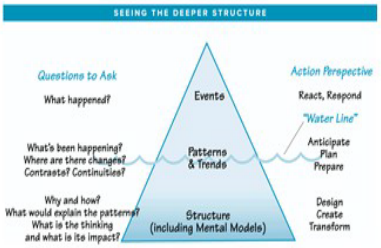
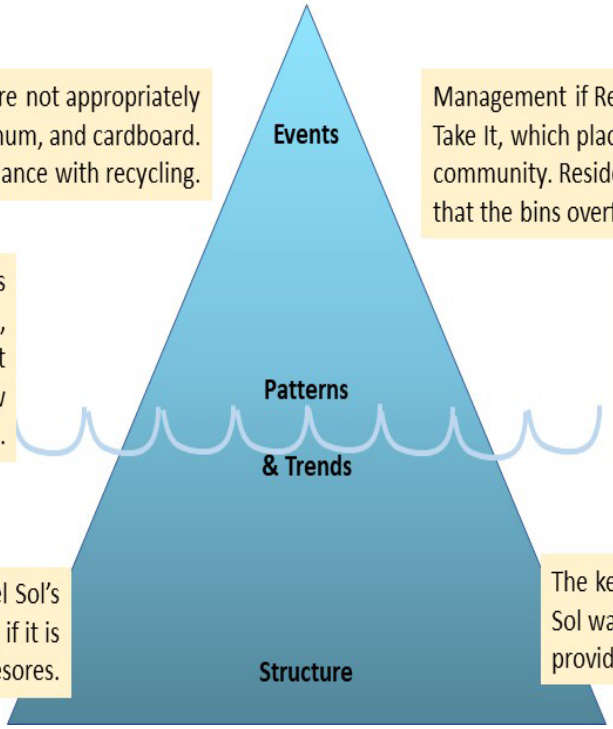
Introduction to Systems Thinking

Iceberg Tool for Recycling Trouble Case Study





Residents of Resort del Sol were not appropriately recycling plastics, glass, aluminum, and cardboard. A new law required compliance with recycling.

Management if Resort del Sol contract with We Take It, which placed six collection sites in the community. Residents complied so enthusiastically that the bins overflowed, creating a mess.

Residents demonstrated a willingness to recycle given an acceptable program, which had to be convenient without creating eyesores. The new law underscored the need for a solution.

After the failure of the first We Take It program and a single collection point run by management, a new program, We Take It Away, was implemented and succeeded.

The main pattern is Resort del Sol's willingness to comply with recycling if it is convenient and doesn't create eyesores.

The key to the recycling problem at Resort Del Sol was the convenient, attractive solution provided by the We Take It Away program.