Rusty: The Social Mirror Technology

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Walking through the streets of Budapest, Washington, and the biggest cities we can notice a common issue: we have failed to develop and sustain an accurate waste management system. Behind the scenes, the most relevant source of this environmental burden is the lack of human awareness, and that is why people need new educational triggers. This observation led me to start a new chapter in waste systems and social education by providing AI-driven digitalized solutions. Therefore, I launched Social Mirror Technologies, and my first prototype, Rusty, seeks to strengthen self-reflection for the cleanliness of public spaces by being able to recognize trash, providing monitoring, and then trying to grab people's attention to pick up trash. 4.4 billion people live in cities, and the pollution not only damages their health but also damages the ecosystems.

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