**1.Names of participants**

Ashley Edouard, Nnamdi Momah, Eniola Adekoya, Renee Quinton, Netochukwu Momah

**2. Email**

aedou088@uottawa.ca, nmoma073@uottawa.ca, eadek023@uottawa.ca, rpetr023@uottawa.ca, nmoma070@uottawa.ca

**3.Proposed Project Title**

Trash To Cash

**4.Tell us about your project**

The "Trash 2 Cash" initiative is a scalable, cost-effective recycling program that addresses students' financial struggles and sustainability goals. By incentivizing recycling, it not only reduces waste but also builds uOttawa's reputation as an eco-conscious, student-focused institution.The program encourages uOttawa students to recycle by rewarding them with points for recyclable items deposited in designated bins. These points can be redeemed for rewards like campus discounts or merchandise, with higher incentives for recycling items from potential future partner brands. The program integrates the uottawas web portal and QR code technology for tracking and engagement.

**5.Objectives of the project (Please provide details about the anticipated environmental, economic, and social impacts of your project)**

For the University:(social, environmental and economic)

Environmental Impact: Aligns with sustainability goals, aids in achieving a "Zero Waste Campus," and enhances rankings.

Cost Savings: Cleaner campuses reduce waste management and cleanup costs.

Public Image: Positions uOttawa as a leader in eco-innovation, attracting prospective students.

For Students:

For students(social and economic)

Financial Relief: Students can earn rewards (e.g., dining credits, bookstore vouchers) to ease financial struggles.

Behavioral Impact: Encourages sustainable habits and responsibility among students both on and off campus.

Mental Health Benefits: Participation in positive initiatives fosters a sense of purpose.

For potential future partners:

Increased Brand Loyalty: Students prefer partner products to earn more points.

Enhanced Public Image: Corporate commitment to sustainability appeals to eco-conscious consumers.

**6.Describe your project timeline**

Implementation Suggestions

Phased Rollout:

Initial Phase: Launch a basic version with QR codes on bins, limited to one building.

Advanced Features: Add data tracking, leaderboards, and enhanced incentives over time based on student feedback.

Promotions:

Marketing Campaigns: Use social media, posters, and events to raise awareness.

Student Organizations: Collaborate with eco-friendly groups on uottawa's to champion the program.

Data Collection:

Collect metrics on item types, bin usage frequency, and student participation to optimize the system and secure future funding.

**7.Describe the expected budget of the project (make reference to materials needed if applicable)**

a. Initial Setup Costs

Web Portal Integration:

Use the existing uOttawa website with minimal customizations to include:

Login for students to track points.

QR code scanning functionality.

Reward redemption system:

Cost Estimate: $2,000–$2,500.

QR Code Stickers and Bin Labels:

Durable QR code stickers for existing bins.

Instructional labels to guide students on scanning and logging their items.

Cost Estimate: $100–$200.

Marketing Materials:

Basic promotion through social media, posters, and on-campus flyers to build awareness.

Cost Estimate: $300–$500.

b. Recurring Operational Costs

Rewards and Incentives:

Small, affordable rewards (e.g., dining credits, bookstore vouchers).

Allocate approximately $1,500 for rewards in the first semester.

Cost Estimate: $1,500.

Staff/Volunteer Support:

Utilize student volunteers or assign part-time work hours to existing staff to monitor and manage the program(Only if needed).

Cost Estimate: $500.

c. Total Budget (One Semester Pilot)

Category Estimated Cost

Web Portal Integration $2,000–$2,500

QR Code Stickers & Bin Labels $100–$200

Marketing Materials $300–$500

Rewards (Small Incentives) $1,500

Staff/Volunteer Support $500

Total $4,400–$5,000

Scalability & Feasibility Within $5,000

Phase 1: Pilot Implementation

Target one building (e.g., uottawa library or cRX) to minimize initial costs and gather data.

Place QR codes on 3-7 bins within the building.

Phase 2: Expand Based on Pilot Success

Use data collected (e.g., recycling participation rates and reward usage) to justify expansion to additional buildings.

Adjust the points system, marketing strategy, or incentives based on feedback.

Cost-Saving Strategies

Corporate Partnerships:

Approach brands like Coca-Cola or local businesses for sponsorships to offset reward costs.

Example: Offer bonus points for recycling partner-brand products.

University Support:

Emphasize potential cost savings in waste management and sustainability ranking improvements.

**8.How would you measure the success of your project?**

a. Key Performance Indicators (KPIs)

Environmental Impact

Increase in Recycling Rates:

Compare the weight/volume of recyclables collected before and after implementation.

Track the number of recyclable items scanned and processed through the system.

Reduction in Waste-to-Landfill:

Measure the percentage decrease in non-recyclable waste collected in campus trash bins.

CO₂ Emission Reductions:

Calculate CO₂ savings from increased recycling using standard metrics for specific materials like plastic, aluminum, and paper.

Student Participation

Adoption Rate:

Number of students registered on the platform compared to the total campus population.

Engagement Frequency:

Track the average number of times a student uses the system per month.

Retention Rate:

Measure how consistently students use the system over multiple weeks or semesters.

Reward Redemption

Reward Utilization:

Number of rewards redeemed by students, indicating program engagement.

Point Distribution:

Average points earned by users, ensuring equitable participation without exploitation.

b. Financial Metrics

Cost Savings:

Assess reductions in waste management and cleanup costs due to improved recycling habits.

Corporate Sponsorship Revenue:

Amount of funding secured from brand partnerships for bonus points or program support.

Cost-Effectiveness:

Compare operational costs of the system to environmental and financial benefits (e.g., waste disposal savings or reduced labor).

C. Feedback from Stakeholders

Student Feedback:

Use surveys and focus groups to evaluate:

Ease of use of the platform and QR code scanning system.

Perceived value of the rewards offered.

Suggestions for improvements or additional features.

University Administration:

Evaluate their perception of the program’s impact on:

Campus cleanliness.

Alignment with sustainability goals (e.g., "Zero Waste Campus").

Public image and recognition through awards or rankings.

Corporate Partners:

Assess their satisfaction with the program’s ability to:

Promote their brand.

Increase consumer loyalty among students.

d. Behavioral Change Indicators

Recycling Culture Shift:

Increase in the number of students who report recycling regularly even outside the campus.

Higher awareness of proper recycling practices, measured through quizzes or engagement campaigns.

Social Proof:

Active participation in leaderboards or recognition programs (e.g., “Recycler of the Month”).

e. Long-Term Sustainability Goals

Program Expansion:

Success in scaling the program to additional buildings or campuses.

Cross-Campus Engagement:

Collaboration with other institutions adopting similar systems.

Recognition:

Achieving sustainability awards or higher rankings in university sustainability indexes.

f. Data-Driven Insights

Tracking and Analysis:

Analyze the types of items recycled most frequently to identify trends.

Use heatmaps(not literal, just busiest places on campus) to track high-traffic recycling locations and optimize bin placement.

Identify patterns of misuse (e.g., excessive scanning) and how effectively prevention mechanisms reduce it.

Benchmarking Success

Compare results to predefined goals:

Short-Term Goals: Engage 20–30% of the campus population within the first semester.

Medium-Term Goals: Achieve a 25% increase in recycling rates and reduce waste-to-landfill by 15% within a year.

Long-Term Goals: Establish "Zero Waste Campus" certification or equivalent recognition within 3–5 years.