



Plastic pollution in Egypt is a serious environmental and economic issue.

GCGO: Climate Change

The problem matters because it causes serious **environmental and economic issues** that affects millions of people and animals in Egypt. It causes health problems, damages marine ecosystems, reduces tourism, and hurts the fishing industry.



USER PERSONA

There is no doubt that plastic waste thrown in the water impacts the sea life, which subsequently affects fishermen.

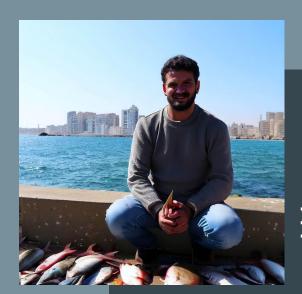
User Persona:

Name: Ahmed Abdellatif

Age: 34 years old

Nationality: Egyptian
Profession: Fisherman
Income: 60,000 EGP/Year

Background: Ahmed was born and raised in Alexandria. He comes from a family of fishermen, and he has been fishing since he was a child. He is a skilled fisherman, and he knows the Alexandrian coastline like the back of his hand.

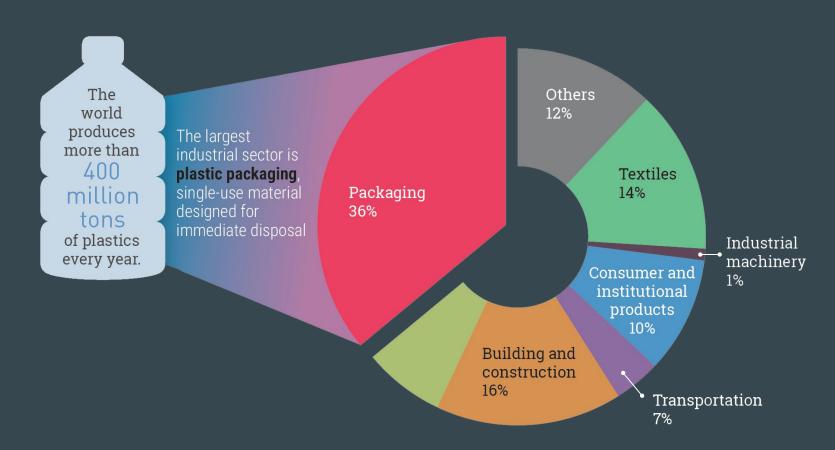




Al imagination of Ahmed Abdellatif Source: Bing Image

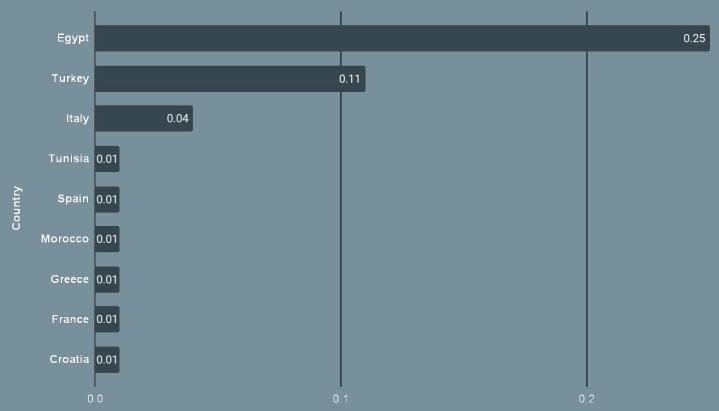
Global plastic production by industrial sector.

Reference: Adapted from Geyer, Jambeck, and law, 2017



Biggest sources of plastic ending up in the Mediterranean.

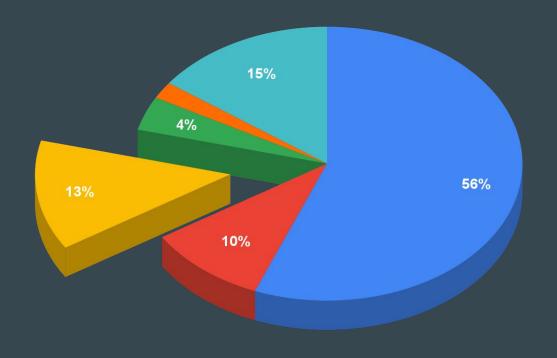
Reference: WWF/Dalberg, Jambeck, Liubartseva



Municipal solid waste composition in Egypt (2012).

Organic waste

Reference: Egyptian WMRA (Waste Management Regulatory Authority)



Plastic

Paper

Glass

Metals

Others

SOLUTION



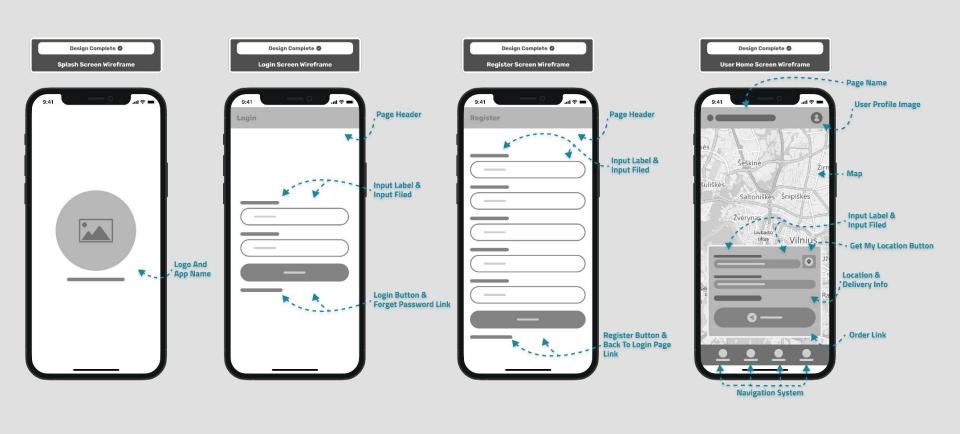
App logo

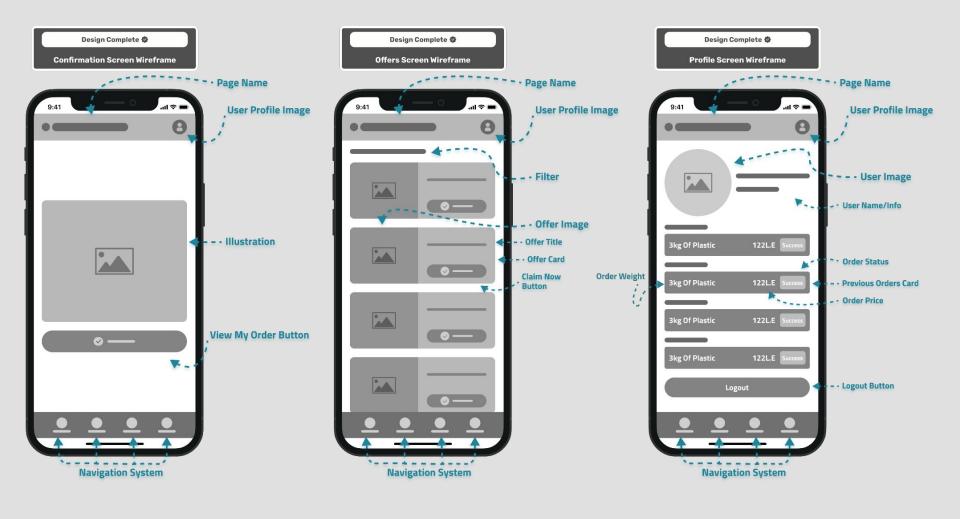
Our solution is **PlasticDash**, a mobile app that rewards users for collecting plastic waste.

Users can request a pickup service from the app and exchange their plastic for points, which they can redeem for various products and offers.

We chose this solution because we believe it will motivate people to recycle their plastic waste, as many of them do not have access to proper disposal facilities. Moreover, our solution leverages the widespread use of smartphones and apps as a convenient and engaging way to connect users and collectors."







PAIN POINTS / USER NEEDS



Users need a **platform** that motivates and incentivizes them to actively participate in plastic waste collection.



Users struggle to obtain **information** regarding nearby recycling centers or drop-off points.

RECOMMENDATION / CHANGES





02

Adding a future feature such as **creating events and talks** where people interested in fighting plastic waste could meet up in real life and form communities.

Adding **Trophy/Badge systems** and track bars in the user profiles to show how much they contributed to creating a world with less plastic and display progress over time.

WHAT'S NEXT!



If we get the funding we need to further develop the app, we plan on:

- 1. **Expanding** our app to cover more cities all over Egypt, we could also expand to more countries that suffer with the same issue of plastic waste management.
- 2. We could **partner** with some of the already existing organizations and initiatives that are working to reduce plastic waste in Egypt. This could help increase our outreach, credibility and impact.
- 3. Further **improving the app's features** and functionalities.
- 4. **Carry out workshops** and educational events & hackathons to spread awareness about the importance of plastic recycling in Egypt and the environmental issues caused by plastic pollution.

WHY PLASTICDASH

PlasticDash is a mobile app that tackles the plastic waste problem and supports environmental sustainability.

The app rewards users for collecting waste and encourages them to adopt responsible waste management habits.

Plastic Dash builds a community of users who share a common vision and goal, increasing the impact and awareness of sustainability issues.

Plastic Dash aims to create positive change by empowering individuals, fostering responsible waste management, and advancing a more sustainable future.

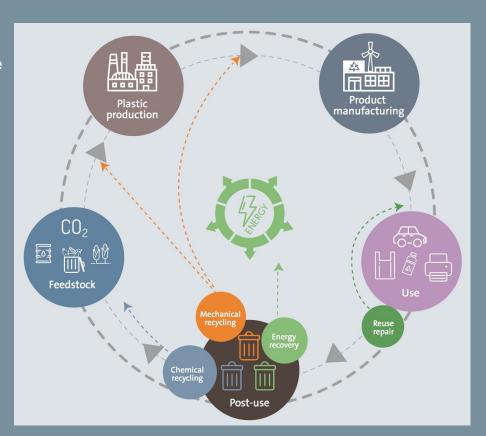


Source: Pexels.com



APPENDIX

- In 2021, the world produced 368 million tonnes of plastic. This is equivalent to the weight of 800,000 blue whales. [Source: Our World in Data]
- Only 9% of all plastic produced is recycled. The rest ends up in landfills, incinerators, or the environment.
 [Source: The Ellen MacArthur Foundation]
- Plastic takes hundreds of years to decompose in landfills. This can release harmful pollutants into the environment. [Source: National Geographic]
- An estimated 8 million tonnes of plastic enter the oceans every year. This plastic can harm marine life and pollute the water. [Source: World Economic Forum]
- Microplastics are tiny pieces of plastic that are less than 5mm in size. They can be found in the air, water, and soil. Microplastics can be ingested by marine life and humans, and their effects on health are not fully understood. [Source: The Guardian]



Plastics life cycle