

# OUR SUSTAINABLE GOALS

**Kris' N Klean**

**The Sustainable Development Pitch Deck**

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# VISION

**Creating communities free from litter and pollution, creating a clean and safe environment for generations to come while implementing creative technological solutions to drive cultural change and social impact**

# PROBLEM STATEMENT

**Almost 50% of Jamaica has irregular, informal or no garbage collection/maintenance.**

**There has been a lack of resources emphasized in the press and social media, and with an aggravated public response, the government imported 50 new trucks in the last fiscal quarter, which made little difference to public demand for the service.**

# PROBLEM STATEMENT

**Identified Issue** **Inefficient Solid Waste Management**



**Proposed Solution** **Develop a platform and social campaign**



**Aims of Solution** **Targets 8/17 SDG goals and 1 of Jamaica's 2030 goals**



**Outcomes from Solution** **Promotes efficient use of resources to increase public service**  
**Promotes community involvement and public responsibility**  
**Encourages accountability amongst entities in charge of deployment and management of resources**

# CONSUMER

**Average Jamaican Households**  
**(60% of which receives regular and irregular public collection)**

# SOLUTION

- The implementation of an application that would create an ecosystem to connect end-users (households) to waste management service providers**
- This app will not only be used to connect, but to educate and spread awareness of proper waste management practices**
- End-users can report dumping (in municipal areas, residential, land or water) to alert providers to come on task**
- The app will feed data to the service providers to plan for more efficient distribution of their resources**

# COLLABORATION

- **eGov** - Tasked with implementing Information and Communications Technology (ICT) projects across the Government of Jamaica (GOJ)
- **National Solid Waste Management** - Statutory body, to manage the collection, treatment and disposal of solid waste islandwide
- **Enterprise Team for Solid Waste Management** - manage the process of the government's waste to energy programme as well as contracting out solid waste management and collection. The team will also manage the divestment of the Riverton City landfill.
- **IDB**
- **World Bank**

# PASSION

**Using traditional media streams (broadcasting networks and social media sites like Facebook) and public entertainment/cultural figures to get the targeted audience engaged and interested with our application, and by extension be more aware and educated on the solid waste management issue in Jamaica.**

**Paid media ads via social media/physical campaigns, owned media and earned media campaigns through our application, website and word-of-mouth**



# PROOF OF CONCEPT

- Develop a MVP or prototype (est. \$100,000 JMD) with a pilot program launched in two communities of varying income-earning rates (low/high)**
- Develop marketing/sensitization about the app to the communities so they can be informed of the process**
- A 3-month trial period to collect and analyze data and refine our marketing strategy as necessary**

# COSTS

	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
<b>One Time Costs</b>						
Development	465,000					
Development - MVP	100,000					
Consultancy	100,000					
Marketing	50,000					
Hosting - Google Store	6,200					
Training	10,000					
Contingency	50,000					
	781,200					
<b>Source of Funding</b>						
Grants	800,000					
<b>Operational</b>						
Maintenance		25,000	25,750	26,523	27,318	28,138
Help Desk		20,000	20,600	21,218	21,855	22,510
Apple Developer Progamme		15,345	15,805	16,280	16,768	17,271
<b>Total Operating Costs</b>		<b>60,345</b>	<b>62,155</b>	<b>64,020</b>	<b>65,941</b>	<b>67,919</b>
<b>Source of Funding</b>						
IFI Grants		40,000	40,000	40,000	40,000	40,000
Corporate Funding/Foundations		40,000	40,000	40,000	40,000	40,000
<b>Total Operational Funding</b>		<b>80,000</b>	<b>80,000</b>	<b>80,000</b>	<b>80,000</b>	<b>80,000</b>

# OPPORTUNITIES & RISKS

## **Privatization of the Solid Waste Management and Disposal System**

**Under this, the NSWMA will become a regulator and the operational responsibilities will be devolved to private entities so that creates an opportunity for the citizens to participate in holding said entities accountable, and Kris' N Klean is one such way**

# SDG GOALS TARGETED



# JA 2030 GOAL TARGETED

**Sustainable Management and Use of Natural Resources**  
**Sustainable Rural and Urban Development**