

New Green for Nablus:
A West Bank Waste Management WebQuest

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The Mayor of Nablus has decided to open a historic competition for the city's students. ***New Green for Nablus*** invites the city's middle school and high school students to think of original ways to use some of Nablus's recycled materials.

Working in teams combining the functions of product designers, manufacturing planners, and market researchers, students will devise product prototypes made from the glass, plastic, paper/cardboard or other materials Nablus now recycles.

The prototypes must be original: whether designed for industrial or consumer markets, they must offer something new; for example:

- an industrial product that can be made for a better price than what is now on the market;
- an industrial product that offers the prospect of lasting longer than what is available;
- an item for the home designed to be more efficient than those for sale now;
- an apparel item that that is a “first”—an opportunity for consumers to be *fashion forward* while also *earth friendly*.

Nablus's Mayor wants the prototypes to be designed first for Palestinian markets—but in such a way that they can later win customers in the Global Marketplace. Student teams must consider what features (e.g., distinctive Palestinian palette/pattern) will make their new product appeal to Palestinians *and* also stand out in a competitive world market.

Students will need to research the materials, and the recycling and manufacturing processes they select, in order to persuade the Mayor's panel of judges that their prototype can be made locally and economically from material recycled in Palestine. Additional research into marketing will be required to argue for the success of the various prototypes in both Palestinian and world markets.

The Mayor's panel will base its selections on all the elements required to make a strong case that it will be worth the city's effort in the immediate future—*and* in the longer term—to invest in this new “Nablus Green” product:

- the originality of the prototype, which suggests that it could find local/world markets
- the strength of the research behind it—into recycling, manufacturing, design & marketing