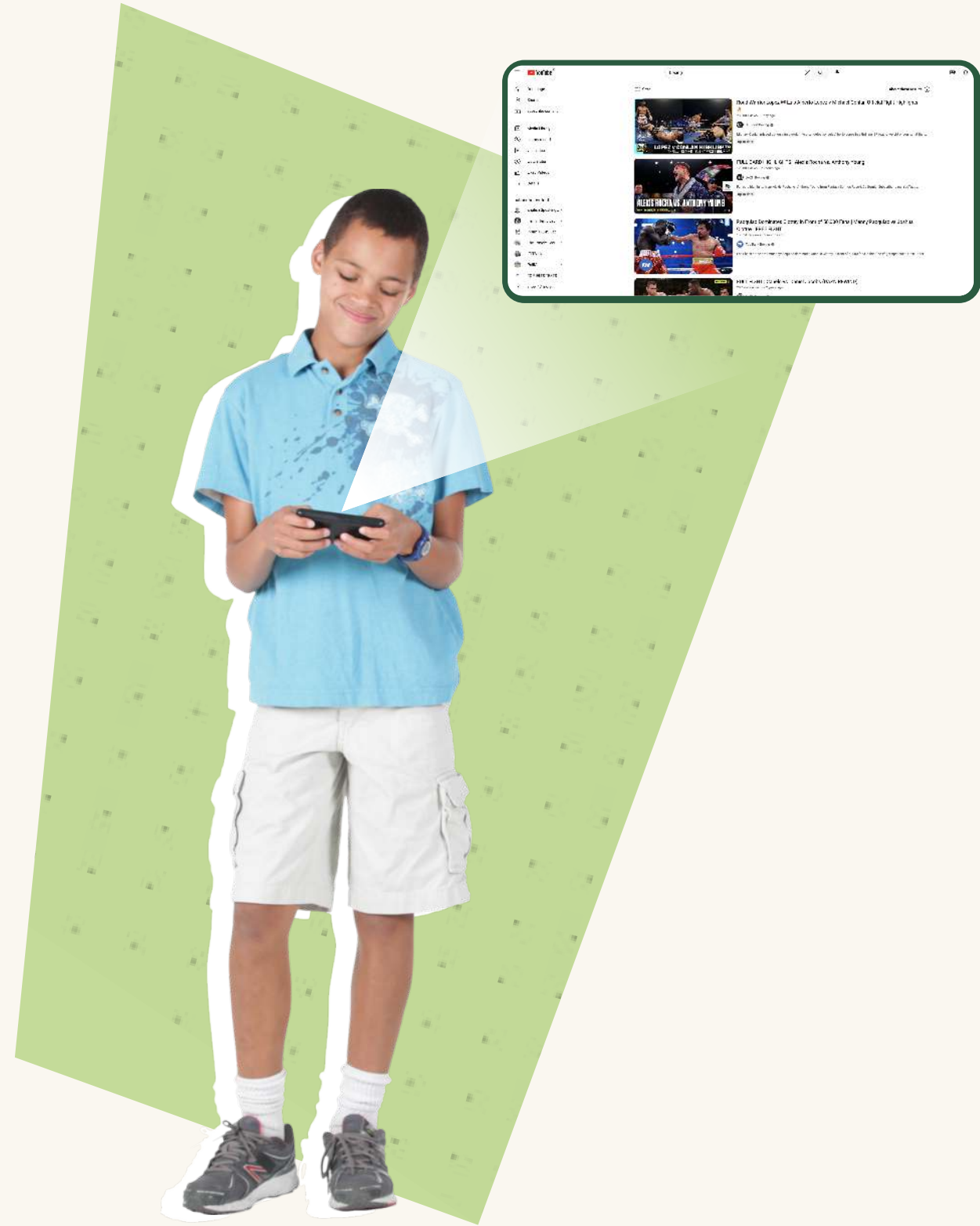
Quotes



Experience map

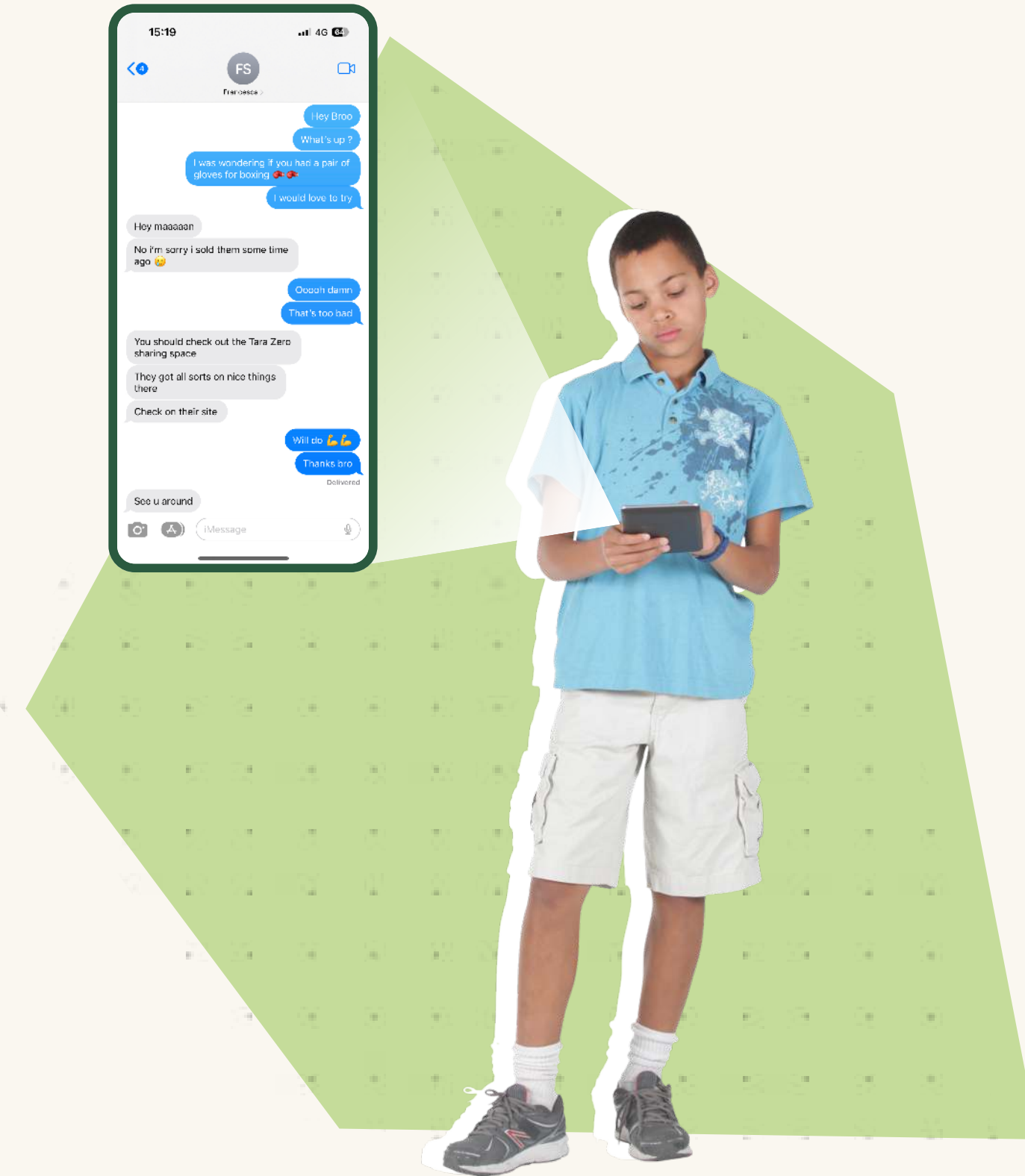
Digital
Physical
Human

SHARING SPACE BEFORE



INTEREST

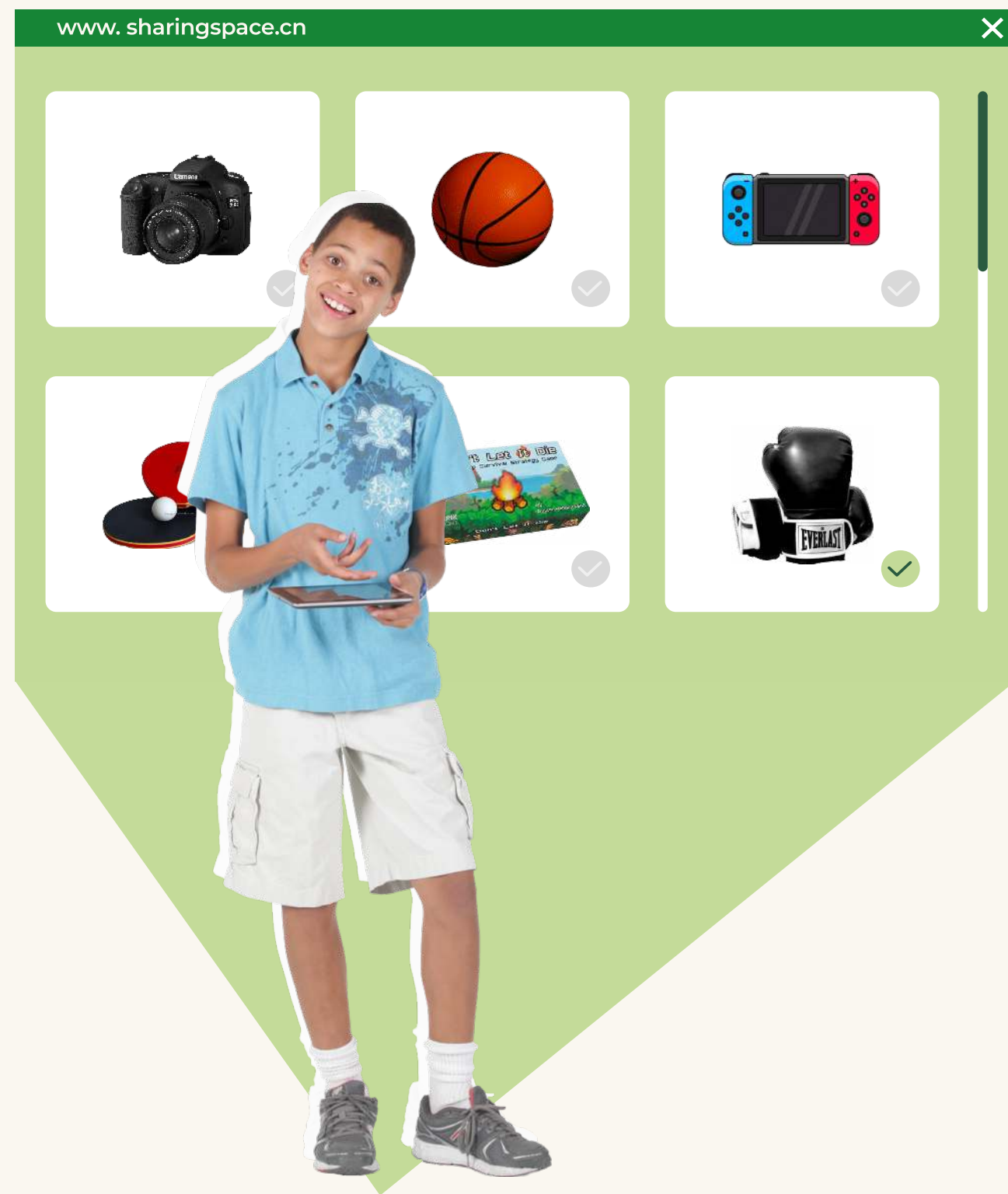
Watch a **video** of a boxing match on Youtube.



AWARENESS

Ask a friend for a pair of boxing gloves to borrow. The friend **suggests** to check out the Tara sharing space

SHARING SPACE DURING



CHECK

Visit the **Tara website** and look over the offered items to check boxing **gloves' availability**.



CHOOSE

Start looking over the **shelves** for the gloves. Find gloves and take also camera for an upcoming school trip.



BORROW

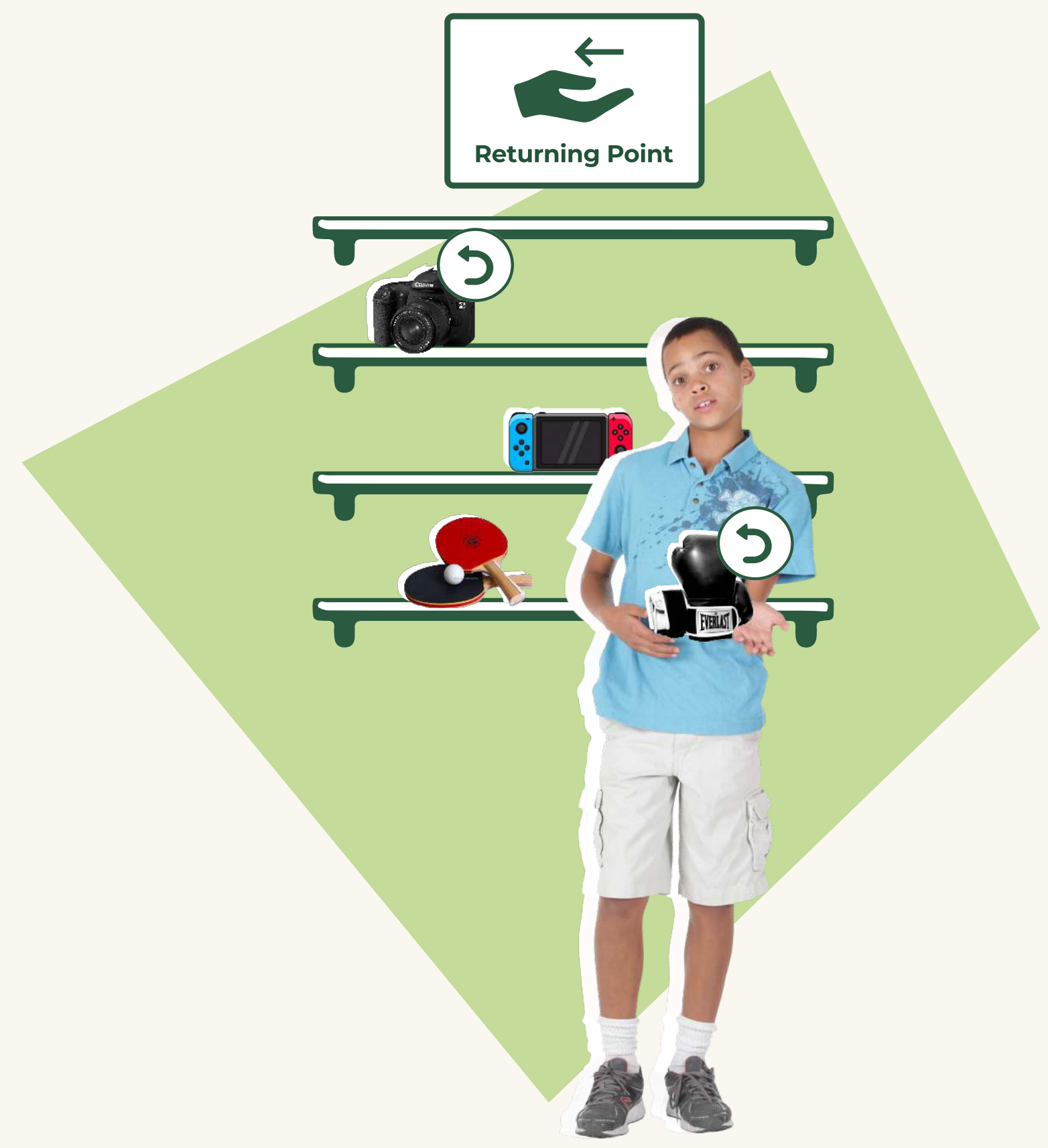
Bring the items to the **borrowing desk** and interact with present **operator**.

SHARING SPACE DURING



SIGN

Sign the **return agreement** and provide an **ID** to join the service.



RETURN

Return the borrowed items to the sharing space **after maximum a week**



DONATE

Donate an old tennis racket **no longer needed** to the space.

SHARING SPACE **AFTER**



INDIPENDENCE

Purchase a personal pair of gloves after **discovering their usefulness**. Stop renting them from the sharing space.



LOYALTY

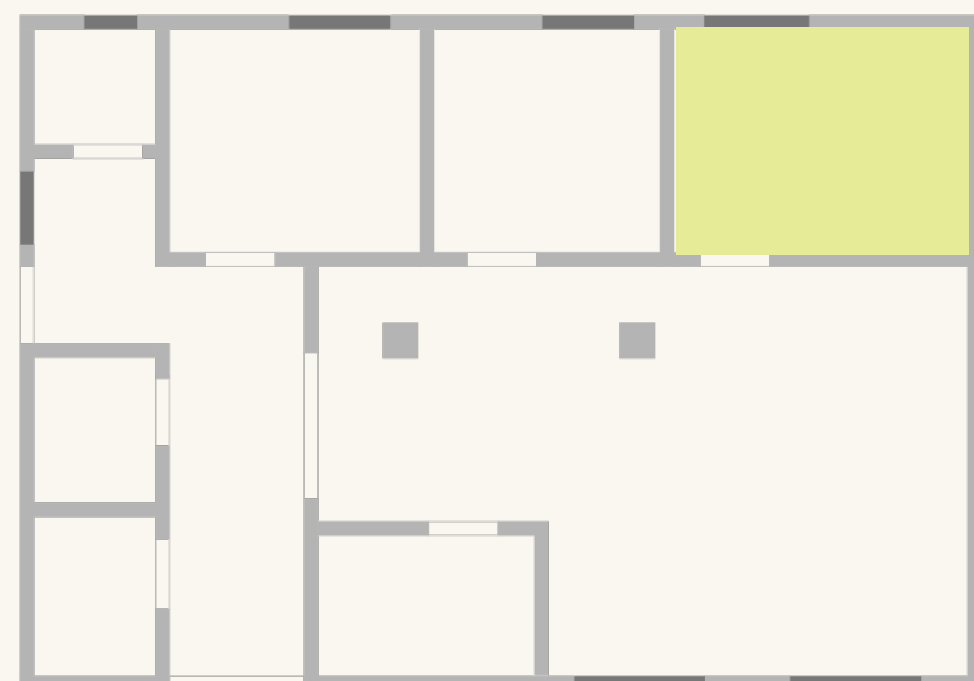
Start helping in the organisation of the space by helping other youngsters borrow and donate objects.

HOW TARA SHARING SPACE

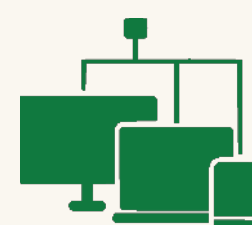


WHERE

Current study room



OBJECTS AVAILABLE



Tech. Items



Sport Equipment



Clothes for Occasions



REGULATIONS

Borrowing

- Limited borrowing time (**max. 1 week**)
- Maximum **3** items borrowed by any youngster at any time
- The loaned things must be returned in **perfect working order**.

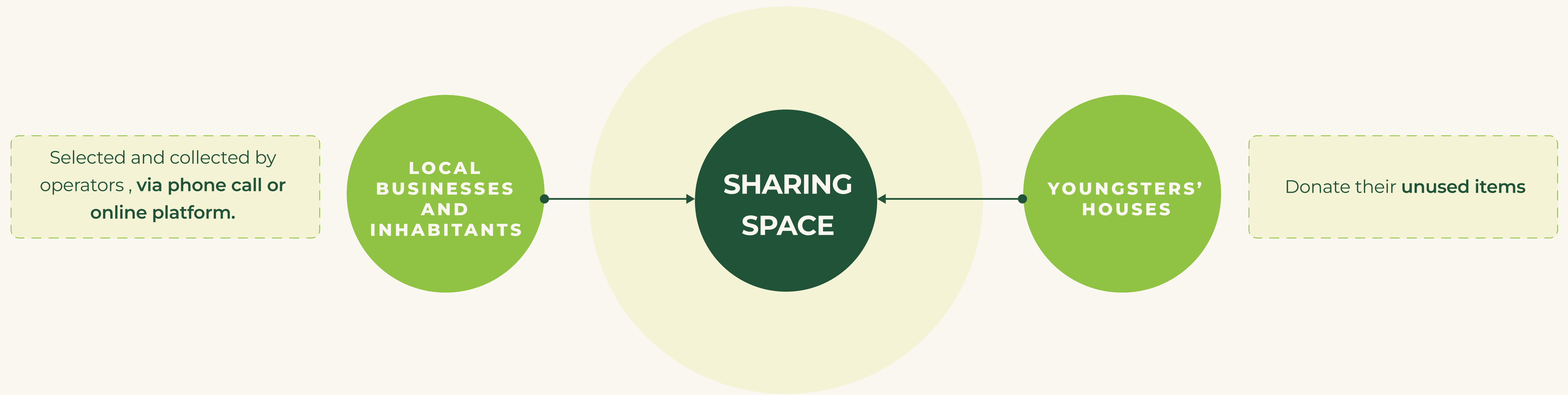
Donating

- Bring items **related** to the sharing space **clustering**
- Bring both **functional** or **repairable** items



BENEFITS FOR THE USERS

- **Accessibility** to resources
- **Responsible** lifestyle
- **Self-satisfaction**
- **Saving** monetary resources





TARA IS REFERRED TO AS THE DIFFERENCE BETWEEN THE GROSS AND NET WEIGHT OF A PRODUCT. IT IS THE TANGIBLE EVIDENCE OF WHAT CAN BE ELIMINATED AND WASTED. IN OUR CENTRE EVERYTHING IS VALUED AND NOTHING IS CONSIDERED GROSS, **OUR TARA IS ZERO.**

THANK YOU!