

Waste Eradication App (We App)

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Vision *

“Creating responsible citizens for waste disposal”

Problem Statement *

Currently waste disposal by households is a choice without an attached incentive. As such the decision of how to dispose of waste is not tied to a benefit of doing it properly for urban areas in Jamaica.

According to the thesis titled “ Investigation into waste reduction strategies” published in 2007 by Jennifer L Post Waste containerization is not regulated by NSWMA, but left up to the household .

Additionally, the Gleaner article titled “Urgent Need to Rethink Waste Management” that was posted on September 25, 2021 indicated that “Jamaica has been struggling with its waste-management system for many decades, and there are alarming signs that the garbage problem could develop into a major public-health issue.

Solution *

We are proposing a “Waste Eradication App” (We) Application module that aims at Incentivising households towards adopting and adhering to proper waste disposal practices.

By utilizing this app it will attach benefits , rewards, recognition plus continued education around waste management.

Customer *

National Solid Waste Agency (NSWMA) which is the Authority that provides solid waste management services in order to safeguard public health, while helping to create an environment that is healthy and aesthetically pleasing for both residents and visitors to enjoy.

An estimated 25-30% of Jamaica's waste stream is **improperly disposed of** (Smith, 2010)¹, making its way to the coast via gullies, rivers and other waterways, and then washing out to sea as marine debris.

Collaboration *

- **National Solid Waste Management Authority** - We will incorporate the solution as a module in their existing Mobile App, where they can track urban areas with the most and less usage to forecast Truck scheduling.
- **Retail Companies** - Advertisements will be facilitated through the app for free and Retailers will provide incentives to end users in the form of rewards, discounts and free gifts
- **Hotels** - Advertisements will be facilitated through the app for free and Hoteliers will provide incentives to end users in the form of Weekend stays
- **Telecommunication Companies (Digicel & Flow)** - Advertisements will be facilitated through the app for free phone credit and mobile phones to end users

Passion*

Waste management is an **important tool for curbing climate change and for keeping our environment clean and healthy**. What's more critical is that urban food waste is predicted to increase by 44% from 2005 to 2025, and with no proper management in place, will significantly add to global greenhouse gas emissions.

We are confident that the Waste Eradication app (We App) will assist the NSWMA in forecasting the allocation of resources to urban areas of highest attention, operational cost reduction and providing a platform for retailers, telecommunication companies and Hotels to assist in incentivising households and encouraging lower greenhouse gas emissions that will lead to urban and rural renewal.

Additionally, end users will get access to this app zero rated and through text marketing once they have a phone, whether it be smart or not smart “banger” as we call it in Jamaica. They will have unlimited opportunities for getting incentivised from the various stakeholders mentioned.

Proof of Concept *

- We will be testing the viability of the App based adoption and utilization percentages within urban communities in Kingston, Jamaica.
- A feasibility study with participation from all stakeholders will be done to identify how applicable this solution will be towards solving the problem of proper waste management in urban areas. (**Two weeks**)
- Feedback from All Stakeholders will be captured and incorporated in updated the App.(**Two Weeks**)
- There will be awareness programs within urban communities in Kingston tailored for adoption and utilization of the App (**One month**)
- The Incentive Module will be incorporated in the existing NSWMA Mobile App tested and Rollout out . (**One month**)

Costs*

Outline all costs for proof of concept implementation.

This project is slated to be completed within three (3) months :

Project Manager - \$ 450, 000.00 (over three month period)

Branding and Marketing - J \$ 500,000.00

- Brand Story
- Feasibility Study
- Training of “We” Community Ambassadors

Appfinity - We App Development & API J \$600, 000.00

- Prototyping
- Final Product

Virtual Launch of the We App – \$200,000.00

- Influencer (Ms. Kitty)
- Zoom Platform

Opportunities and Risks

Replace this text with opportunities and risks to executing this solution. This is not a mandatory slide, however it would provide extra points for judging, remove if you do not complete.

Opportunities include :

- Better forecasting by NSWMA of Truck allocation
- Subscription program for retailers, Hoteliers and Telecommunication Companies
- Reward System

Risks Include :

- Low Utilization
- Low Adoption

Plan B

If the prototype is not successful we will extend the sample size to rural areas for example St. Ann and incorporate more stakeholders from from Retail Industries and Hotels to participate in a feasibility study within this location.

The same hypothesis for urban areas will be tested using the same criteria of percentage utilization and adoption of the Waste Eradication (We) App per household.

SDG Goals Aligned To *

- Goal #11 Sustainable Cities and Communities
- Goal #3 Good Health and Wellbeing
- Goal #9 Industry, Innovation and Infrastructure
- Goal #17 Partnership for Sustainable Development