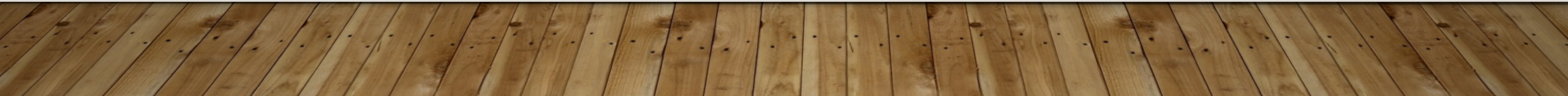


UnTrash

Real-Time Visual WikiHow for Recycling



THE TEAM



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MSc Mathematical Statistics
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MSc Mathematics
PhD Machine Learning

THE GLOBAL PICTURE



Everyone is **recycling wrong**, but it's not your fault

Boston 25 News - 28 Aug 2019

Plastic, glass and paper. You **recycle** those items. It seems really simple. But, Boston 25 News found many people are making a lot of mistakes ...



The World's **Recycling Is** in Chaos. Here's What Has to Happen

WIRED - 13 Mar 2019

Even before China's ban, only 9 percent of discarded plastic was being recycled, while 12 percent was burned. The rest was buried in landfills or simply dumped and left to wash into rivers and oceans. Without China to ...



Plastic food packaging was most common beach trash in 2018

National Geographic - 3 Sep 2019

"If you run down the rest of the top ten list, what strikes me is that the vast majority are not recyclable. To the extent we talk about **recycling** as a ...

THE INDIVIDUAL PICTURE



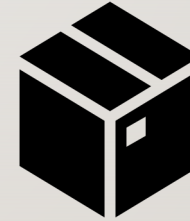
PROBLEM STATEMENT



Lack of knowledge about recycling among people



Many packaging options are not sustainable



Consumers do not have enough information about packaging materials

THE UNTRASH APP SOLUTION

01

Take a picture of the item you want to recycle

02

Get information on how to recycle the item and how sustainable the packaging product is

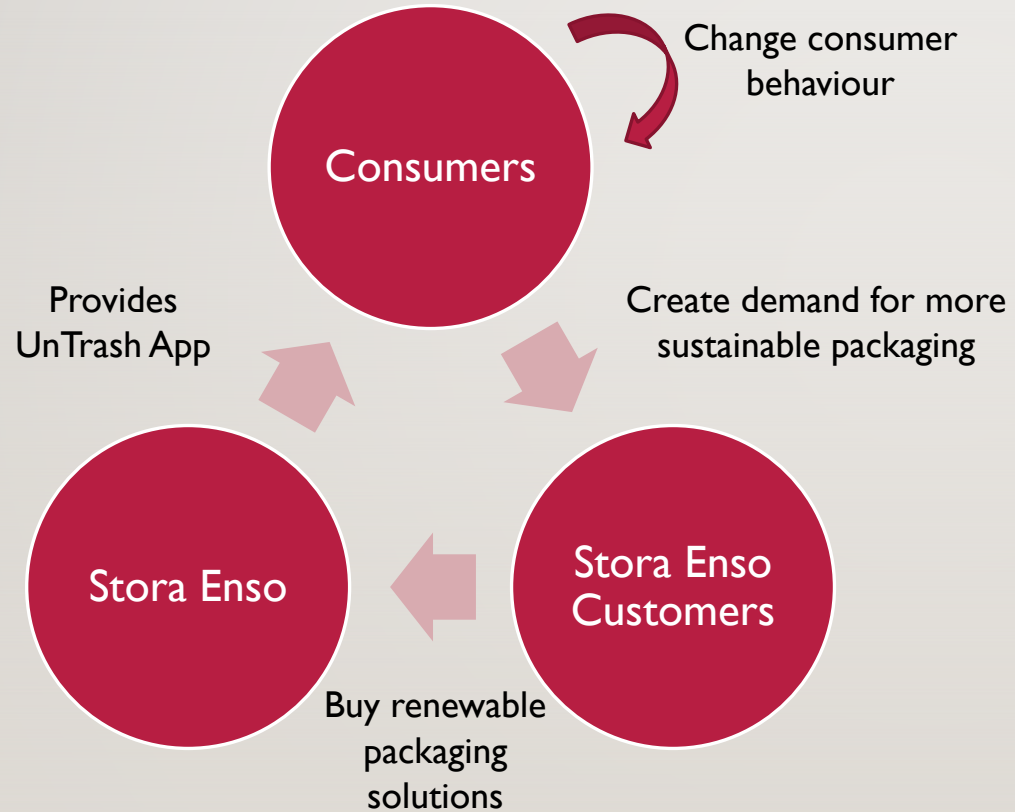
03

Get advice on more sustainable packaging options

04

Learn more about the packaging material

BUSINESS CASE



REVENUE STREAMS

- Increasing sales of existing and new Stora Enso packaging solutions
- Advertising environmentally friendly products

KEY METRICS

- N° of app users
- Impact on the number of Stora Enso customers and sales

TECHNICAL SOLUTION

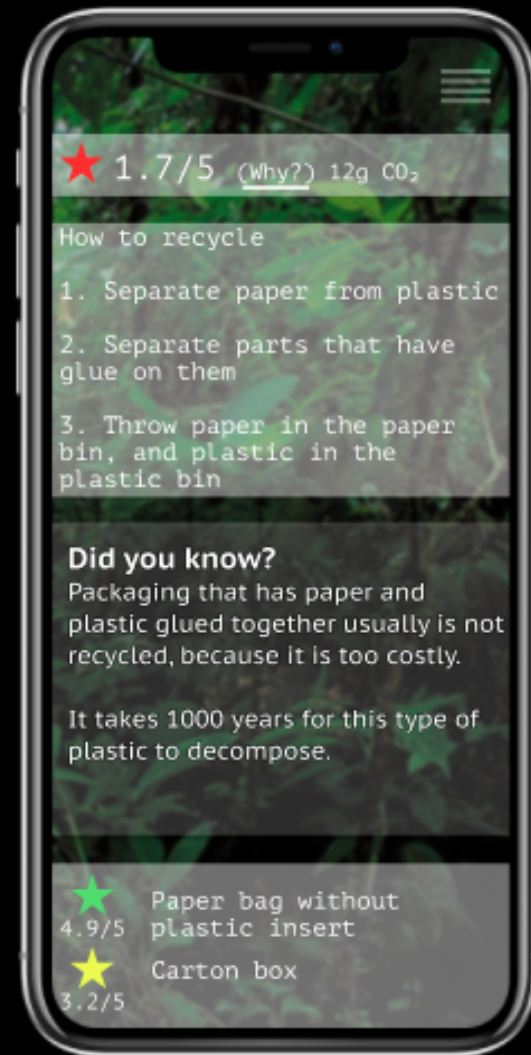
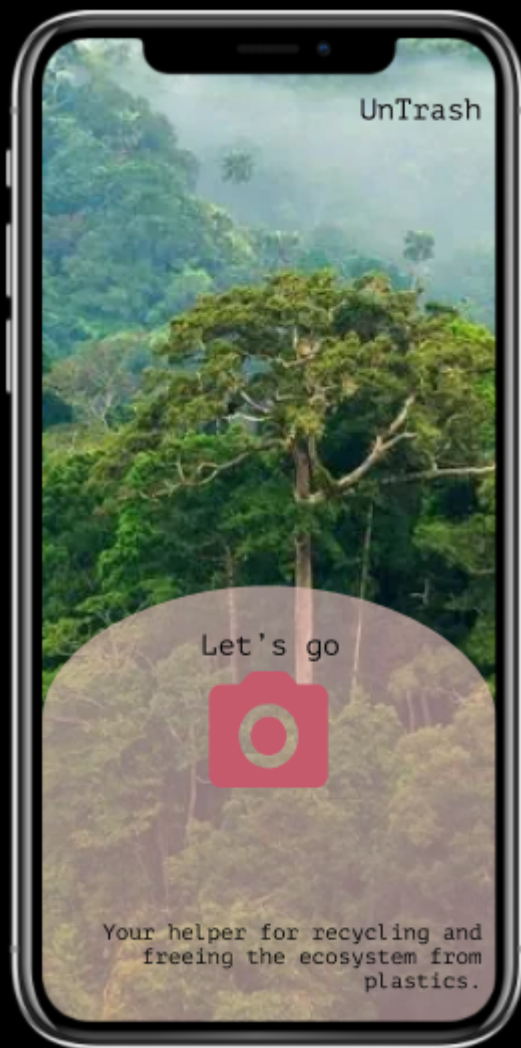
Semi-supervised machine learning algorithm

- Establish a digital database of packaging solutions
- Evaluate the material and predict the correct recycling category of a product in real time
- Collect user and product packaging statistics to gain insight for potential innovations

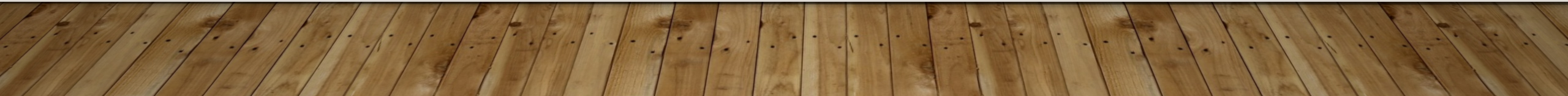


UX DEMO

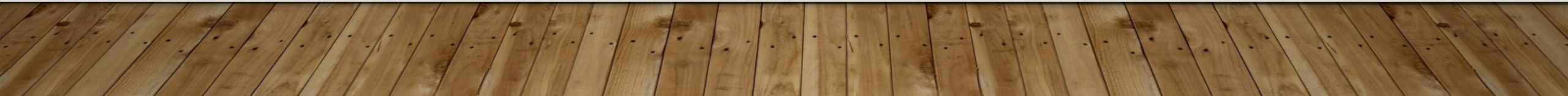
MINIMUM VIABLE PRODUCT



We are providing a solution to **simplify waste identification** and management as well as **raise awareness** about environmentally friendly packaging options by creating a unique database and leveraging machine learning algorithms.



APPENDIX



CHALLENGES AND ASSUMPTIONS



Need to have a first database of images labelled with the material content and the recycling category



Draw attention to the app and ensure continuous usage



Convince companies using sustainable packaging solution to be featured in the UnTrash App

NEXT STEPS

- ADDING AN INCENTIVE TO REACH MORE CUSTOMERS:
 - DISCOUNT ON PRODUCTS WITH SUSTAINABLE PACKAGING
 - QUIZ
 - GROWING A TREE BY USING THE APP ON SUSTAINABLE PRODUCTS

