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Regione Toscana



Re.Pla.Cart

REcycled PLAstic CART: A New Circular and Sustainable Business Model for the Supply of Cleaning Services.

The project envisions the creation of a circular and sustainable product-service system, centred on the design of a cleaning cart by recycling plastic bottles. This initiative embraces a design-driven, human-centred methodology, incorporating environmental sustainability, ergonomics, and innovation throughout the development process. Promoted by Cooplat in collaboration with businesses and academic institutions, the project seeks to establish a new business model aimed at minimizing environmental impact and enhancing working conditions, thereby strengthening the competitiveness of the service sector.

