

# **Lack of Transparency and Public Engagement in Everyday Waste Management**

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## *The Problem:*

Limited awareness of waste processing and its environmental impact leads to poor recycling habits and low sustainability participation

### **WASTE MANAGEMENT ECOSYSTEM**



**Low awareness  
of waste  
lifecycle post-  
disposal**



**Disconnection  
from  
environmental  
impact**



**Limited access  
to convenient  
solutions**



## *The Opportunity*

Enhance recycling rates and promote responsible waste disposal behaviors through increased awareness and simple management tools

## *Methodology*

- 50 interviews conducted with students and corporate employees (ages 18-35)
- Questions focused on awareness, daily practices, and challenges
- Outreach via Zoom, emails, and in-person invites



**32%**

**aware of basic  
recycling  
practices**



**43%**

**participate in  
recycling  
(segregation)**



**20%**

**pounds/day per  
household waste  
generation**



**25%**

**contamination  
rate in  
recyclables**



## *The Solution:* **Waste Management App**

An app based solution that encourages and educates the user towards daily waste management

**Local alerts and announcements**



**Waste sorting education**



**Incentive-based rewards and recognition**



**Tools for community engagement and shared initiatives**



## WHAT SETS US APART ?

### Personalized Engagement

Mobile app with  
real-time  
feedback and  
tracking

### Incentive-Driven Approach

Preferred by 80% of  
interviewees

### Community Focus

68% interviewees  
support programs  
like composting and  
shared sustainability  
efforts





## Primary Customer Persona: B2C



**B2C:** Environmentally-conscious consumers

### Other Potential Segments

- B2B: Local governments, municipalities, and corporations
- Nonprofits/NGOs focused on waste management and sustainability

### PRIMARY USE CASE

## ECO-CONSCIOUS URBAN PROFESSIONAL

**Name:** Sarah, 28

**Occupation:** Corporate Employee

**Location:** Urban area

### CHARACTERISTICS

- Busy lifestyle, seeks convenience
- Environmentally aware but struggles with consistent practices
- Tech-savvy, prefers mobile solutions
- Values community involvement and social impact

### PAIN POINTS

- Unclear sorting systems
- Lack of motivation due to unclear impact
- Limited time for extensive research on proper disposal methods
- Check local recycling schedules and announcements
- Learn proper sorting techniques for different materials
- Track her recycling efforts and earn rewards
- Participate in community clean-up events



Revenue Model

- **Freemium Model for Consumers:** Basic features free, premium features for a subscription
- **Data Analytics (B2B):** Offer aggregated data on waste patterns to municipalities and corporations
- **In-App Advertising:** Eco-friendly brands and recycling companies

Scalability Plan

Phase 1	Launch in pilot cities	<ul style="list-style-type: none"><li>• Partner with local governments and waste management companies</li><li>• Establish user base and refine app features</li></ul>
Phase 2	Regional Expansion	<ul style="list-style-type: none"><li>• Leverage data and success stories from pilot cities</li><li>• Adapt to regional waste management regulations and practices</li></ul>
Phase 3	National Rollout	<ul style="list-style-type: none"><li>• Standardize core features while allowing for local customization</li><li>• Develop B2B offerings based on accumulated data and insights</li></ul>
Phase 4	International Expansion	<ul style="list-style-type: none"><li>• Partner with global environmental organizations</li><li>• Adapt to diverse cultural and regulatory environments</li></ul>



## *Go-to-Market Strategy*



### *Domain-Specific Challenges*

- Highly regulated industry
- Varying recycling rates across states
- 25% contamination rate in recyclables



## *Potential Risks and Mitigation Plans*

### **Low Adoption**

Intensive marketing, influencer partnerships

### **Data Privacy**

Robust protection, transparent policies

### **Regulatory**

#### **Issues**

Legal partnerships, proactive engagement

### **Regional Inconsistencies**

Modular design, local partnerships

### **Impact Measurement**

Clear KPIs, advanced analytics

### **Competition**

Focus on unique value, seek partnerships



Fixed & Variable Costs

Cost	Strategy
Software Development	<ul style="list-style-type: none"><li>• Opt for cross-platform frameworks to build a single codebase that works on multiple platforms</li><li>• Utilize open-source libraries, frameworks, and pre-made templates to reduce coding time and licensing fees</li></ul>
Customer Acquisition	<ul style="list-style-type: none"><li>• Prioritize low-cost, high-impact marketing strategies.</li><li>• Leverage content marketing, social media, and SEO to reach your target audience without significant advertising spend</li></ul>
Data Storage Infrastructure	<ul style="list-style-type: none"><li>• Adopting cloud-based software instead of purchasing expensive hardware and investing in automation tools</li></ul>

Partnerships

**Waste Management Companies**

**Benefits** :Expertise in waste handling and disposal regulations

**Incentives**:Enhanced customer service through real-time tracking and reporting

**Local Government Authorities**

**Benefits** :Access to public waste collection points and facilities

**Incentives**:Enhanced citizen satisfaction through efficient waste services

**Environmental Non- Profits**

**Benefits** :Expertise in best practices & sustainability metrics

**Incentives**: Platform for promoting environmental awareness and best practices





*Thank You*