



Incentivizing the recycling of non-traditional plastics

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We  Open Source #BePlasticWise



The Problem

91% of plastics made are not recycled.

75% Recycled

Non-traditional plastics: As low as 1%



0-1L
Bottles



>1L
Bottles



Containers



Styrofoam Cups



Styrofoam Packing



Disposable Bags




Disposable Cutlery

Of these 5, only bottles have a clear incentivization model for recycling.

The Solution

 OceanPrize incentivizes people to recycle their non-traditional plastics.



 OceanPrize tracks and rewards new recycling behaviours.

How ceanPrize Works



Collecting

Users collect their plastic bags, food containers, and other non-traditional plastics.



Contributing

Users take their non-traditional plastics to partner depots.



Rewarding

Users are rewarded with points that can be redeemed at Ocean Wise partner organizations.



Value Chain



- + Earn Rewards to Local Attractions
- + Contribute to Improving the Environment



Depot Partners recycle the plastics. London Drugs is a target partner.



- + Increase Plastic Recycling Volume
- + Increase Foot Traffic in Store

1



Users recycle non-traditional plastics.

2



Fairmont
HOTELS & RESORTS






Partners provide rewards to Users.

3

- + Customer Acquisition
- + Environmental Contribution

Assumptions

Assumption	Rationale
 Partners will provide rewards	<ul style="list-style-type: none">• Partners put limited value at risk, as there is no financial commitment until Users redeem the coupon.• Coupons are an established method of customer acquisition.• Partners stand to gain exposure.
 Users will be incentivized to recycle	<ul style="list-style-type: none">• Studies have proven that coupons improve consumer happiness and willingness to spend.
 A Depot Partner will participate	<ul style="list-style-type: none">• London Drugs is already recycling non-traditional plastics.• Recycle BC is also doing this.

Demonstration



Feature Development Roadmap



Group Based Contributions and Rewards

- Apartment buildings, office towers, neighbourhoods can contribute together and compete against other teams.



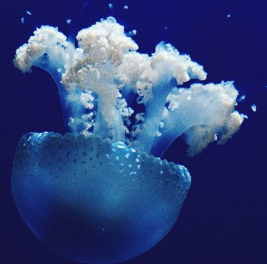
Automatically Scan Receipts

- Scanning of receipts from partner depots and automated points calculation will replace the form input system



Event Based Contributions and Rewards

- Ocean Wise and Partners can incentivize participation in beach cleanups, sustainable food festivals, and other events supporting eco-friendly living.



Thank You

