



Ecovision Final Pitch

SDGs Youth Camp 2021

The central graphic features a row of six insulated water bottles in various colors (dark grey, black, light grey, medium grey, red, and dark blue) against a dark grey background. The text 'Ecovision Final Pitch' is centered above the bottles, and 'SDGs Youth Camp 2021' is centered below them.

Index

1. Team Intro
2. Project Idea: Problem and Solution
3. Sustainability Model
4. Prototype
5. Potential for Scaling Up
6. Conclusion



1. Team Intro

- *Ecovision*



Yunjoo Cho

#1 Experience_is_the_best

#2 Sympathetic



Eunhee Shin

#1 Open-minded

#2 Friendly

Alex Lew

#1 slow and steady

#2 Experience over

materialism



Yewon Lee

#1 Hard Worker

#2 Athe-holic

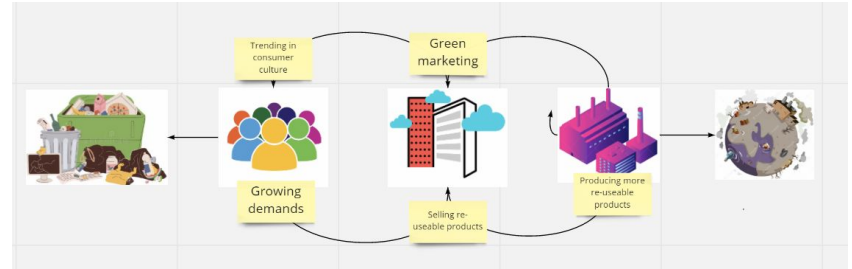


2. Project Idea: Problem and Solution

● Problem

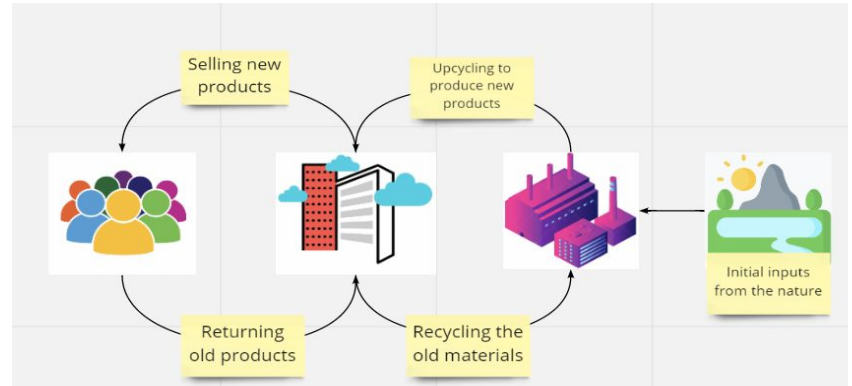
- Big coffee brands want to make profits by selling tumbler to consumers with concerns for the single-use products and waste issues
- Big coffee brands invest money in green marketing (periodically producing new tumblers with various designs, trend setting)

→ *Over-consumption of tumbler and mismanagement of its disposal*



● Solution

- **"Start-up Business for Upcycling Platforms"**
- To provide a brokering service between those who want to sustainably remove their old tumblers and those who want to find innovative business opportunities from the disposed materials



3. Sustainability Model for *EcoVision*

- **Key Values and Selling Points of Our Solution**

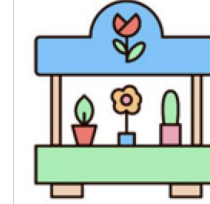
- Not limited to certain people or methods
- Providing a platform where anyone can bring their creative and innovative ideas
- Helping small businesses and artists by promoting their innovative works
- Informing what materials and methods are used by brands to produce their end-products
- Providing real positive impact on the society and the environment

- **How to fund the business (EcoVision)?**

- Registration fees or annual fees from big coffee brands
- Funding from local and national authorities/governments

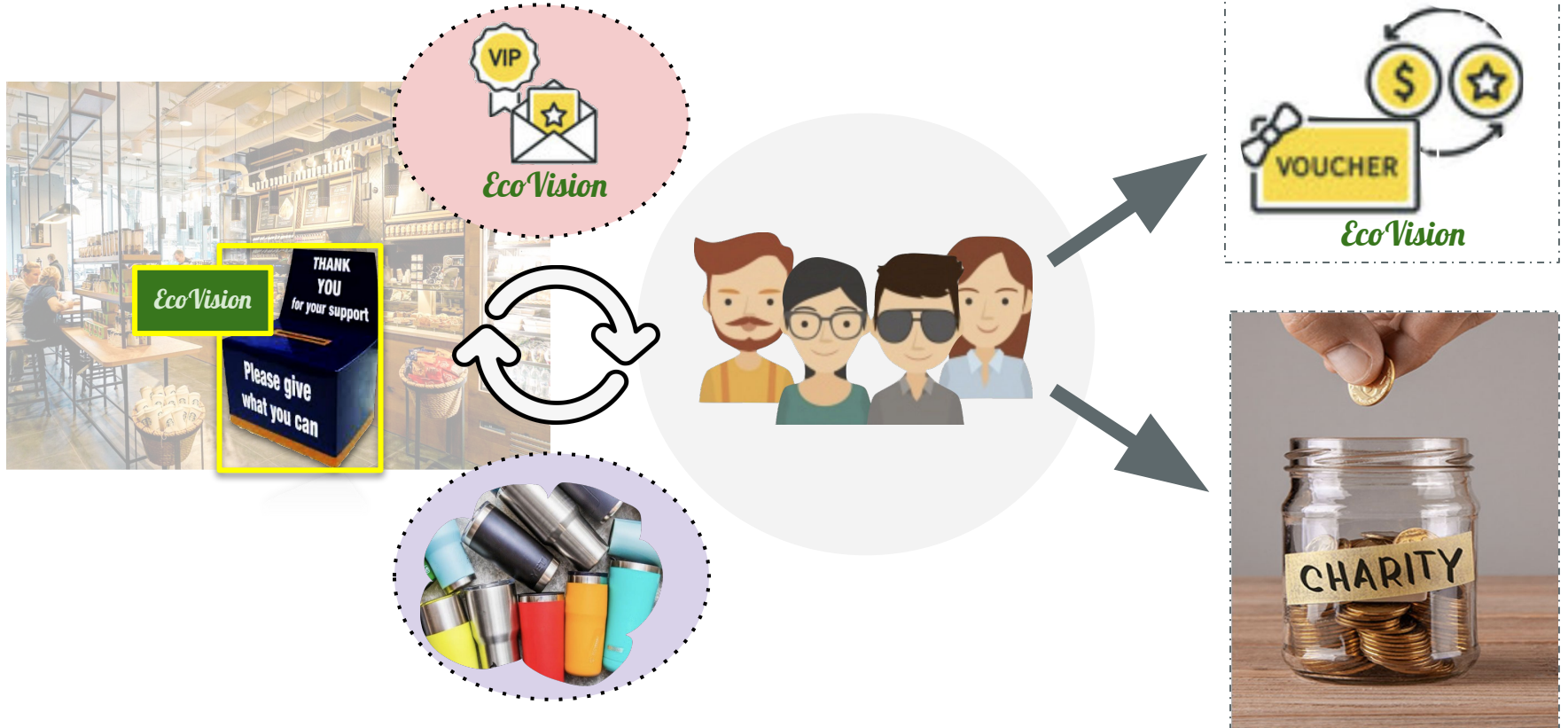
3. Sustainability Model Cont'd

• Users' Pains and Gains

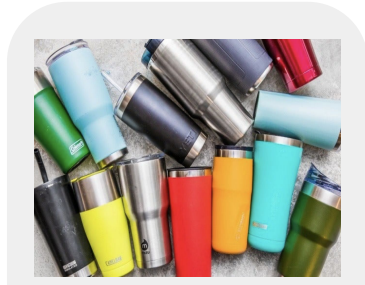


User	Coffee Brands (“Partners”)	Customers (“Sustainable Users”)	Local businesses and individuals (“Innovative Users”)	EcoVision
Gains	eco-friendly image	Contribute to circular economy, maintainin good reputation on SNS, membership points	Positive impacts by showing creativeness and eco-friendliness and advertising their items	Driving social movements, building strong partnerships with both public and private parties
Pains	Negative image on their products	behaviour change for using (second-hand) products	If the competition among them is too high or poorly promoted, then they earn low profits	Initial costs and time can be high (promotion, delivery costs and persuading big brands)

4. Prototype - Step 1. Collection



4. Prototype - Step 2. Classification



[Ecovision] Separating donated items by its material types



GLASS



PLASTIC



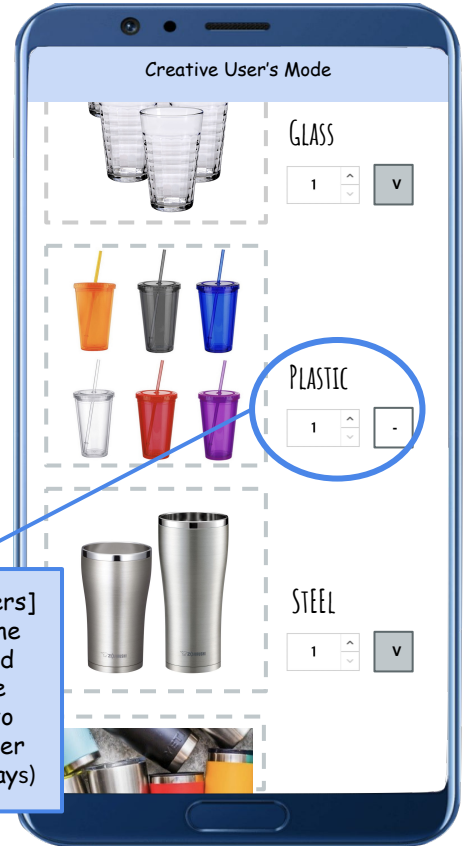
STEEL



MIXED



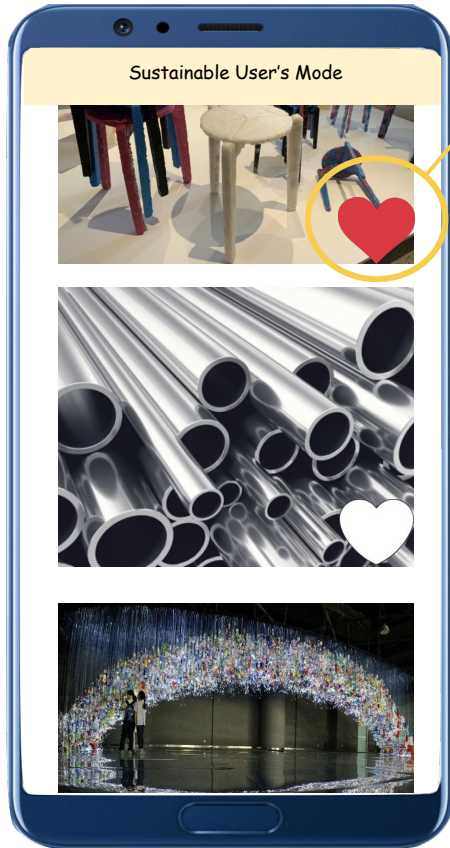
[Creative users]
Selecting the quantity and ticking the checkbox to make an order (free giveaways)



4. Prototype - Step 3. Creative Users' Innovation



4. Prototype - Step 4. Networks

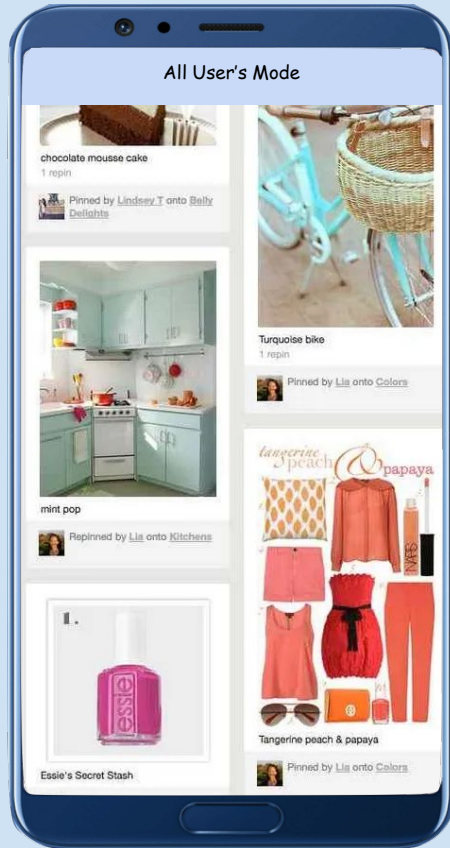
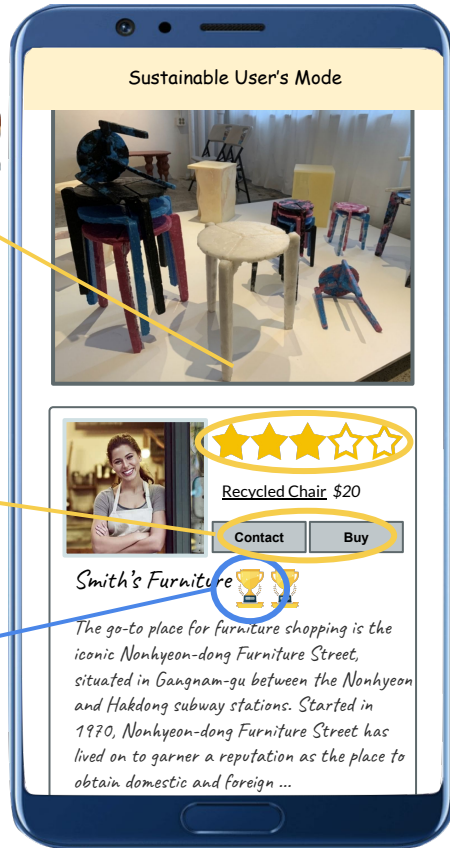


[Sustainable users] showing loves to the creative users

[Sustainable users] leaving reviews to give feedbacks

[Sustainable users] Contacting the creative users through the in-app messenger or making purchase from the app

[EcoVision] Awarding a "Innovation Trophy" to the creative users who get the highest reviews in period



[all users] sharing their sustainable lifestyle and tips

4. Prototype - Step 4. Influence

#UpCyclingWithEcoVisoin #zerowaste
#TumblerforLife #EcoVisionEmbassador
#CircularEconmy #EcoVisionChallenge

I got a **ticket** for an art exhibition from EcoVision. Can you believe that **this artwork** is made of **old tumblers**! What a Brilliant Idea to **raise awareness** of the **waste issues** even with these **eco-products**.



Kind Invitation to join in solidarity
the movement towards
sustainable production and consumption



Emily__luv_



#UpCyclingWithEcoVisoin #zerowaste
#TumblerforLife I got a ticket for an art exhibition
from EcoVision! Can you believe that this artwork is
made of old tumblers! What a Brilliant Idea!



4. Prototype - Impacts of EcoVision



4. Potential for Scaling Up

The Challenge

How can the benefits achieved in successful pilot/experimental projects be expanded to serve more people, more equitably and more lastingly?

1. More commercial entities can adopt EcoVision's strategy and expand it to more eco-friendly product
2. A good reputation from gaining EcoVisio points encourage people to spread positive influence
3. More people supports EcoVision, driving changes and movevments at national and international level

4. Conclusion

“Promote newly invented items or innovative methods using the old tumbler on SNS channel/app.”

“People can easily access old tumbler/new products made of the old tumbler by providing information.”

“People can innovate their way of producing and consuming, tackling resource exploitation and wastes management issues”