

Service Design



In today's mega-sharing world, there's a lot to be said about the power of **online platforms**. Strategies for marketing to Millennials are changing every day. The world's biggest brands and start ups, gamify their customers interactions and engagement. Gamification can solve large-scale and complex challenge and problems, and Millennials have a strong desire to make a difference in the world. They are the recycling generation, raised on the idea that sorting garbage minimizes waste. Apps are a more prevalent destination for millennials than for any other age group.

The Challenge

To identify a system to encourage households recycle their food waste and make this activity through Persuasive and Gamification design, easier and more fun for them.

The Insight

Gamification Make The World Better
Gamification in mobile app technologies has emerged as a popular strategy, both in commercial culture and the field of educating as a means of influencing behaviours.

The Goal

To get households to recycle their food waste more actively by making the activity more enjoyable and game-like.

To generate awareness, spark action, and shift consumer behavior.

To design a platform to engage individuals to communities, challenges and opportunities to the broader movement of recycling.

The Big Idea

An online platform with a reward program that encourage users to do more Green Actions to make a sustainable green future.

Who Are Millenials?

50% Millennials would be more willing to make a purchase from a company if their purchase supports a CAUSE they believe in, even if it means paying a bit more.

53% of Millennials householas, already have children. The most powerful and surprisinglyd different generation of Parents

Millennials are 2.5X more likely to be an early adopter of technology, than other generations.

75% Millennials believe new technology makes life easier. They believe that new technology must serve a purpose in order be considered "FUN and COOL"

80% They want brands to entertain them and let them get involved in global challenges and issues. They feel a responsibility to share feedback with companies after their experience.

They are the Digital Generation, they aren't just using technology to connect with friends. In today's digital generation gamification has become a popular tactic to encourage specific behaviours, and increase motivation and engagement.

Behavioural Change Through Gamification

The Millennials have changed the consumer journey forever. If our target group are aged 18-35, their online and mobile behavior should be dictating the online marketing strategy.

Gamification is a powerful tool for behaviour changes. A host of new mobile apps are designed to reduce food waste and hunger and make sharing and recycling food easier.

Stages of Behaviour Change

- 1 Pre-contemplative stage**
People with **no intention** to recycle their food waste
- 2 Contemplative stage**
People **thinking about** recycling their food waste
- 3 Preparation/action stage**
People who have a **strategy** or have tried a strategy for recycling their food waste
- 4 Maintenance stage**
People who have adopted the **new behaviour** and formed a **new lifestyle**

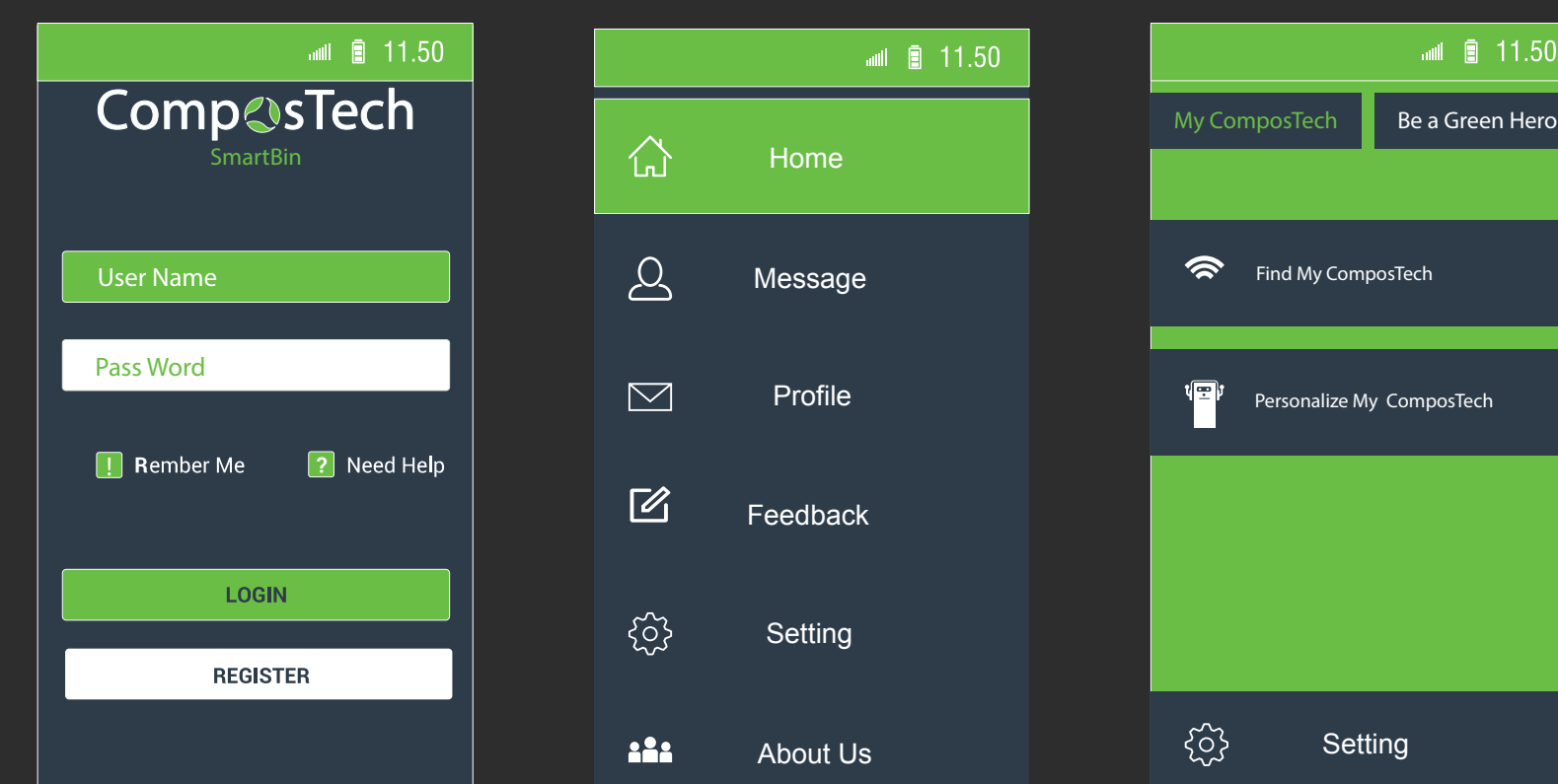
Gamified Platform To Change Behaviour

An online Platform to help create a more sustainable future by rewarding people for taking everyday green actions with discounts and deals from local and national businesses.

The mission is to motivate individuals and communities to realize a world in which no food is wasted, and changing how people view their role in creating a sustainable future.

Fogg Behaviour Model helps people think systematically about the elements of motivation, elements of simplicity, and the strategies used for triggering behaviour.

ComposTech Mobile App



The Strategy

The more you **recycle**, the more **reward** you get
Take more **Green Action** to Be a **Green Hero**
To make a **Sustainable Green Future**

RecycleBank

A company with an innovative recycling program that pays you to throw less stuff away, and more to the recycling. Recyclebank is taking their game across the Atlantic Ocean, to Europe.

Be a Green Hero

Collaboration Between ComposTech and Recyclebank

Phase 1:

Customers receive 12, 18 or 24 Compostable Eco Bags(1 liter-capacity) from Recyclebank community which has a barcode that identifies their register codes. (Each person has their own personal identification barcode).

Phase 2:

As they put the recycle to the reverse vending machine, it scans the barcode on the bag and translates the value of the recycled items into DKK amount, that can be redeemed through shopping coupons at participating businesses.

How to be a Green Hero?

If you want to learn how to live a greener lifestyle and get rewarded for it, then you have reached the right place!

Join us to start our Green Actions together to make a big difference for the environment. Here it's how it all comes together to be a Green Hero and make a sustainable future.

