

ReCircle

BY AOP



Make A
Difference



Group 7

Asia Oceania Powers
(AOP)



Background



**In India's urban homes, a silent crisis
is stacking up (quite literally)...**

Every time we order food online, it arrives in plastic containers: black, white, or clear, piled up on our shelves. These containers are durable, but ultimately disposable, and unfortunately, they're disposed off in all the wrong ways.

Public bins don't work practically. They're either ignored, contaminated, or misused. Most people feel guilty about throwing plastic away, but have no idea how to responsibly reuse or recycle it. On the other hand, restaurants continue to rely on plastic because compostable packaging is far too expensive. The result is a vicious cycle of waste and inaction, even among those who want to do the right thing.

Problem Statement

How might we enable food delivery users to meaningfully reuse or responsibly dispose of the growing number of plastic food containers they accumulate, especially when restaurants cannot afford sustainable alternatives?

Who: Urban food delivery users who order frequently through online platforms

Why: No systematic method of container return, reuse or recycle. Affordable restaurants cannot offer sustainable packaging options

Where: Urban cities in India



Solution Overview

---ReCircle: A tech-enabled, community-driven system for plastic container reuse.

Vision: To create a world where less plastic food container becomes waste, more pieces are reused and responsibly recycled, building truly circular cities.

Mission:

"Give Every Gram of Plastic a New Life"

-Pioneering smart recycling to eliminate waste and build a zero-trash economy.



Key Features of our App

Users earn credits for returns via app, redeemable for transport/shopping benefits

Reward-Driven Container Return System

Green Partner badges empower restaurants to showcase sustainability while cutting container costs.

Green Certification for Restaurants

Gamified tracking turns recycling into a community challenge with transport perks for top contributors.

Gamified Recycling Tracking

Local collection crews and upcycling events connect the community while educating neighborhoods.

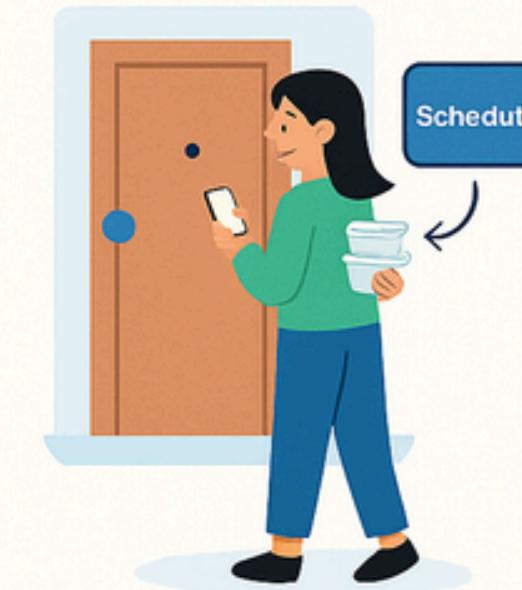
Community Co-Creation Program

Our App

ReCircle

BY AOP

Give your plastic
a second life.



Door-to-Door Pickup



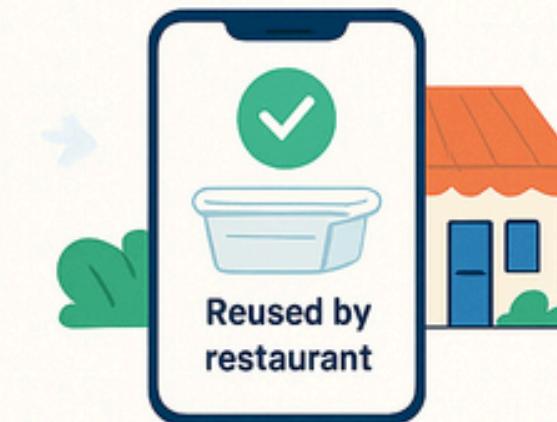
Plastic Tracker



The Clean Streak?



Where Did My
Plastic Go?



Core SDGs Addressed

SDG 11

Our reuse-first model reduces single-use plastic waste
and promotes circular economy principles.

SDG 12

By deploying urban return booths and encouraging recycling,
we cut landfill waste and build cleaner communities.

SDG 13

Every reused container avoids CO₂ emissions from
incineration

SDG 15

Preventing plastic pollution protects soil and waterways
from microplastics.

SDG 17

Collaborating with restaurants, schools, and governments
to scale systemic change.

Risks & Loopholes

And How We Fix Them

Health & Safety Concerns

- Educate users
- Shift to certified containers
- Sterilize at centers

User Participation & Behavioral Barriers

- App reminders
- Gamified rewards
- Convenient drop-off points
- Social Campaigns

Recycling & Sorting Challenges

- Standardized container types
- Partner with specialized recyclers



Scale & Credibility

How We'll Scale ReCircle:

- Strategic Partnerships (SPONSERS!)
- Technology-Enable Growth
- Community Engagement

Building Credibility:

- Pilot Programs & Early Results
- Transparency & Trust
- Social Proof



Key Activities

1. Partner Onboarding – Sign contracts with restaurants and food delivery platforms for plastic collection.
2. Waste Collection
3. Sanitization & Sorting – Process plastic at centers using machines.
4. B2B Sales – Sell sanitized containers back to partners.
5. Education Outreach – Deliver circular economy courses in schools.



Key Partners

1. Restaurants
2. Recycling Companies
3. Schools & Educational institutions
4. Food delivery platforms
5. EdTech content creators



Key Resource

- 1.Human Resource-Collectors
- 2.Sanitising Machines
- 3.Course Module on Circular Economy for School Children



Cost Structure

- 1.Sanitation and Sorting Centre Cost
- 2.App-based door-to-door collection cost
- 3.Instructors' Cost for the School Course



Customer Relationships

- 1.Reward-based engagement (discounts,vouchers)
- 2.Coffee Shop Programme
- 3.In-app Gaming feature
- 4.Disposed plastic tracker for users



Value Propositions

- 1.CVP: Door to door plastic collection, convenient disposal of household plastic waste.



- 2.IVP Circular Economy

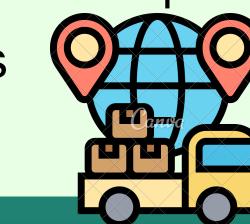
Market Segments

1. Households
2. Restaurants
3. Schools
4. Plastic Recycling Comp



Channels

- 1.Mobile app
- 2.Social media platforms
- 3.Schools



Revenue Streams

- 1.Selling Sanitised Containers to Restaurants
- 2.Selling Sorted, Sanitised plastic to Companies dealing with plastic recycling
- 3.Social Media Content Creation
- 4.Sponsorships from Brands/ CSR (will be reinvested for giving out rewards to our customers)
- 5.Partnering with schools to teach Compulsory School Course on Circular Economy (SDG Aligned course that shall be offered by us to the schools)

Key Stakeholders & Partners

Stakeholder/Partner	Role in Scaling & Credibility
Restaurants & Cafés	Drive adoption, offer collection points and promote the program
Recycling Companies	Ensure responsible processing and closed-loop recycling
Schools & Educational institutions	Lead education, outreach and youth engagement
Food delivery platforms	Enable tech integration and user reach
EdTech content creators	Develop engaging digital content to raise awareness and teach sustainability practices

Conclusion

This isn't just about plastic. It's about potential. ReCircle by AOP brings together individual conscience, community action, and design to create a cleaner, smarter, circular urban future. With every pickup, we reduce guilt. With every reused container, we reduce cost. With every engaged user, we spark a habit.

We've built the technology. We've imagined the network. Now we're ready to build the movement - together.



References

1) Conceptual Inspiration

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- Swachh Bharat Mission Urban Dashboard
- The Better India x Recykal – India's Food Delivery Waste Problem
- Harvard Business Review – The Behavior Change Wheel

2) Statistical & Research Reports

- FICCI-EY Report 2022 – India's Food Service Industry
- CSE India – Single-use Plastics in India
- MoHUA – Solid Waste Management Annual Report 2023

Thank you

