

SYNERGY SQUAD

ECOBADGE

The Gamified plastic reduction app



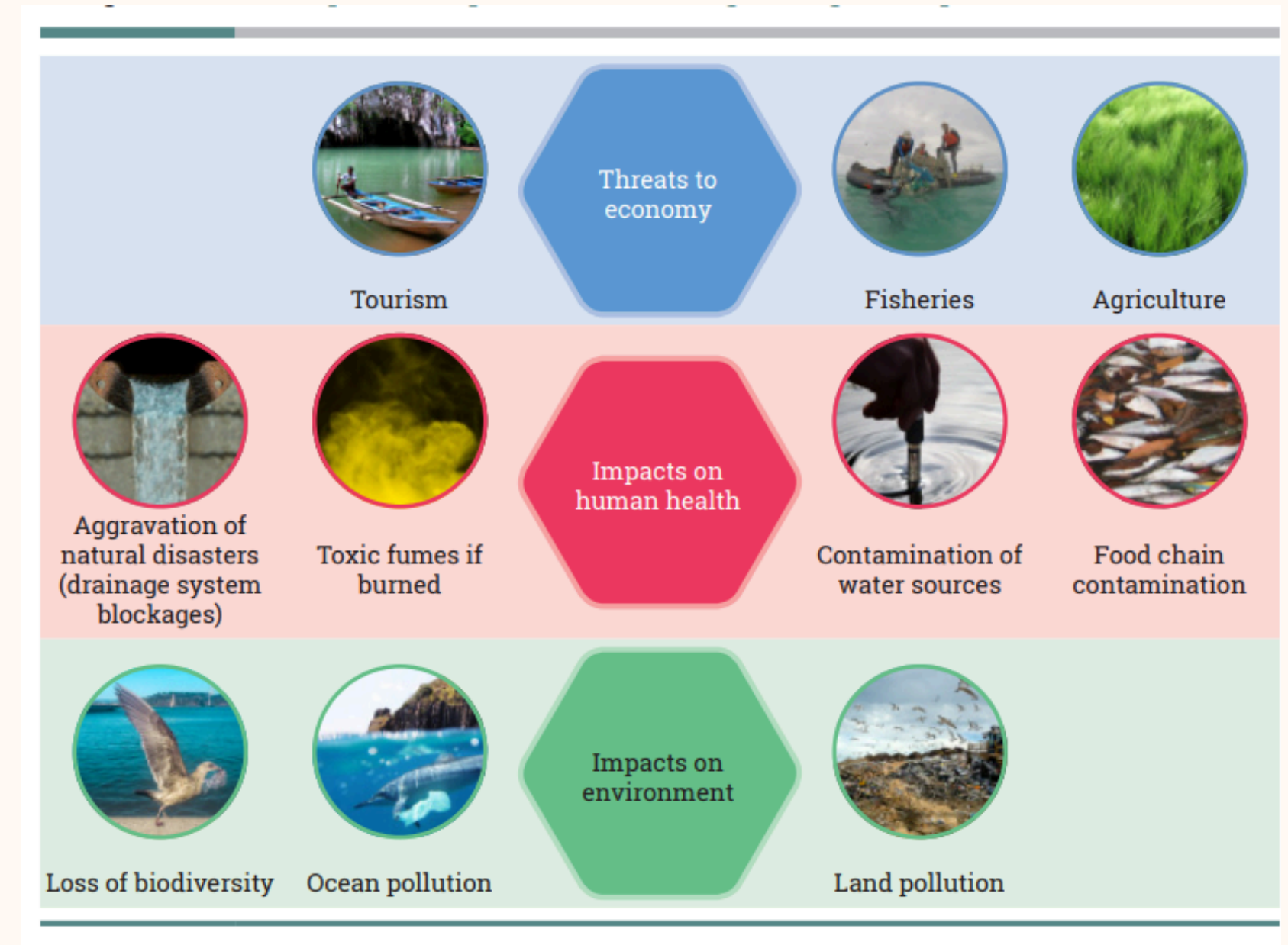
CORE PROBLEM

Plastic production and consumption has been a pressing issue to mankind for decades now. What used to be a production of 2 million tonnes annually in 1950 has now sharply increased to 450 million tonnes annually in 2019



SERIOUSNESS

Large amounts of single-use plastics are improperly discarded in dumpsites, in the environment, or burned out of necessity as cooking fuel, especially in countries with inadequate waste management systems and limited public awareness. Only a small percentage is disposed of properly in sanitary landfills, and an even smaller portion is recycled

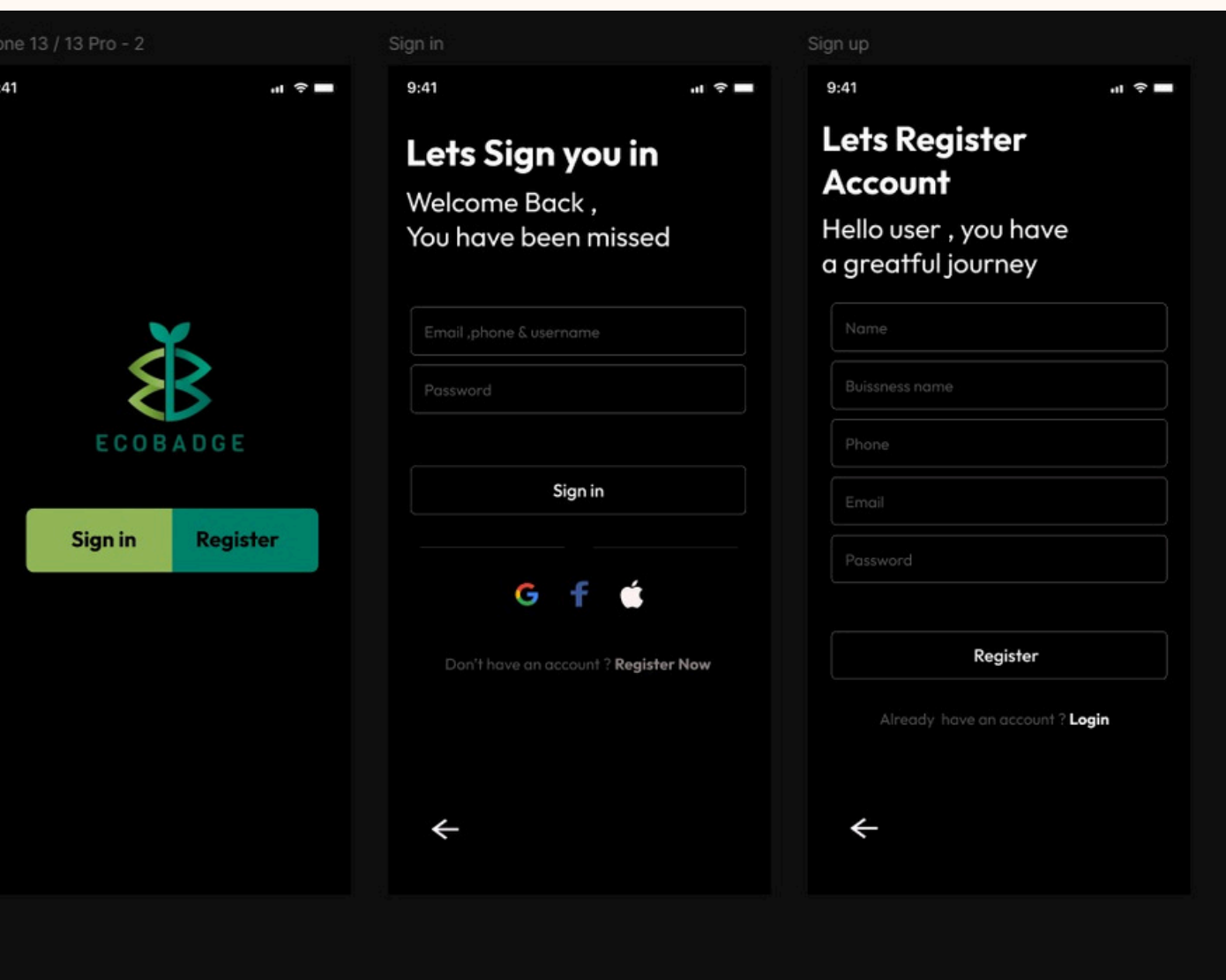


RESPONSIBILITY?

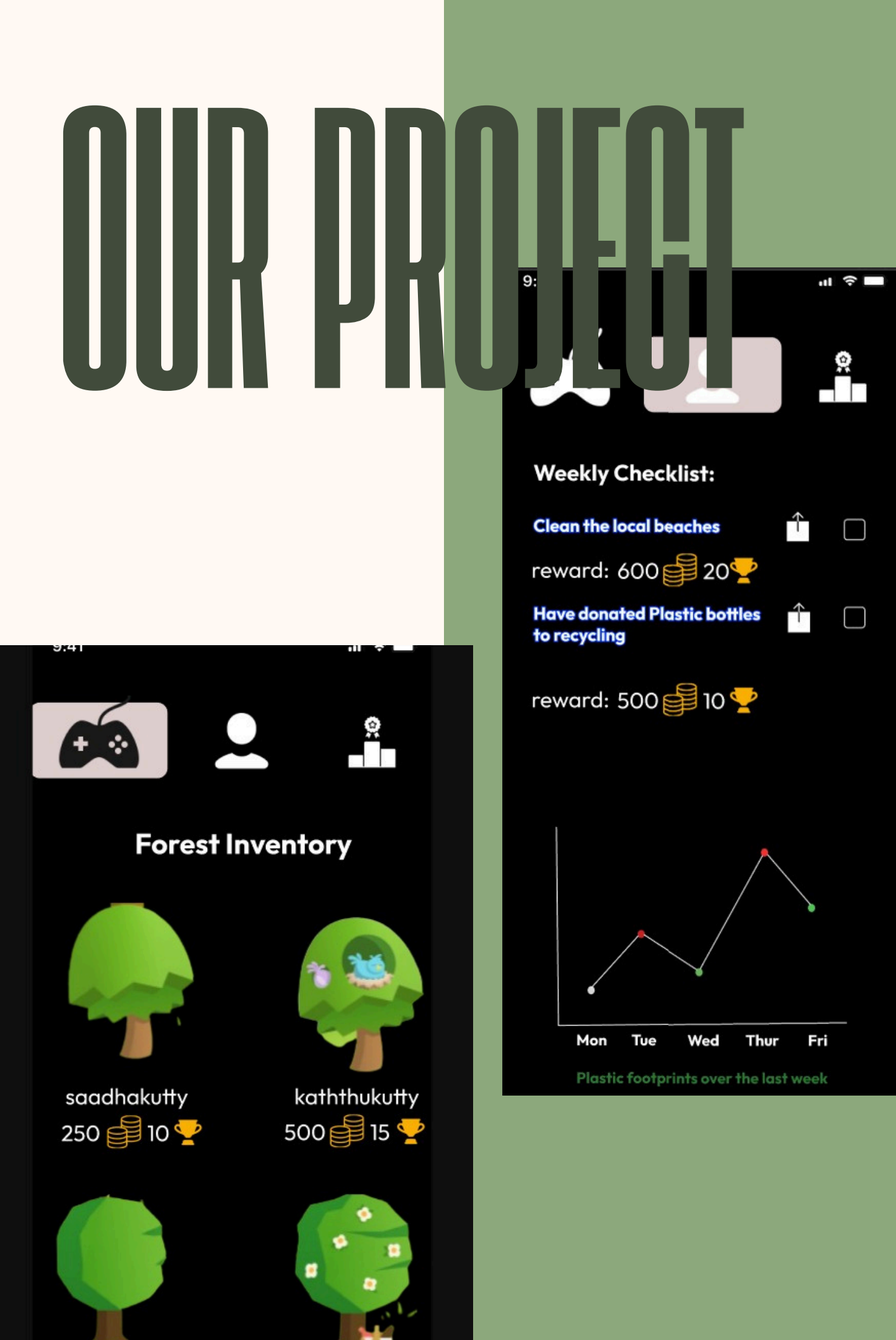
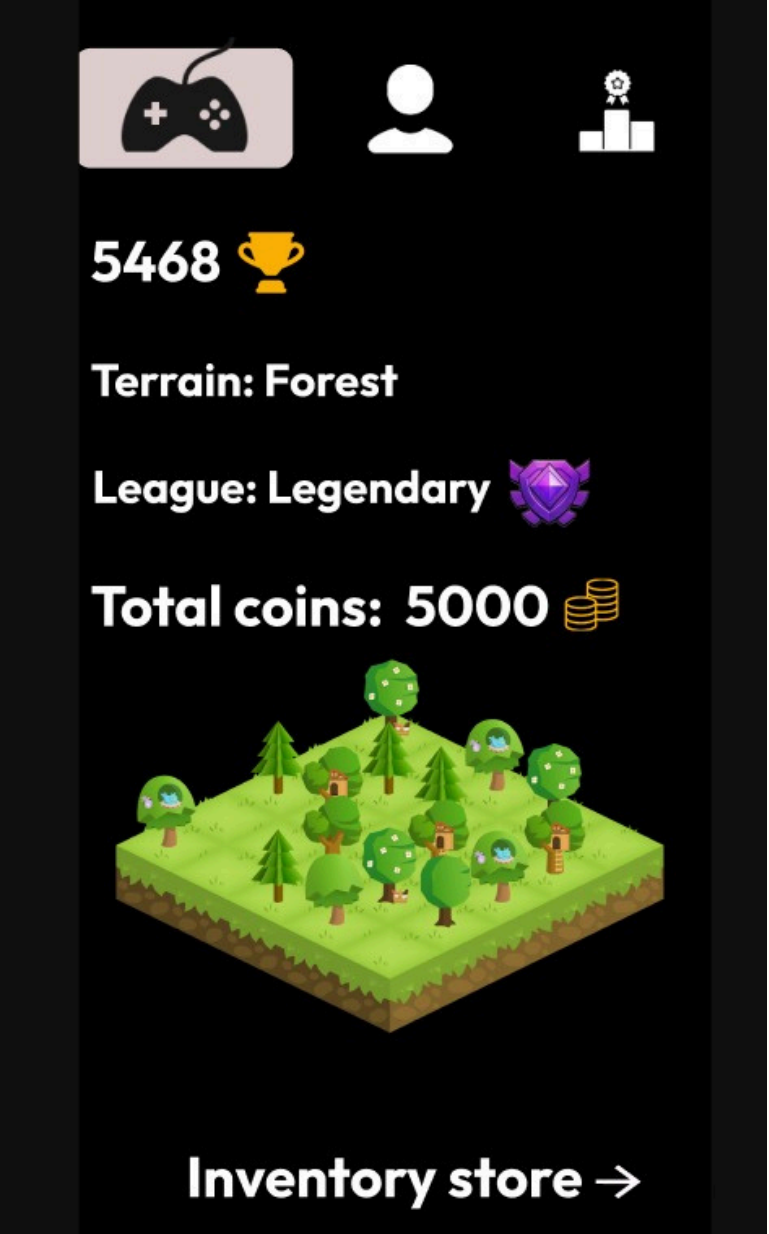
Irresponsible consumption of plastic and unmonitored plastic footprint has always been the root cause for the plastic plaque that the world suffers from now. People sure are willing to change, But what's the motive?



SYNERGY SQUAD



This is our brainchild, the ecobadge. It presents a gamified approach to this age old problem of self will to change for the better



WHY OURS WILL WORK



- 1 Gamification Encourages Behavior Change:
By incorporating a game within the app, we tap into human psychology. Gamification provides intrinsic motivation and a sense of achievement.
- 2 Behavior Tracking and Awareness:
Our app tracks users' plastic footprint and consumption. This data is crucial for raising awareness.
- 3 Social Influence and Community Building:
Users can share their achievements and progress within the app or on social media.
Social influence plays a significant role..

THANKS FOR THE TIME!

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