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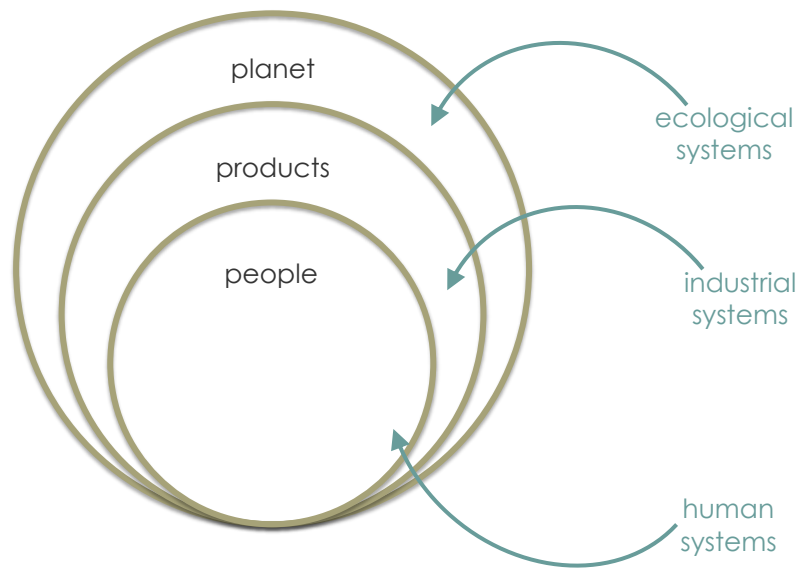
The Earth is Full





tthink.

Think is a green technology startup creating products based on three pillars of sustainability; water, energy, waste. Using the principles of environmental science and sustainable design our green products are made to be intelligent and influence user behavior to conserve earth's natural resources.





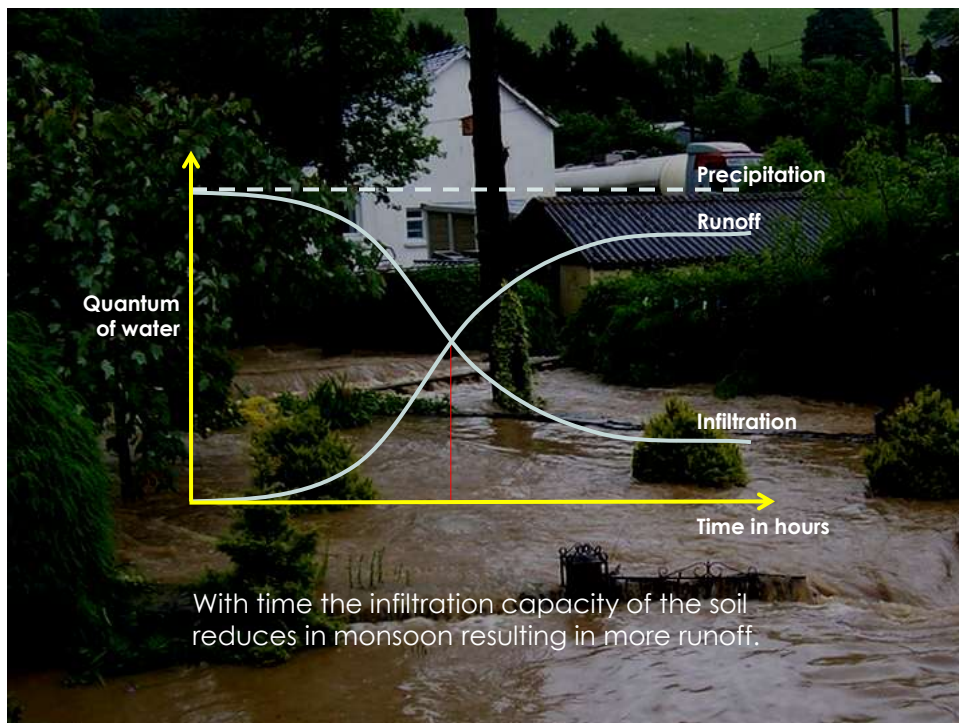
65%
of UK tea
drinkers admit
to overfilling
their kettles

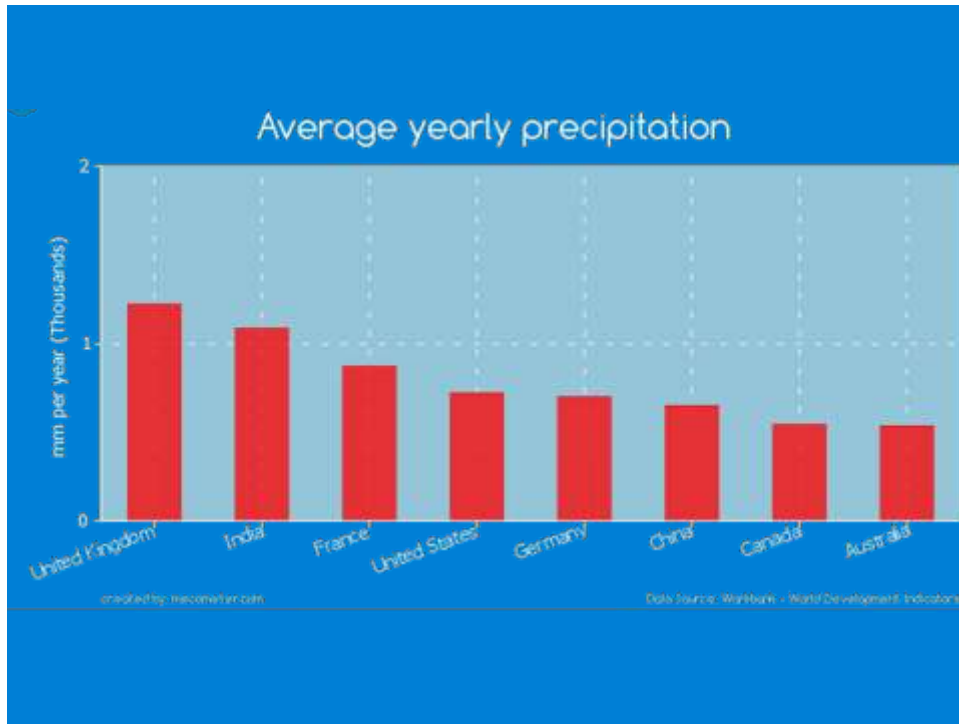


so how do we design
something that will influence
behavioral change?



rainwater





daily demand = **4,200**MLD



Source: Rainwater Harvesting in Mumbai- Observer Researchers Foundation Mumbai

daily supply (after losses) = **3,000**MLD

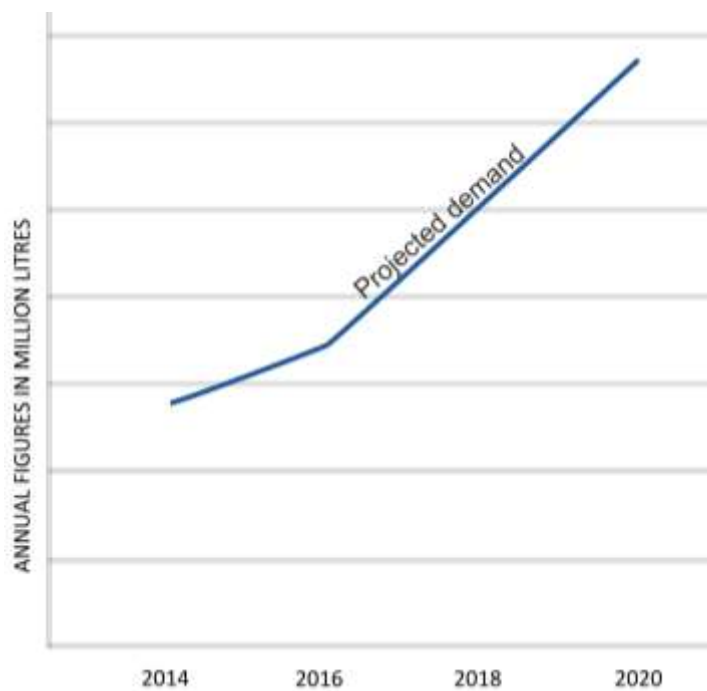


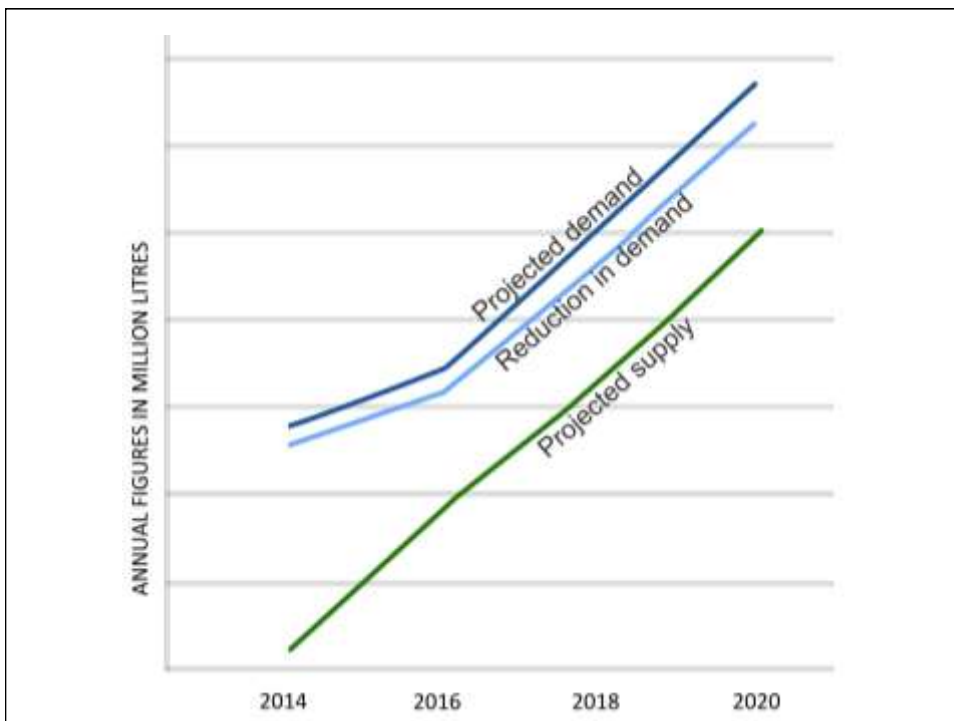
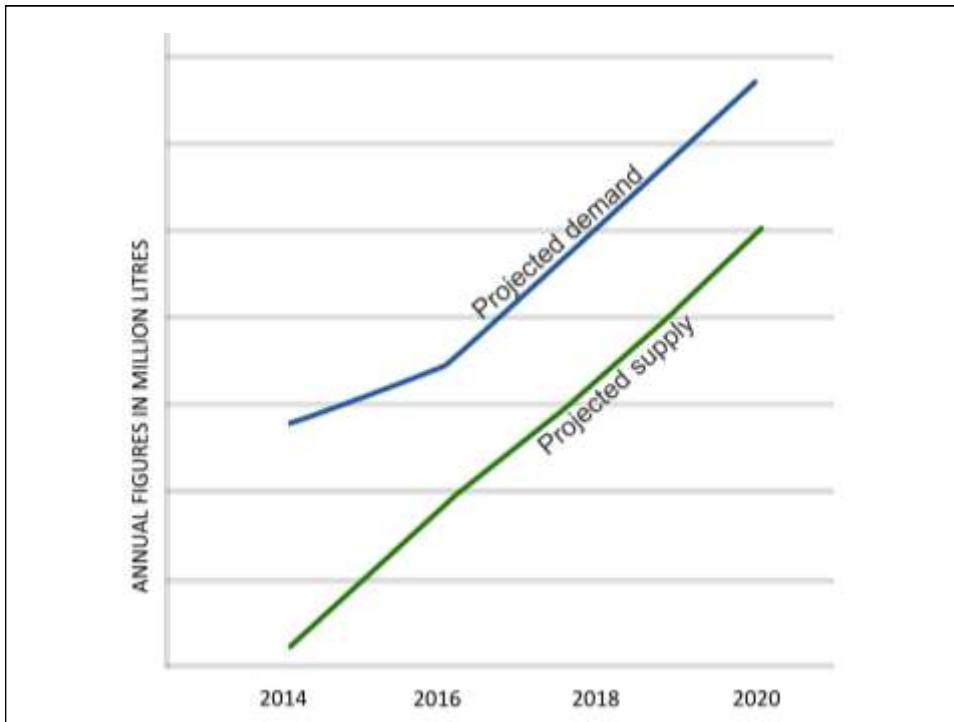
Source: Rainwater Harvesting in Mumbai- Observer Researchers Foundation Mumbai

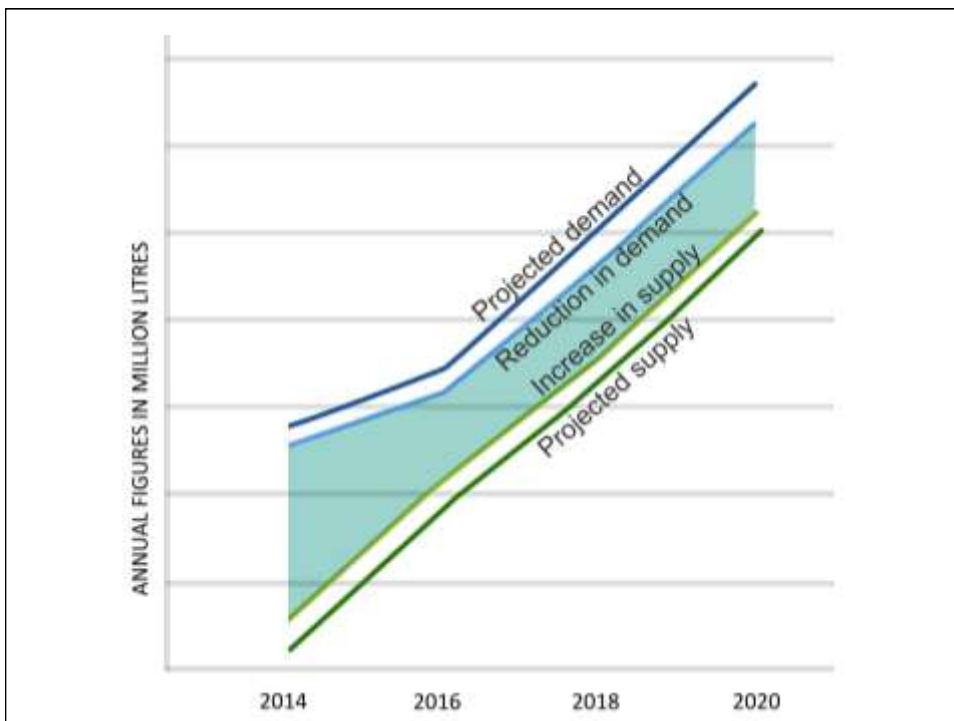
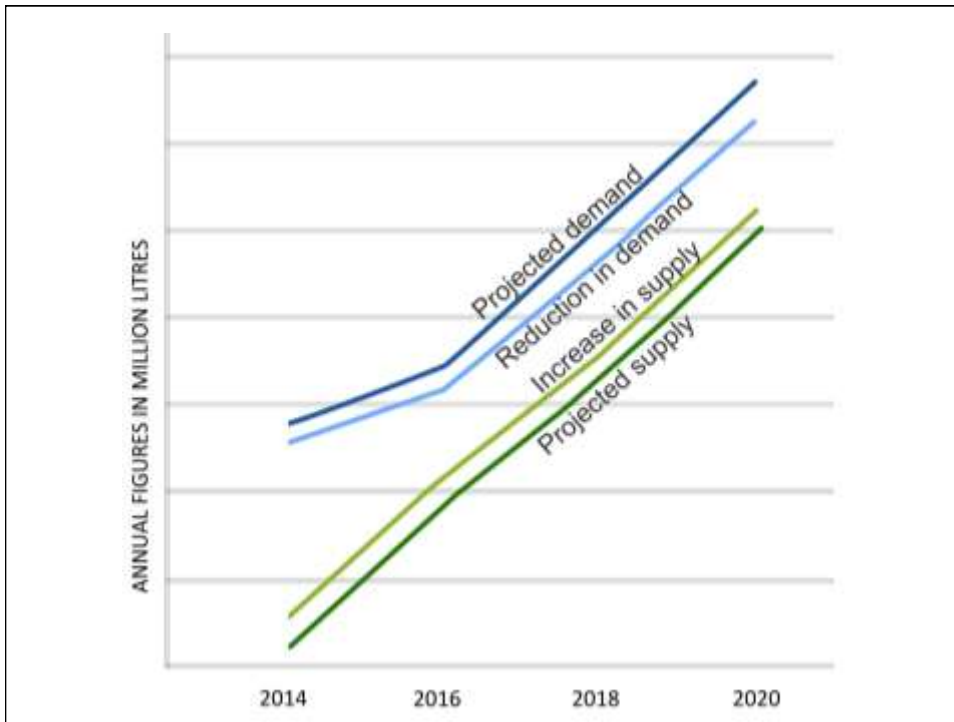
GAP= 1,200MLD

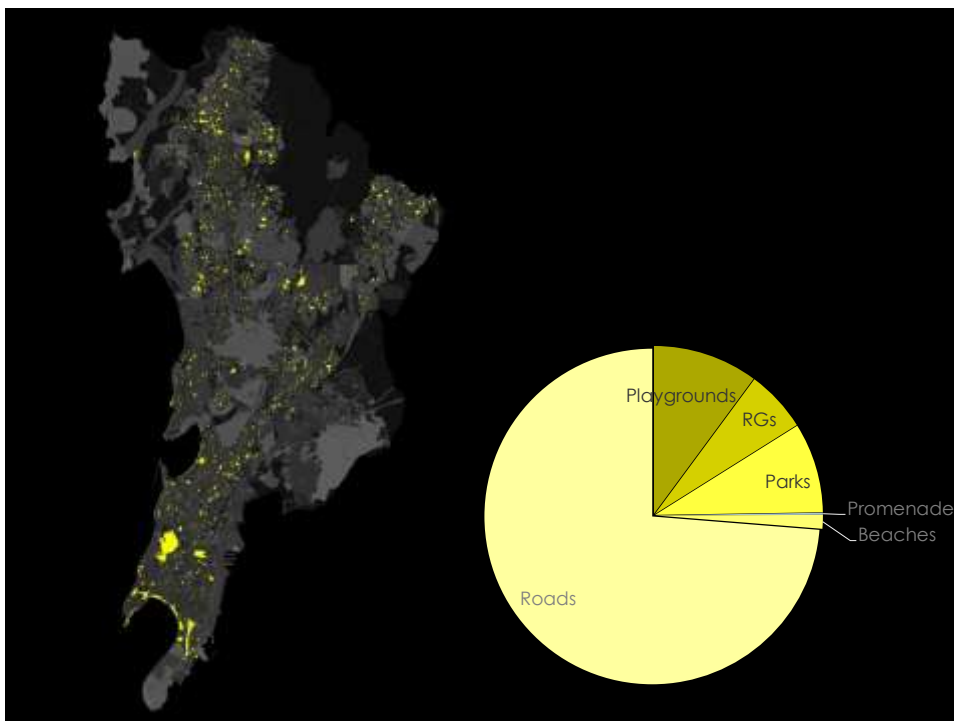
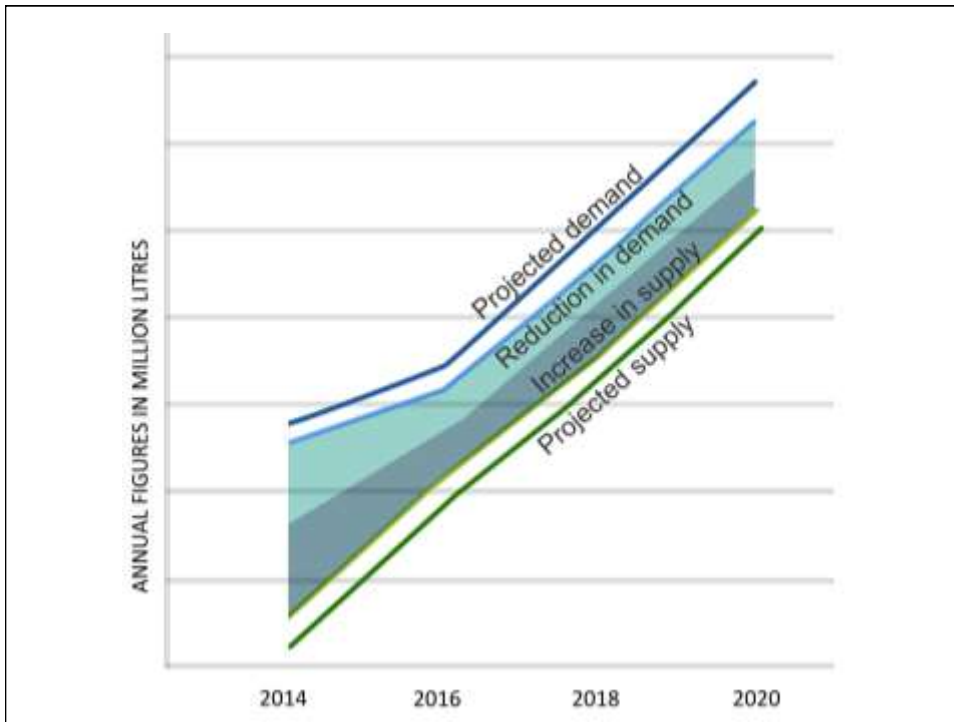


Source: Rainwater Harvesting in Mumbai- Observer Researchers Foundation Mumbai











urban product

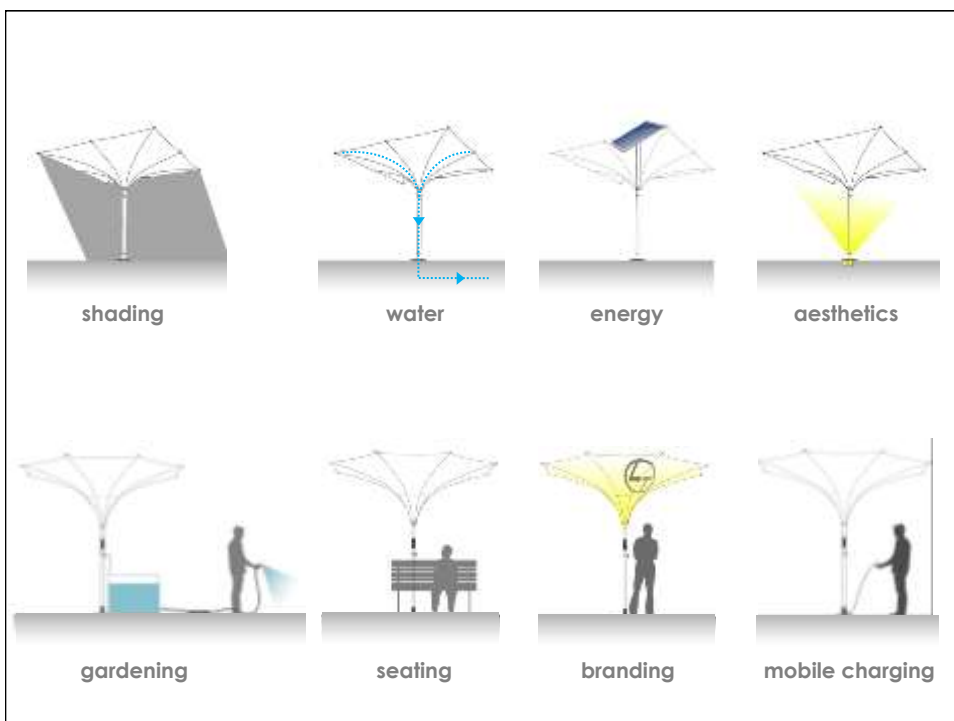
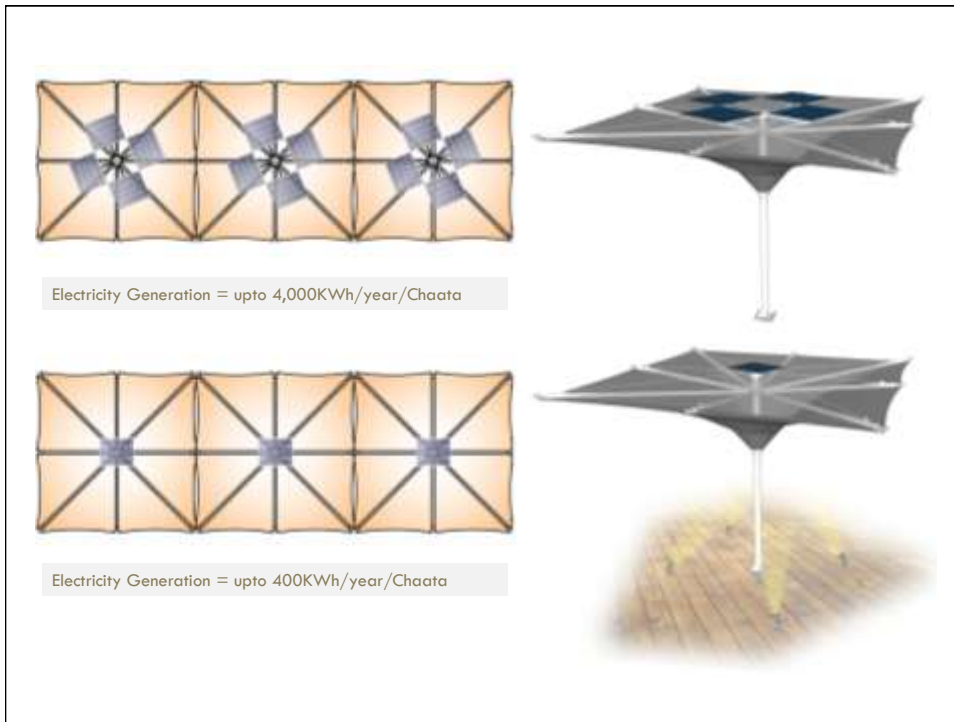
good looking

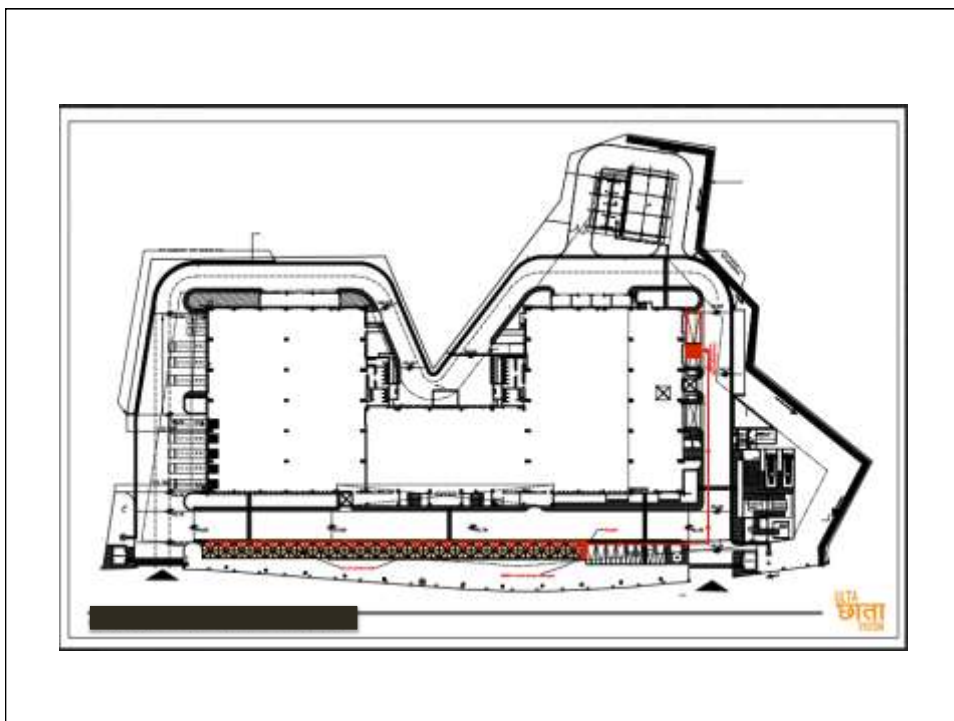
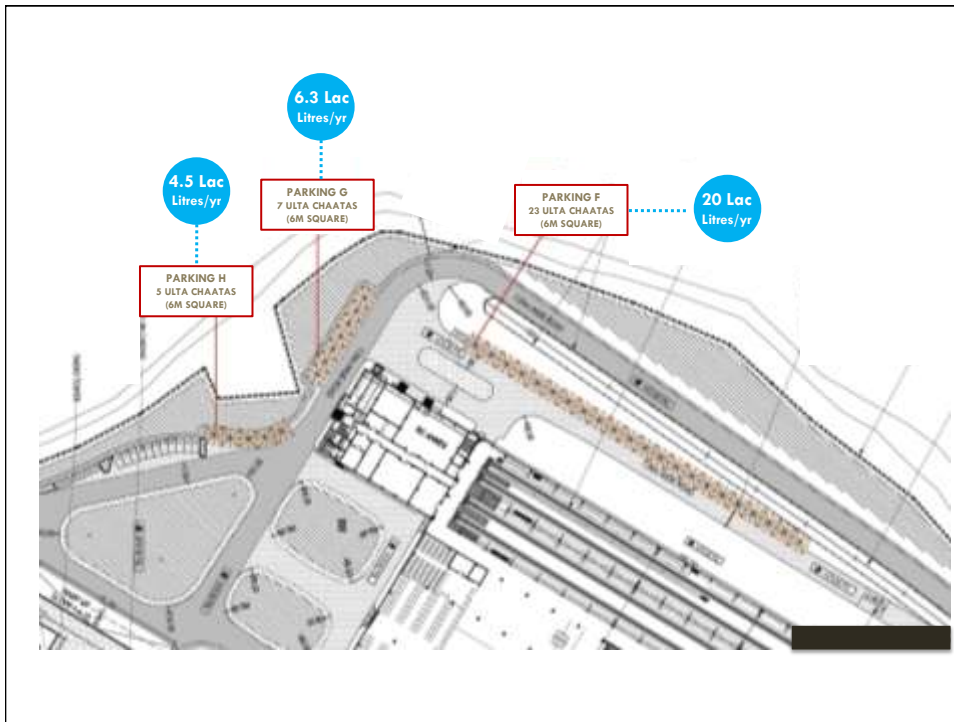
collect, filter, store water

create awareness



sustainability = **flexibility**





VIDEO...

“There are risks and costs to a program of action, but they are far less than the long – range risks and costs of comfortable inaction”

John F. Kennedy