**1. We are undoubtedly living in an era of great pollution. In fact, no one really wants to talk about it, but we’re in quite a bit of trouble. Just look at this past summer. Yet, we still want the latest iPhone, and we keep buying new clothes even though our closets are already full.**

**2. And all together we’re hosting a 500ml plastic bottle collection hackathon.**

**3. I’m not here to critisize you. I mean, what right do I have to say anything when I just pre-ordered the new iPhone? I just want to say that while the slogan “save the environment” sounds beautiful, the actual process can be quite hard to implement. How can we protect the environment without all the hassle? Is there a way to add convenience and still be eco-friendly? Does saving the environment really have to be difficult?**

**4. Let me introduce you to “Smart Pickup,” an environmentally-friendly delivery service.**

**5. Let’s begin.**

**6. Delivery is undoubtedly not an eco-friendly process. It generates a lot of waste, and the delivery process itself emits a significant amount of carbon. We thought of two main ways to tackle this issue:**

**• First, Reducing the total volume of deliveries, without reducing Foodpanda’s revenue.**

**• And Second, Optimizing the delivery process.**

**Obviously, reducing the volume of deliveries would cut down carbon emissions. Also, if less waste is produced during the delivery process, we could achieve a similar effect. We aimed to reduce carbon emissions through these two ideas.**

**Let me first explain how we intend to reduce the total volume of deliveries. Why do we use delivery services? Because it’s convenient. Think about rush hour. Most people, on their way home, watch YouTube Shorts or endlessly scroll through delivery apps, trying to decide what to order for dinner. Pickup is an attractive option as it reduces both delivery fees and carbon emissions, but it’s not commonly used.**

**7. Why not?**

**To conveniently pick up food:**

**• The restaurant has to be located along your route home.**

**• You need to decide on a pickup time based on your location. If you order too early, you’ll end up with a cold pizza. If you order too late, your precious personal time is wasted. And we often miscalculate the timing anyway.**

**As a result, instead of dealing with this hassle, we usually prefer to go home, turn on Netflix, and wait for the delivery to arrive.**

**But what if this existed? (Show demo)**

**8. You get on the bus or subway on your way home.**

**You tap the “Pickup” button.**

**You select the food you want. (If someone asks, “What if the desired food isn’t available?”, remind them that the delivery location is near their home, and that stations are often near the restaurants they usually order from.)**

**The app shows restaurants near the station where you’ll be getting off.**

**You tap the pre-order / payment button.**

**(Switch to PPT)**

**The app predicts your arrival time at the restaurant and places the order at just the right moment. You don’t have to think about anything.**

**All you need to do is walk your usual route home and pick up your hot pizza fresh out of the oven.**

**9. We call this the “OTW” (On The Way) Pickup.**

**(Question to a foreign friend) Where do you live? ~~~~ Then, let’s assume you take this route home. This place looks nice. How about here? ~~~ Then I’ll place the order. That’s it. Just go and pick it up!**

**10. This entire process will proceed seamlessly without any effort from the user. And this beautifully connects to our second idea.**

**11. Delivery is a battle against carbon emissions. Think about everyone’s favorite noodle dishes—Jajangmyeon, Pad Thai, ramen—people always order noodles for delivery. You have chopsticks at home, but you still opt for the disposable ones. Even if there’s an option for eco-friendly bike delivery, people still prefer the faster delivery. Who cares? It’s just me, right?**

**12. Still, deep down, there’s a tiny bit of guilt. We’ve solved this issue by introducing a cute panda. It’s simple. Every time you choose eco-friendly options, your panda will get cuter. Do you want to dress up your panda in cute outfits? If you’re willing to tolerate a bit of inconvenience, you’ll be able to dress up your panda. Sounds like a hassle? Well, the more you avoid unnecessary single-use items and the more often you opt for the OTW Pickup over delivery, the cuter your panda will become. It’s a win-win, right? Look how adorable it is!**

**13. We’ve combined these two ideas. The more often you pick up food on your way home, the more you’ll be able to nurture your panda.**

**(Show integrated webpage) And the more eco-friendly actions you take, the more customization options you’ll unlock for your panda.**

**14. We’ve measured the approximate reduction in carbon emissions from these two ideas: a 24% reduction in single-use cutlery and tissue waste, a 30% reduction in carbon emissions from delivery. This equates to about 15,960 tons of CO2 emissions reduced, which means we’d need to plant 726,364 fewer trees (in Korea alone).**

**Yes, this is a long explanation. But if it means we can save 726,000 trees, I think it’s worth it. Lastly, I want to mention one more thing.**

**15. We aimed to turn what used to be an inconvenient experience into something that, if not enjoyable, at least isn’t unpleasant. Environmental protection has often been associated with unpleasant experiences—like soggy paper straws or Apple not including chargers with their phones. Of course, we do need to endure some inconvenience to protect the environment.**

**16. But we believe that through software, we can transform these unpleasant experiences into something enjoyable—or at least less unpleasant. And, well, I think we did a pretty good job. After all, isn’t this why we study software in the first place? Thank you. We skipped a lot of technical details and numbers, but feel free to ask any questions you may have.**