CleanJa

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Vision

CleanJa aspires to enhance the beauty of Jamaica by solving our solid waste management problem. We envision a Jamaica with a systematic & comprehensive strategy that encourages Jamaicans to properly manage and dispose their waste.

Problem Statement

Waste management is a huge problem in Jamaica due to poor collection practices, poor disposal and lower awareness.

Solution

Improve waste management by creating an online hub that allows transparency into waste management operations and engages and incentivise the community to help improve waste collection.

Web hub (SaaS) (MAIN)

1. Schedule/ calendar of disposal
   - Reporting system
2. Information database
   - Job-seekers (Private Contractors), Guides, Blogs, Community-based survey/ reports,
3. Incentivised Membership
   - Points based on social media engagement, Hero's journey, Rating system for garbage team,

Behaviour-change Campaign (OUTPUT)

(social media - Twitter, Instagram, Meta, Tik-Tok, YouTube)

- Aim: to guide persons in accessing the website for valuable strategies.
- Strategy: Incentivised engagement, Public discussion, Contract opportunities, Reporting

Customer

Primary Target

Gender: Female (83%) Male (17%)

Age: 20 - 24 | 25 - 34 | 35 - 45,

Location: Kingston, St. Catherine *(Phase 1)*

Education: Partial High School, Bachelors

Socio-economic: Middle-class, and/or Parents

Secondary Target*

Gender: Female (59.4%) Male (59.9%)

Age: 4 - 7 | 8 - 11 | 12 - 18

Location: All-island

Education: Primary School, Secondary School

Socio-economic: Middle-class, Urban, Rural

Collaboration

Guiding Institutions

JET
UNDP

Partners

NSWMA
Supermarkets
Recycle Partners

Sponsors

IDB, DBJ
Social Corporations
- Grace Kennedy
- Sagicor
- Digicel

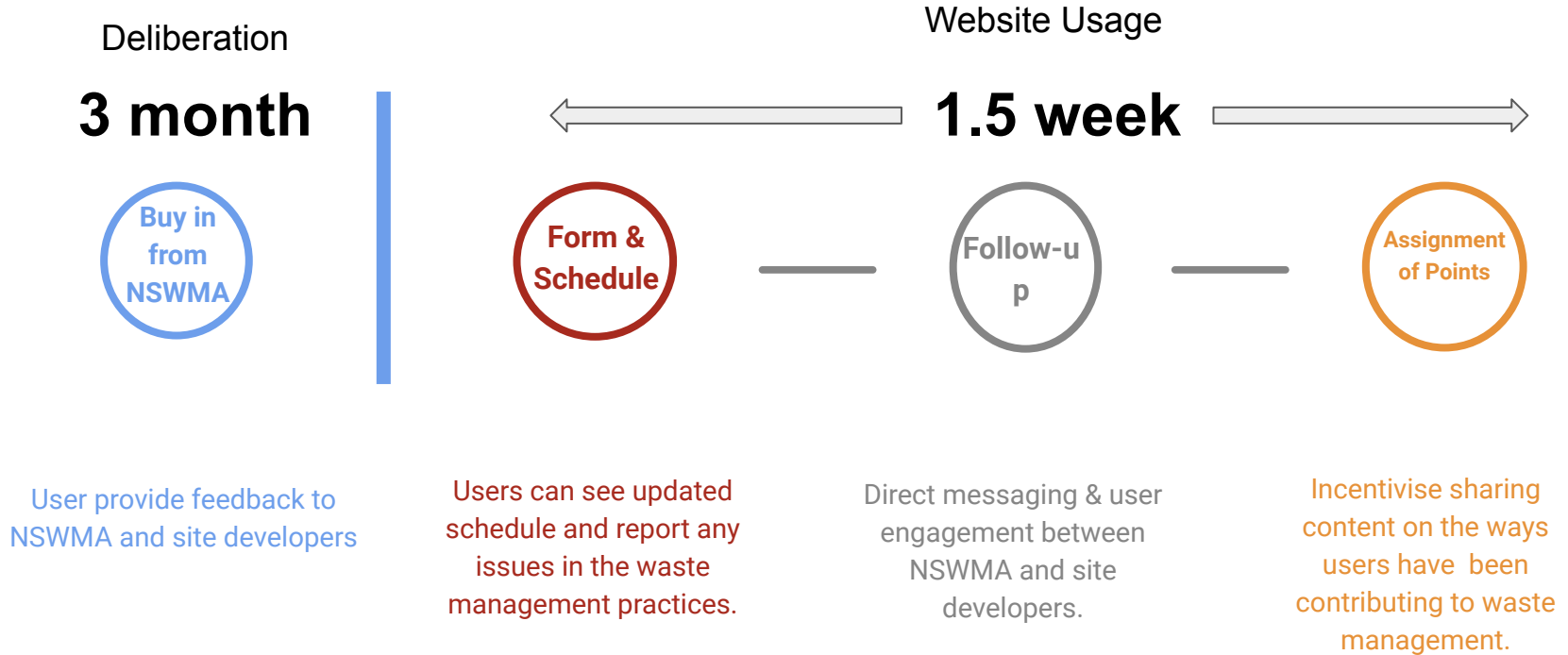**Media Partners**

TVJ
CVM
Gleaner
Observer

International Press
- Climate Change Journalists
Radio

Passion (empathy)

- People detest having garbage around them. The discomfort, smell of being around it is irritating and often leads to persons dumping in gullies, burning garbage, overflowing smelly skits and reckless disposal of solid waste.
- The ability to report discrepancies in waste disposal collection or positively commend consistencies seen will allow persons to jump onboard and create a changed mindset.
- Persons would appreciate a transparent system that encourages and rewards participation in building a cleaner, greener & better environment.

Proof of Concept

Deliberation

Website Usage

3 month

1.5 week

Buy in from NSWMA

Form & Schedule

Follow-up

Assignment of Points

User provide feedback to NSWMA and site developers

Users can see updated schedule and report any issues in the waste management practices.

Direct messaging & user engagement between NSWMA and site developers.

Incentivise sharing content on the ways users have been contributing to waste management.

Cost* (figures quoted in USD)

Initial Investment/ Capital				
Software	Year 1	Year 2	Year 3	Year 4
Air table	$144	$144	$144	$144
Wordpress	$300	$300	$300	$300
Web Developer (hire) Maintenance Fee Year 2	$697	$240	$240	$240
Hosting Dedicated server Year 2	$65.4	$960	$960	$960
Cost (operating expenditure)				
Public Relations Officer (hire)	$6800	$6800	$6800	$6800
Volunteers (hire) stipend	$500	$500	$500	$500

Total				
	Year 1	Year 2	Year 3	Year 4
Sum	$8506.4	$8944	$8944	$8944
JMD	$1.2 mil	$1.3 mil	$1.3 mil	$1.3 mil

Opportunities and Risks

Opportunities

- Create employment opportunities & incentive for compliant & engaged persons.
- Establish agreement between NSWMA to help enhance performance & transparency amongst interested stakeholders.
- Have a premium domestic pick up system/service that persons can wiĺlingly pay for convenience to generate funding.
- Using the web hub as a platform for accountability and integrity and for best waste management practises.

Risks

- Not having sufficient funds to fulfill the project
- Users access to data usage and limited data coverage due to area.
- Digital literacy.

Plan B

- Analyze data collected, reorganize /strategize with lessons learned.
- Collaborate with NSWMA and leverage the data gained as a report.
- Seek other avenues with use of social media, competitions, creative skills, funding from international agencies committed to the cause.
- Crowdfunding campaigns, Assistance from Registered charities
- Use merch to help fund campaigns
  - bring back the Sexy in creating a cleaner environment through Solid Waste best practices

SDG Goals Aligned To