











# Typhoon Ondoy

A typhoon amplified by waste in the sewers, affected a total of 993,227 families / 4,901,234 persons.

Casualty at 1,030 broken down:

- 464 Dead
- 529 Injured and
- 37 Missing

It also cost the PH \$1.09 billion worth of damage to agriculture, infrastructure, and private property (Mayuga 2018).



DENR SUPPORTS DUTERTE'S PLAN TO PROBE LGUS OVER TRASH WOES

“

...President Duterte earlier expressed dismay over the inability of mayors and governors to manage garbage in their areas.

”

<https://denr.gov.ph/index.php/15-news-events/press-releases/369-denr-supports-duterte-s-plan-to-probe-lgus-over-trash-woes>

**15,000\***

Registered Environmental  
Non-Government Organizations (NGOs)

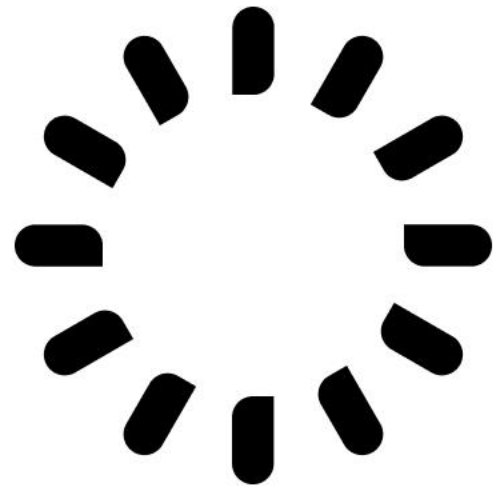
<https://matadornetwork.com/read/too-many-environmental-organizations/>

“

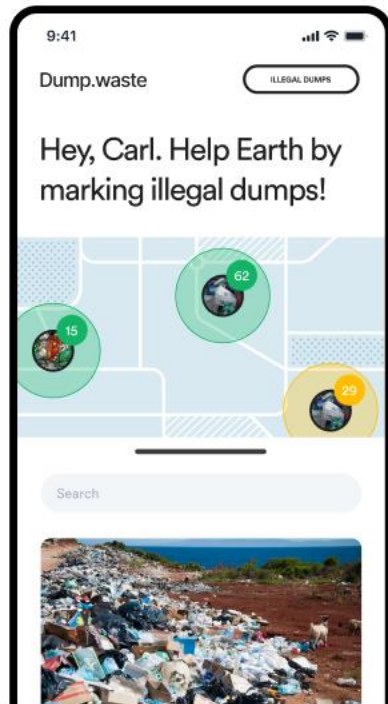
"We spend a great deal cleaning area x, only to find out area y is more urgent."

”

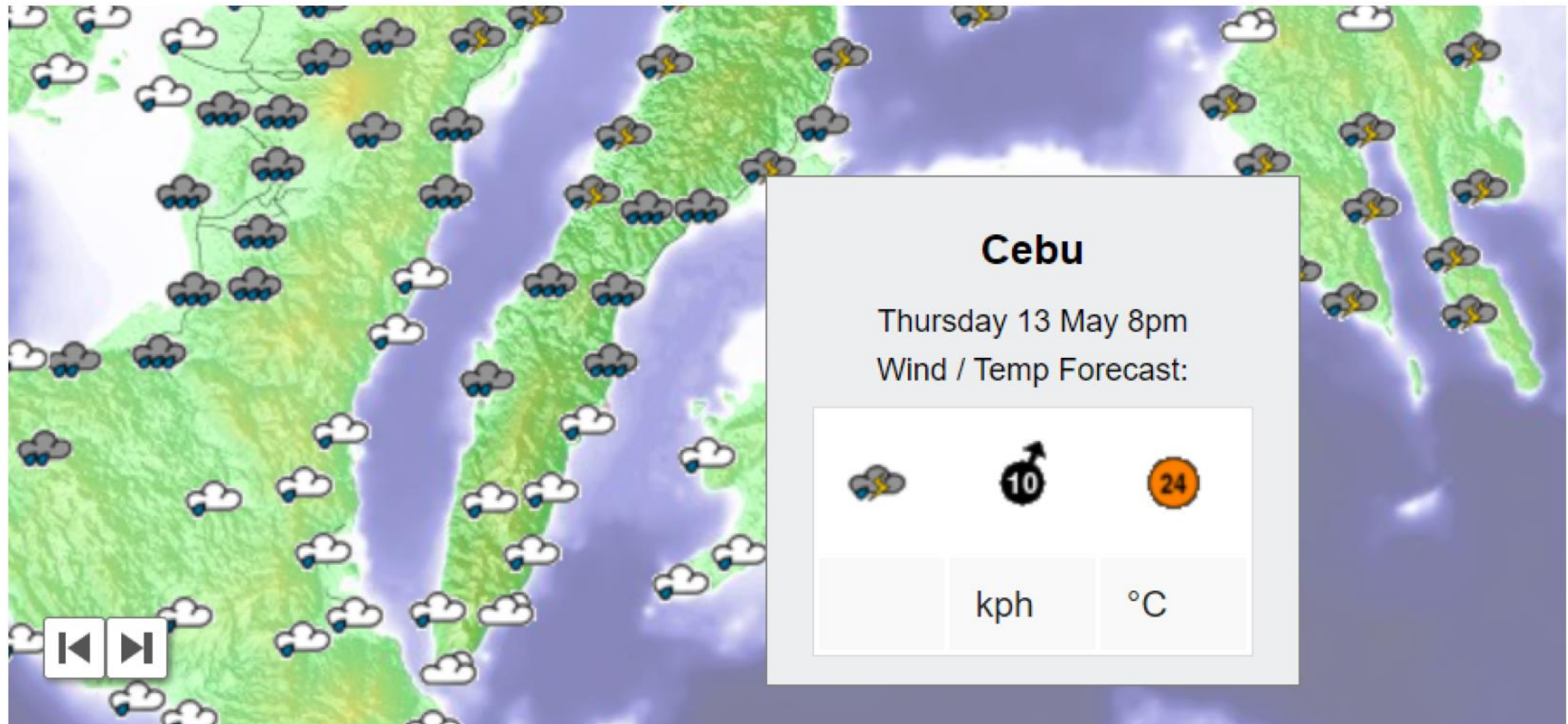
<https://news.mongabay.com/2020/11/clean-up-efforts-wont-solve-the-plastic-pollution-crisis-in-the-worlds-seas/>



# DUMP. WASTE







## The importance of a Trash Map:

- Know where and what the trash are
- Awareness on Environmental Health
- Take action with information





## STEP 1

# Photograph areas with illegal dump

This is done with your smartphone with mobile data and location services turned on. You are not allowed to grab photos from your gallery.



## STEP 2

# Provide information about the trash in question

In a multiple-choice style layout, users can accurately describe the kinds and sizes of trash present in the reported area.

### Trash type



Household



Automotive



Construction



Metal



Liquid



Dangerous



Electronic



Organic



Glass



Animal  
Carcass



Plastic

### Size



One Trash Bag

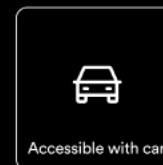


One Wheelbarrow

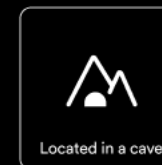


One Dump Truck

### Accessibility



Accessible with car



Located in a cave



Body of Water /  
Seaside



### STEP 3

## Share the data on the map and organize clean-up events!

The world loves initiative-takers. Nurture a culture of frequent, recreational community clean-ups with your family and friends for a greener future.



# Demo

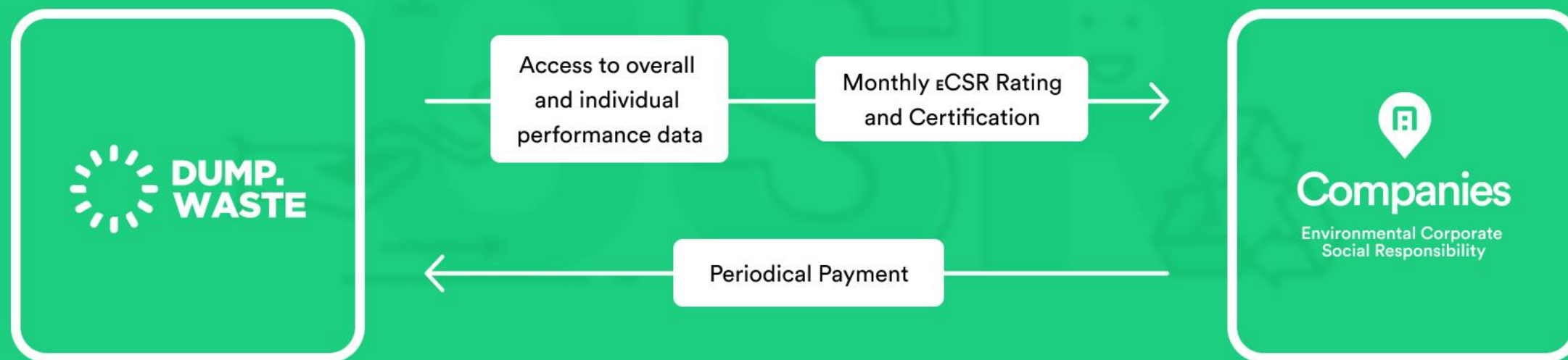




	France Nature Environment	ClearWaste	Dump.Waste
Illegal Dump Reporting	✓	✓	✓
Independent Clean-up Organization	✓	✓	✓
Real-Time Trash Mapping	✓	✗	✓
Trash Information and Disposal Guide	✗	✗	✓
Convenient Information Pre-Filling	✗	✗	✓
Gamification (User Incentives)	✗	✗	✓

## BUSINESS MODEL

# Pay-per-user Monthly Subscription





## SECONDARY MODEL



# Meet the Problem Solvers



**Carl Kho**

Chief Executive Officer (CEO)  
and Chief Design Officer  
(CDO), Dump.Waste



**Nickie Himaya**

Interaction (IX) Designer and Chief  
Marketing Officer (CMO)



**Ghudz Tambis**

Research and Product Manager



# End the reign of trash. Save the future.



## Research Paper

[Dump.Waste Research](#)

## Figma Prototype Link

[Prototype of Dump.Waste](#)



# THANK YOU!