**Overview of the Idea: "Trash 2 Cash"**

1. **Goal**: Encourage recycling on campus by rewarding students for recycling items.
2. **System**:
   * The system will initially be placed in one or two high-traffic buildings on campus where recyclable waste is common.
   * It involves a combination of a physical setup (trash cans with an interactive screen) and a digital app for tracking rewards.

**How It Works:**

* **App & Barcode Integration**:
  + Students use the app to scan a barcode after recycling a specific item (e.g., a plastic bottle or a can).
  + The interactive screen on the trash bin could allow students to select the type of item they are recycling before scanning, ensuring accuracy in tracking.
  + Each item recycled translates into points, which accumulate over time and can be converted into rewards like pocket money or discounts.

**Feasibility & Impact:**

* **Pilot Phase**:
  + Start with a small-scale implementation in a single building to measure impact and student engagement.
  + Choose a building where a lot of recyclable waste is generated (e.g., libraries, student centers, or cafeterias).
* **Behavior Change**:
  + The reward system aims to attract both regular recyclers and non-recyclers by incentivizing them to recycle.
  + This could lead to a cultural shift where recycling becomes a habit for students, even when they leave campus.

**Funding:**

* **University Sponsorship**:
  + Suggest presenting this initiative to uOttawa, highlighting the benefits it aligns with the university’s sustainability goals.
  + Emphasize how this program could boost their ranking and public image for sustainability.
* Our second revenue stream comes from partnerships with companies that use recyclable packaging. We’ll incentivize students by offering bonus points when they recycle products from our partner brands. This not only enhances the company’s public image but also influences consumer behavior. For example, if Coca-Cola partners with us, students may choose Coke over Pepsi to earn more recycling rewards, thereby driving sales for the company."

**Benefits:**

1. **For the University**:
   * Positive environmental impact and potential for sustainability awards.
   * Improved public image and attractiveness to prospective students.
   * Potential cost savings on cleanup as students may pick up trash in exchange for points.
2. **For Students**:
   * Offers a chance to earn extra money through recycling, addressing financial struggles.
   * Encourages environmentally conscious behavior that could extend beyond their time on campus.
   * Positive impact on mental health through financial relief and engagement in sustainable practices.

**Suggestions:**

* **Implementation Phases**:
  + Start with a basic version of the system and add features based on feedback from students and data collected.
  + Consider offering small incentives at first, like campus dining credits or vouchers for local businesses.
* **Promotion**:
  + Get the word out through campus events, social media, and partnerships with student organizations.
  + Highlight the benefits of participating in the program, including its environmental impact and the financial rewards.
* **Data Collection**:
  + Use the initial phase to collect data on how often students use the system and what types of items are most frequently recycled.
  + This can help you optimize the system and demonstrate its impact when seeking additional funding.
* The idea: It’S the PC optimum for the recycling system in the university of Ottawa
* Issues that we’re tackling: Student low income, **recycling waste management**
* User = students, staff, employees / customer= uottawa / company= recycling company for the university
  + The university is to pay for the system
  + What’ in it for the customer (u Ottawa)? Reduce costs.. (elaborate), improves ranking in
* The university would like to be a “Zero waste campus”
* Feasibility and scalability; (short, medium and long term goals and objectives.)
  + Based on 3 aspects…the technologie used, where it will be implemented (1 floor in STEM building, the entire STEM building, the entire campus, or/and all campuses in Ottawa

Make decisions on who we are gonna partner with. Be more specific

Student usually struggle with money

Say that we are encouraging recycling

More numbers