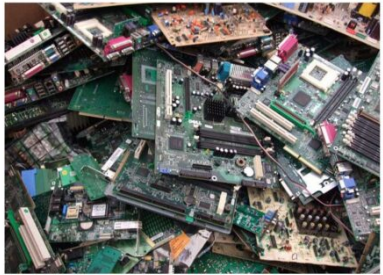


Circuit of Cheer

The E-Waste Christmas Tree

The "Circuit of Cheer" Christmas tree design elevates sustainability and creativity by repurposing discarded computer motherboards and circuit boards. This unique and futuristic design challenges traditional holiday aesthetics while highlighting the importance of e-waste recycling.



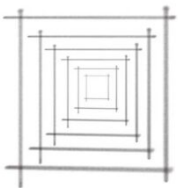
WHY ?

E waste/
Circuit Boards

E-waste generation is rising by **2.6 million tonnes** annually and is projected to reach 82 million tonnes by 2030

Only 22.3% of this waste was properly recycled in 2022

I chose e-waste, especially circuit boards, as the core of my Christmas tree because they are among the hardest materials to recycle, symbolizing the global e-waste crisis. This tree transforms an environmental challenge into a message of sustainability, showcasing the potential of innovation to tackle waste.



Innovative Plan

Global Production:

Establish factories that specialize in processing e-waste and converting it into Christmas trees and modular kits.

Interactive Products:

Design modular kits resembling LEGO blocks, allowing users to assemble trees in creative and customizable ways, engaging younger audiences.

This initiative transforms waste into wonder, Redefining how the world celebrates Christmas while addressing critical environmental issues.



It's MORE THAN A TREE-
it's a movement for a greener, more sustainable future.