

Bottle Economy

*.. a win for the poor people of
Bangladesh, and a win for their
environment*

Presented by

Green Beans

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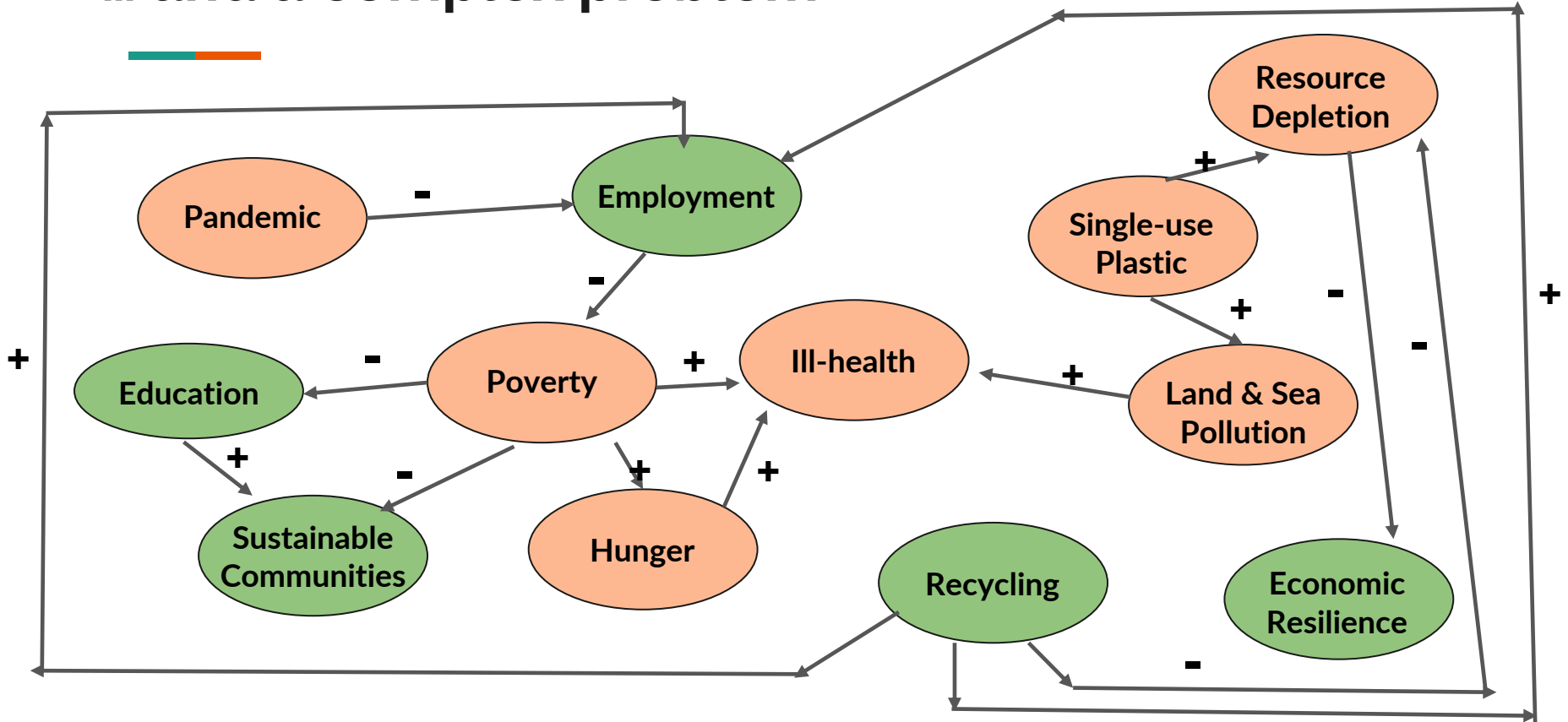
A huge problem...



- 85% of the population earn < \$5.9/day
- 100 million suffer financial, social & health risks
- 312 tons of single-use plastic/month
- 0.8 million tons of plastic waste/year
- 31% of used plastics ends in the ocean or landfill



... and a complex problem



Proposed intervention...



Provide them with earning opportunities utilizing local resources,



Provide them with enough opportunities to recycle locally generated wastes,



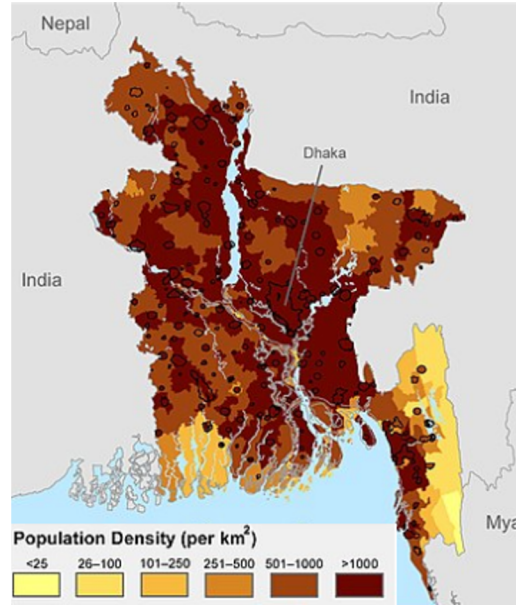
Inculcate recycling behaviour among them.

Combined reduction of poverty and waste...

Urban Poor

- Poverty rate: 28%
- 9 Million people
- Out of which 4 Million are extreme poor

Target: 78% of plastic waste

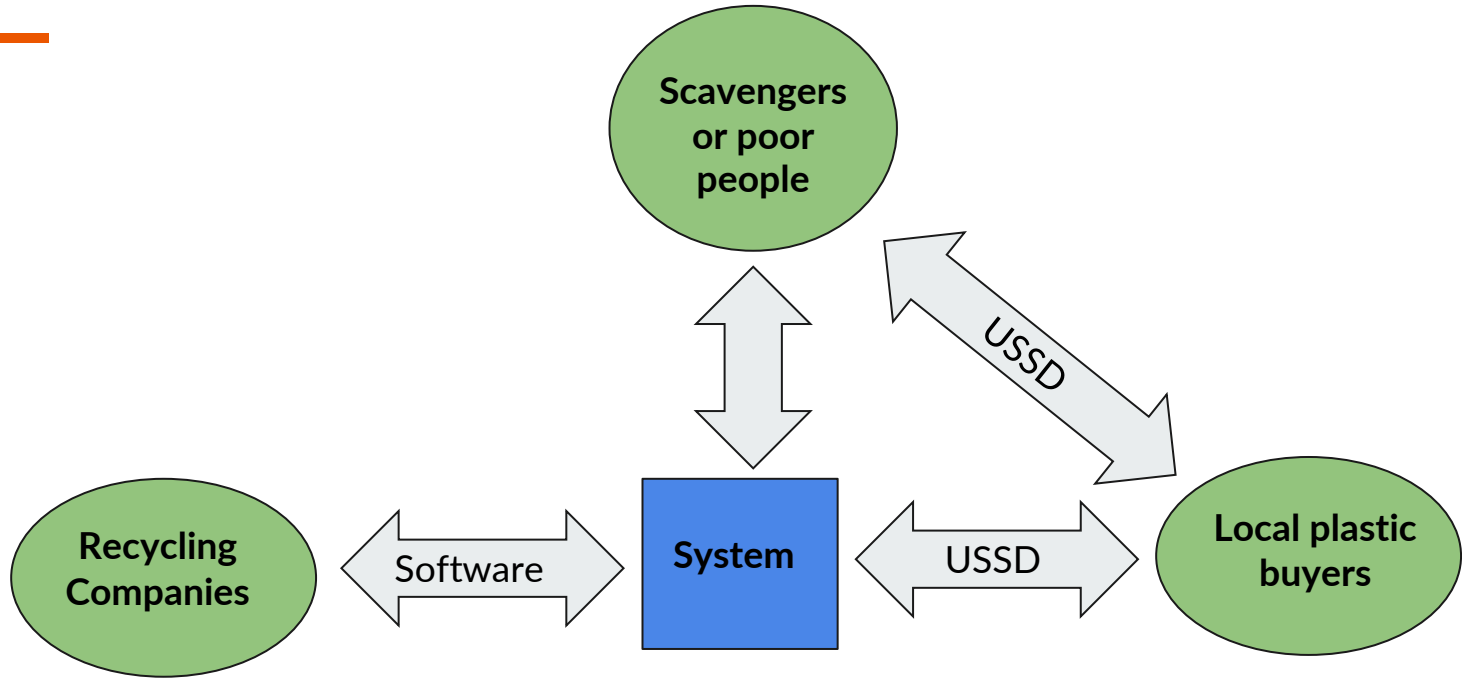


Rural Poor

- Poverty rate is 36%
- 47 Million people

Target: 22% of plastic waste

A business model ...



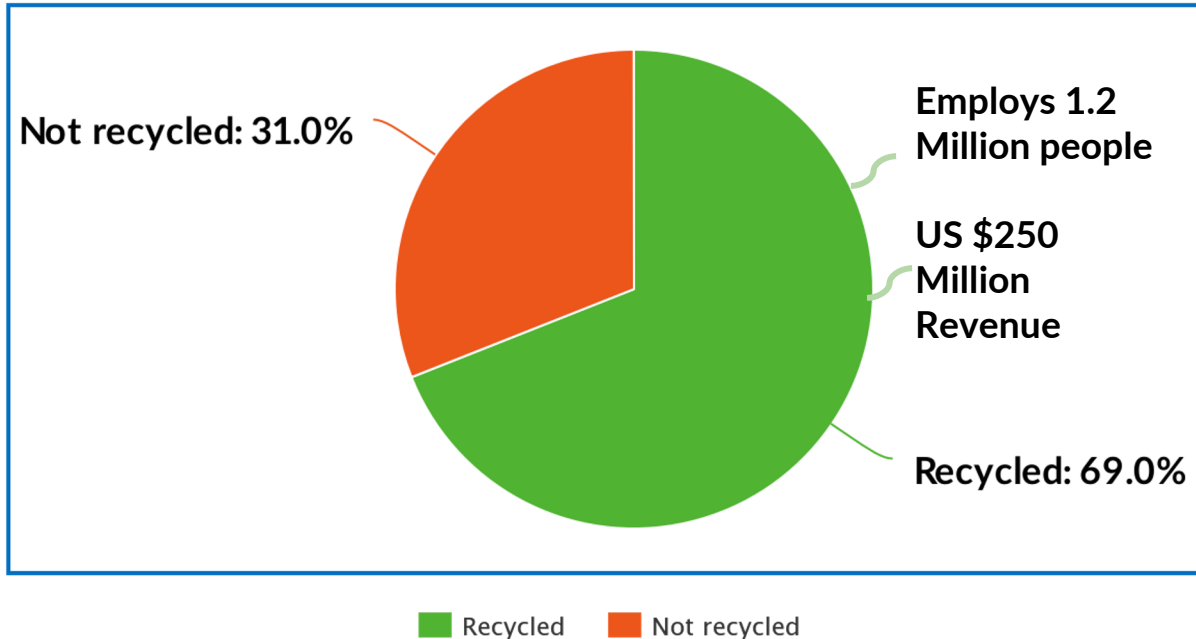
..with a human – friendly design

Existing & Potential Market



Plastic Recycling in Bangladesh

Source: Advance in Environmental Waste Management & Recycling



The Business Model Canvas

Bottle Economy

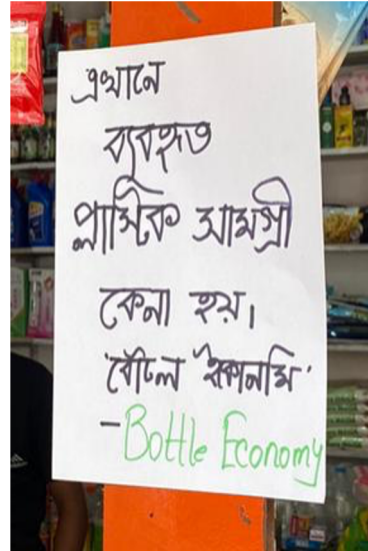
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Iteration #

Key Partners	Key Activities	Value Propositions	Customer Segments	Customer Relationships
<ul style="list-style-type: none"> -The recycling companies who buy the plastic waste products. -The telecom companies who provide us with their USSD service. -The local wholesalers who act as the middleman. 	<ul style="list-style-type: none"> -Systematic management of plastic waste. -Administrative bridge among all the stakeholders. 	<ul style="list-style-type: none"> -An unique opportunity for the poor people to earn extra money with minimum labour. - A human centred design communication platform. -An opportunity to connect with the local wholesalers. -Creating the way to building a Greener World. 	<ul style="list-style-type: none"> -The poor scavengers: key concern of the whole economy. -The local shopkeepers. -Recycling Companies. 	<ul style="list-style-type: none"> -The telecom companies expect to see positive results using their services, earning them reputation in the society.
	Key Resources <ul style="list-style-type: none"> -Locally available plastic wastes. -People's will to trade waste for monetary incentives 		Channels <ul style="list-style-type: none"> -The end users i.e the scavengers & local wholesalers connect via USSD. -The recyclers & partners use an improved software to communicate. 	<ul style="list-style-type: none"> -The recyclers want to avail the local wastes instead of importing scrapes. -The poor people want to improve their financial conditions.
Cost Structure <p>Software development (One time expenditure)- Field level staff salary- Promotion-</p>		Revenue Streams <p>Commission paid by the recyclers based on waste collection-</p>		

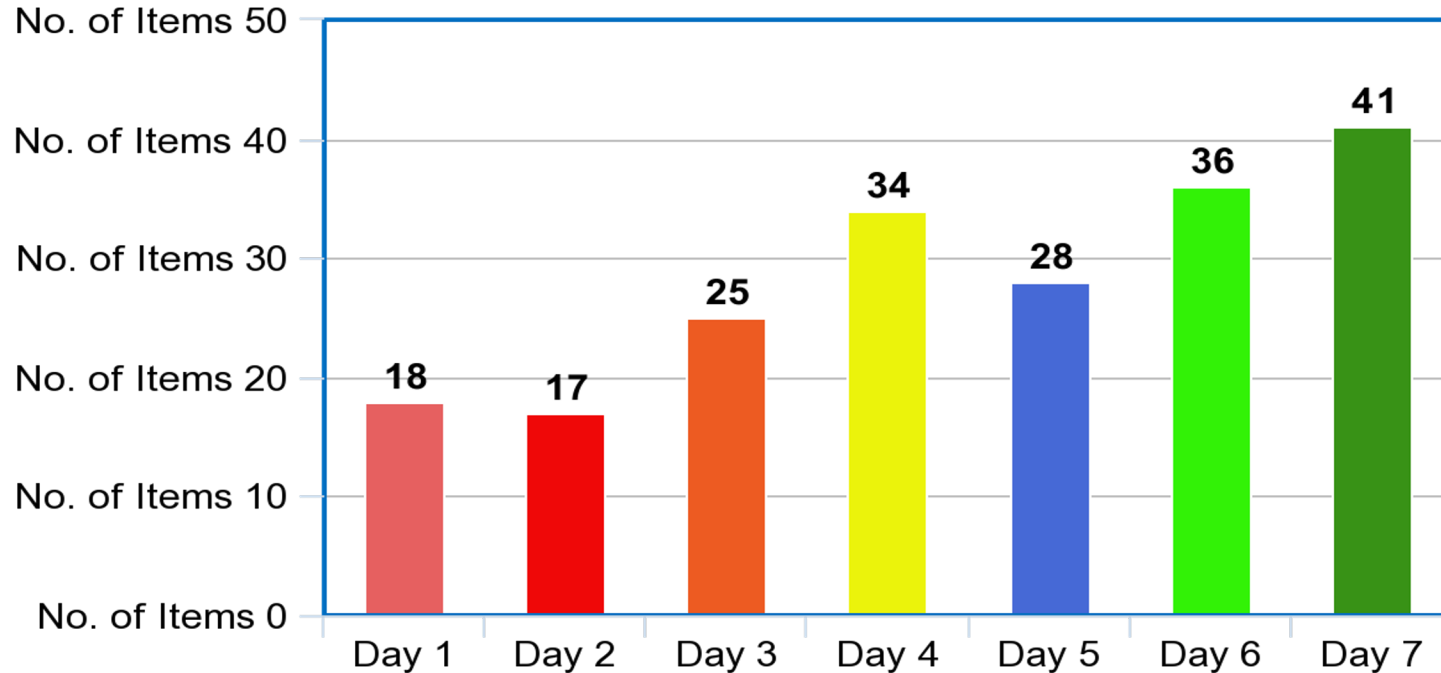
Current Progress: Pre-Test Phase



How people are reacting to it?

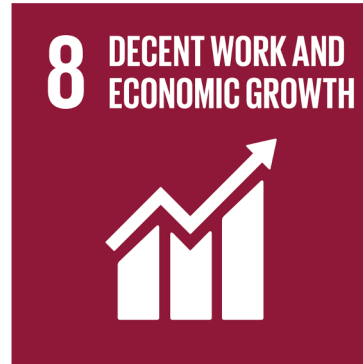


Pre-Test Phase Progress



Plastic waste items collected in 7 days

“In 2 years we aim to improve the lives of 0.5 million people in Bangladesh and reduce plastic pollution by 10 percent.”

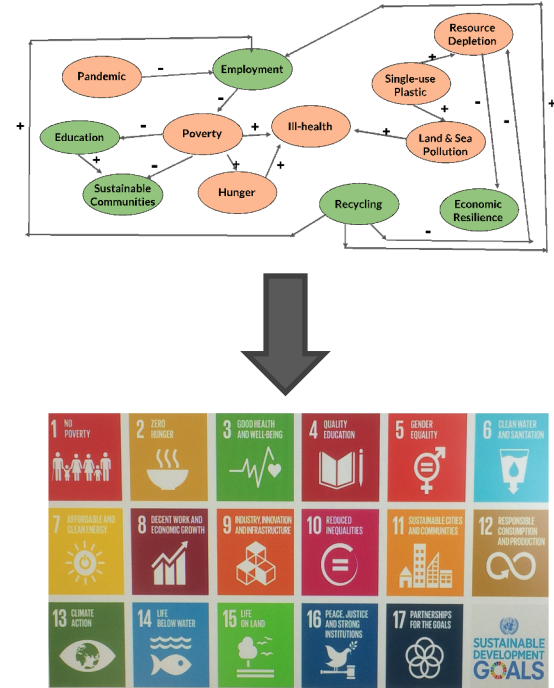


... and a foundation on which to build

Potential in our holistic approach for future interventions to

- Give the poor a greater stake in the business
- Build resilience to future shocks such as climate catastrophes
- Make the local economy more sustainable

...a more sustainable world.



***“Are we doing enough to build a Sustainable World?
If not, then why not start today with Bottle Economy?”***

