Colombia need RecyApp and RecyApp need you

Help us to that this project will can be carry out. You can vote for @RecyApp to in the challenge of Reduce greenhouse gas (GHG) by #MIT @ClimateCo.

Help the sustainability of planet earth by voting in: https://bit.ly/2KYj1Qc

RecyApp
Creando comunidad

MITC
Climate CoLab

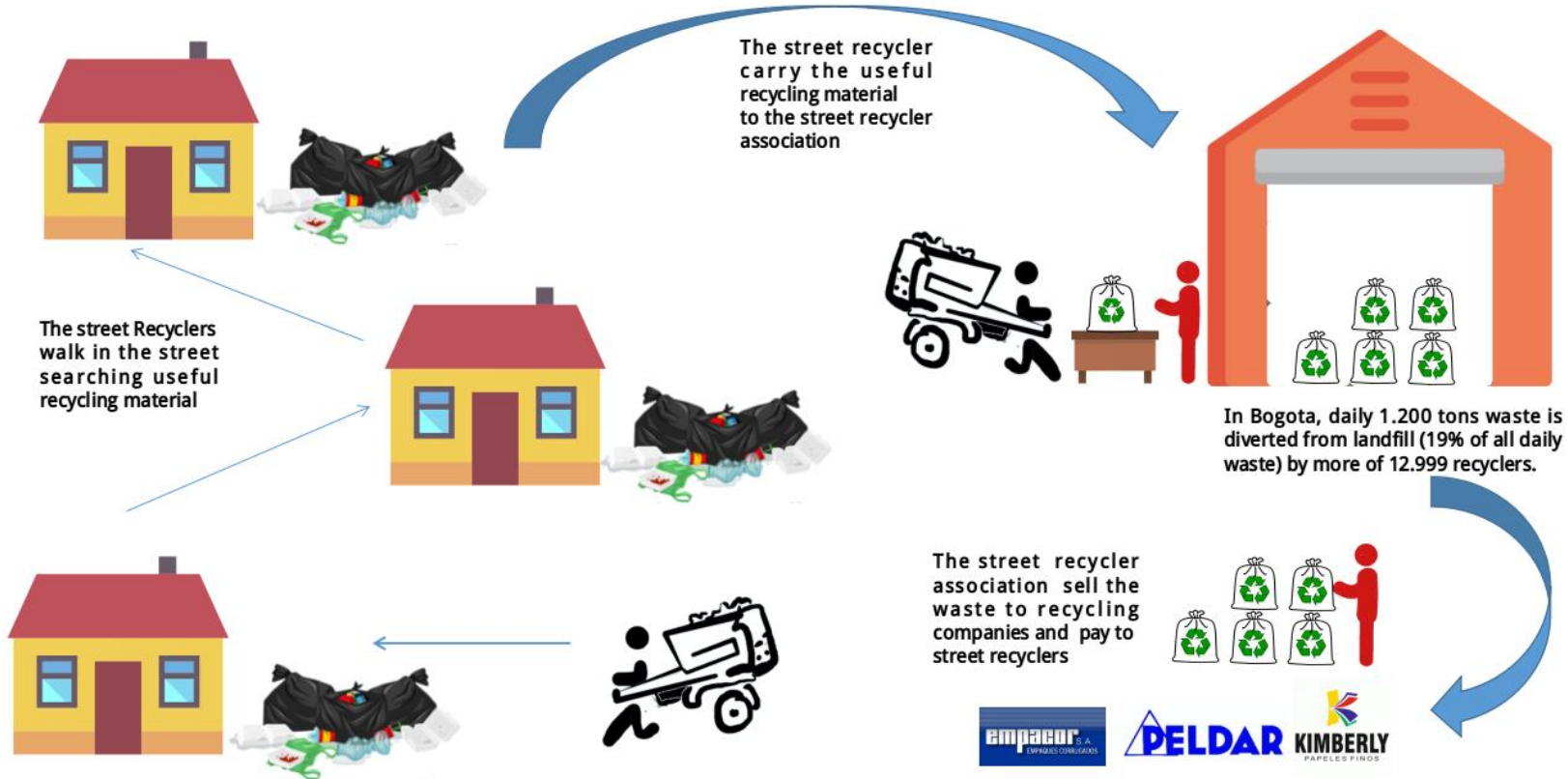**Ing. Stiven Rojas**
Lic. Jeimmy Atará

Only **17%** of the Colombian population recycles of your own waste and the average waste in this country is **19%**;these problems generates: emissions of greenhouse gases (**CH4** and **CO2**) because the waste reaches landfills without separating, bad smells (**H2S, SO2** and **NH3)** and diseases to people who live near these places. Opportunities

RecyApp - Current waste recolection process

The street recycler carry the useful recycling material to the street recycler association

The street Recyclers walk in the street searching useful recycling material

In Bogota, daily 1.200 tons waste is diverted from landfill (19% of all daily waste) by more of 12.999 recyclers.

The street recycler association sell the waste to recycling companies and pay to street recyclers

empacor S.A. EMPAQUES CORRUGADOS

PELDAR

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RecyApp

Paper, cardboard, tetra pak, glass, plastic, PET and others

FAMILIES

Separate waste material

RecyApp
Making comunnity

RECYCLERS
- Recive notification of material waste ubication
- Learn digital tools
- Improve Life Quality

Recycling benefits

Offer discounts

Advertising and new clients

Separate waste material

SMEs

Small neighborhood stores, hairdressers, clothing store, drug stores, bakeries, toy store, among others

https://www.youtube.com/watch?v=lbR9H2jb2kI&t=1s

RecyApp - Context

More of the **80%** of **colombian people** show concern about waste separation.

Approximately the **70%** of the **Colombian population** have a smartphone.

**6** out of **10 Colombian homes** have internet**.**

In Bogota, daily **1.200 tons** waste is diverted from landfill (**19%** of all daily waste) by more of **12.999** recyclers.
In Medellin, daily **390 tons** waste is diverted from landfill (**29%** of all daily waste) by more of **3.680** recyclers.

RecyApp – SMEs

Of 33.013 mike establishments to September, 2016, 31,9 % was using some good TIC: 24,4 % was using computer of office, 7,3 % was using portable and 8,6 % was using others.

RecyApp – Street Recycler
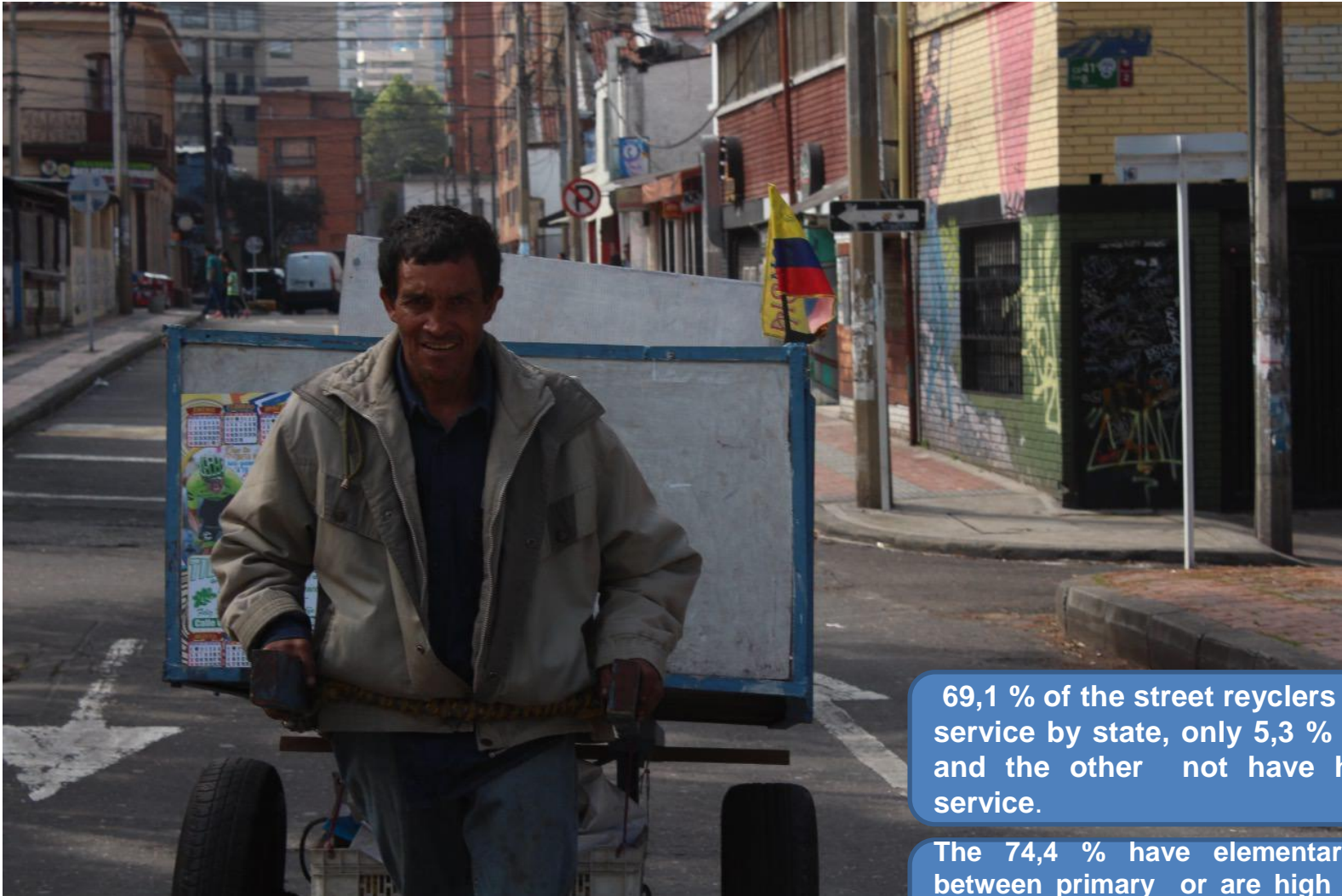
69,1 % of the street reyclers have health service by state, only 5,3 % pay for this and the other not have have health service.

The 74,4 % have elementary education between primary or are high school, only the 1 % have university studies and another 1 % have technical and / or technological studies.

https://www.youtube.com/watch?v=xGdMkdVTZNY&t=3s

RecyApp - Families

70% Of the Colombian people have a smartphone

Incorporate more of the **25%** of the **colombian people** in **RecyApp**.

Increase to **38%** the **waste recovery** in Colombia.

Incorporate more of the **35%** of the **colombian recyclers** in **RecyApp**.

Incorporate more of the **30%** of the **colombian SMEs** in **RecyApp**.

RecyApp - Methodology

Phase # 1
Deepening in study market and beneficiaries.

Phase # 2
Development of pilot mobile appand web page of the project.

Phase # 3
Involve to recycler, families and SMEs in pilot of RecyApp.
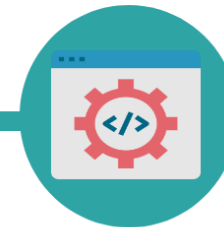
Phase # 4
Implementation RecyApp pilot.

Phase # 5
Performance evaluation to implementation of the RecyApp pilot.

Phase # 6
Develop of definitive mobile App.

Phase # 7
Implementation of the project in several neighborhoods in Bogota
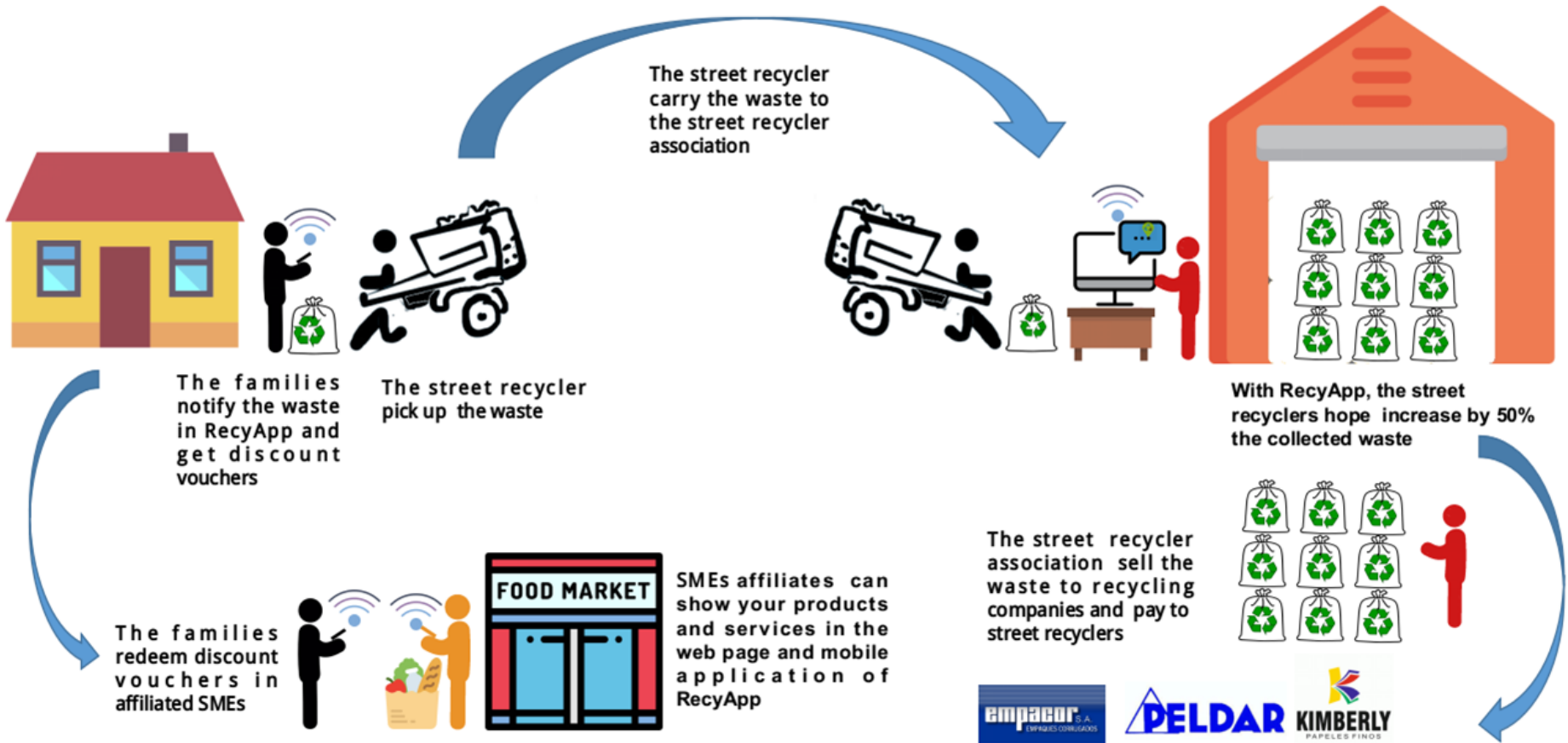
Phase # 8
Performance evaluation to implementation of the RecyApp.

RecyApp - Sustainability

RecyApp will sell basic advertising packages that include: mailing, notifications to App users , advertisement in social network (premium service) to SMEs with assets under of $137.281 USD and have less of 10 employees. This way of financing is selected because **Colombia have 2,5 million of SMEs that generate more of the 66% of the jobs in this Country and brings the 28% Gross Domestic Product -GDP**. Additionally, Only the **1% of the Colombian SMEs are encouraged in the digital marketing**. *The Cost of this service is 12 USD for 3 months.*

RecyApp

The street recycler carry the waste to the street recycler association

The families notify the waste in RecyApp and get discount vouchers

The street recycler pick up the waste

With RecyApp, the street recyclers hope increase by 50% the collected waste

The street recycler association sell the waste to recycling companies and pay to street recyclers

The families redeem discount vouchers in affiliated SMEs

SMEs affiliates can show your products and services in the web page and mobile application of RecyApp

FOOD MARKET

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RecyApp

RecyApp Need you, if you wanna participate in this Project, please contact us

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https://www.facebook.com/RecyAppX/