



A Game-based Learning Platform to Enhance the Waste Management Awareness

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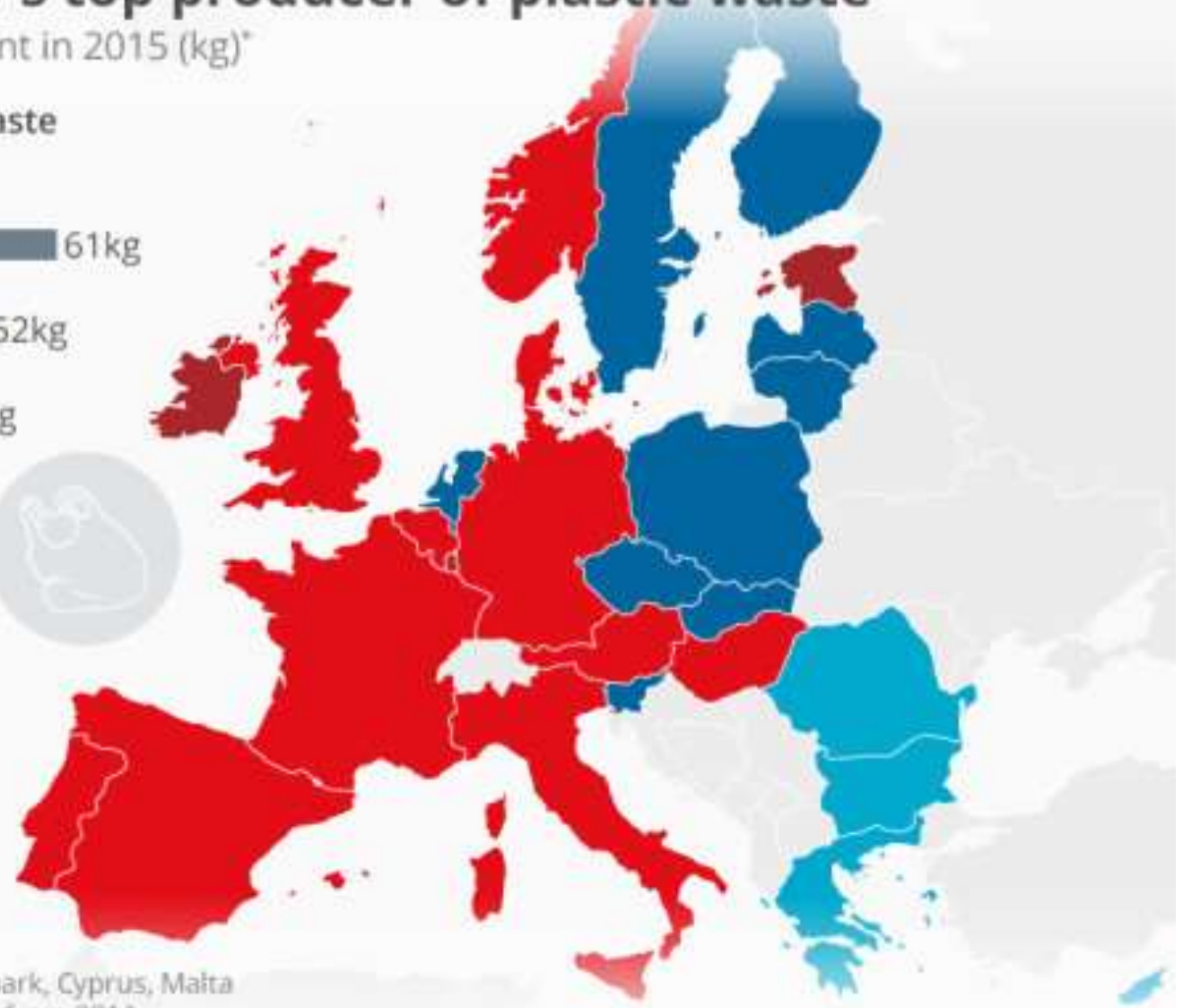
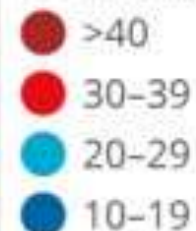
Ireland is the EU's top producer of plastic waste

Plastic waste per inhabitant in 2015 (kg)*

Europe's top five plastic waste offenders (per inhabitant)



Kg of plastic waste per inhabitant



@StatistaCharts

* Values from Denmark, Cyprus, Malta and Romania are from 2014

Source: Eurostat

Ireland's Household Waste

The average Irish person produced 330 kg waste in 2019.

That's about the weight of a baby elephant!



Plastic packaging accounted for 11% of household waste collected in 2019.



Irish households put over 245,000 tonnes of food waste into household bins in 2019.

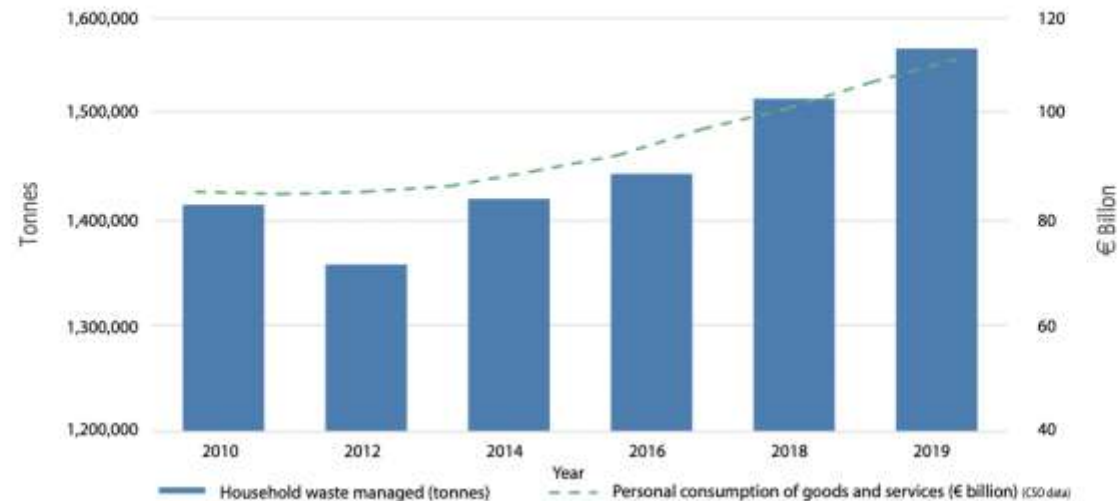
That's almost the weight of 19,000 double decker buses, enough buses to span the distance from Dublin to Galway!



Household waste generation in Ireland has increased over the last 10 years.

This correlates with rising consumption of goods & services ▼

Trend in household waste generation in Ireland (2010-2019)



Room to Improve

We need to put our waste in the right bins to maximise recycling.



Black bin waste
could be reduced by

57%

with proper
segregation.



32%

of waste in
recycling bin
should NOT
be there.



63%

of household food
waste is still going
into the black and
green bins.



Despite improved
brown bin services
& use, only **half**
of Irish households
had access to a
brown bin in 2019.

These materials don't belong in household bins.



textiles



batteries & WEEE



glass



hazardous

e.g. aerosols, household/
garden chemicals.

Use Bring Centres!

Take these materials to recycling
centres to ensure your waste gets
managed properly.



Existing Solutions

1. Eco UNESCO




2. A game in Egypt

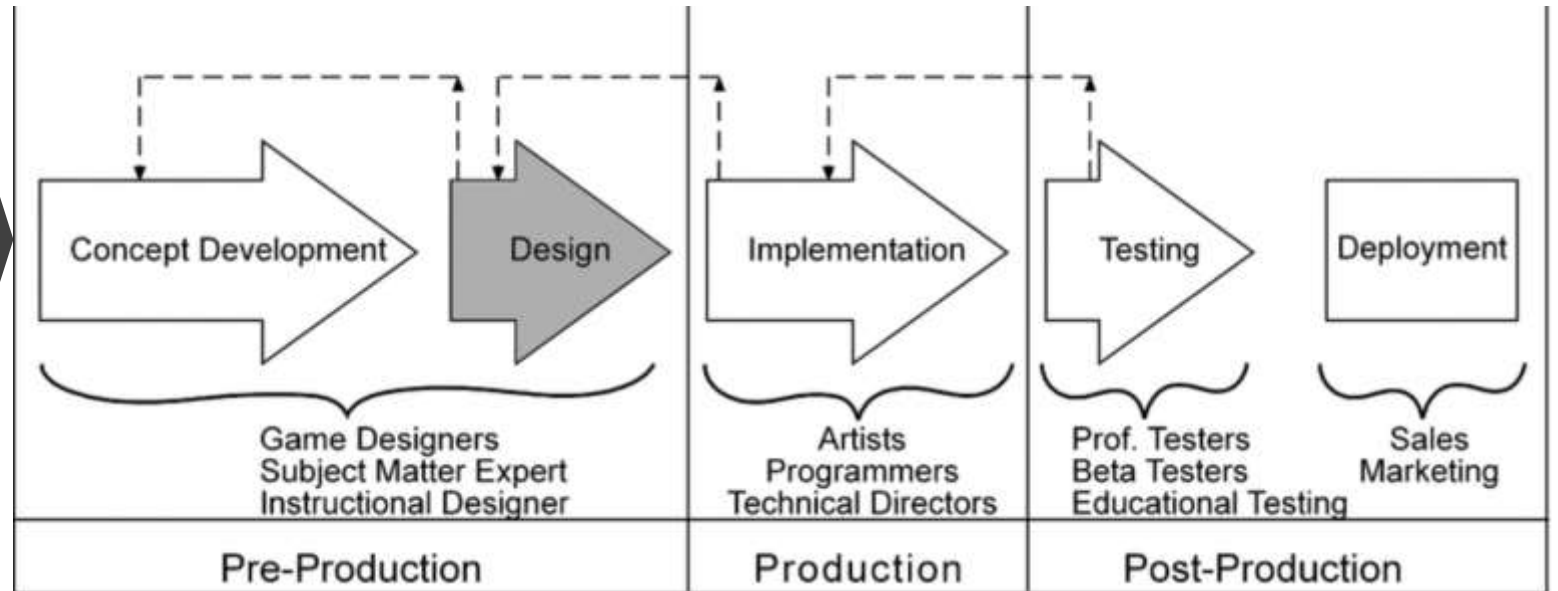


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Value Proposition

- Interactive Learning environment
 - Contextualize in Ireland Waste Management System
 - Helps With Fast Strategic Thinking
 - Skill-Building (e.g., Proper waste management)
 - Learning through fun
 - Increases user engagement and motivation
 - Introduces situational learning
- 
- A series of yellow dashed lines in the bottom right corner, forming a curved shape.

Game Development Process



Business Model



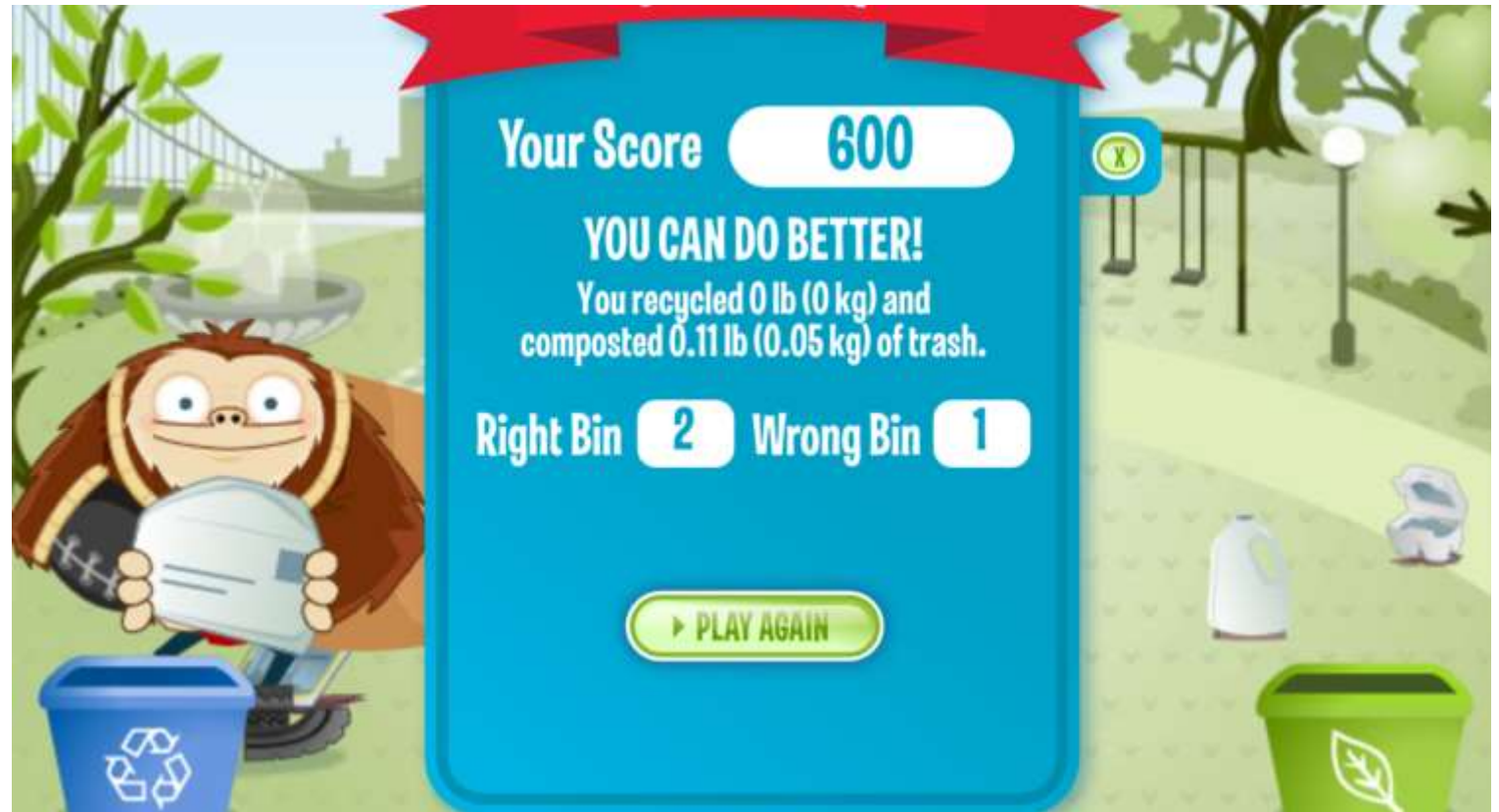


Potential
Partners

Prototypes



Prototypes (Cont.)



Thank you!

