Moving Towards Zero

Enabling Zero Waste through technology and education

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The challenge: HMW?

1. Help economic recovery in cities
2. Promote local businesses
3. Implement Zero Waste & Circular Economy policies
4. Encourage sustainable habits among citizens
5. Linked to local incentives and rewards

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Moving Towards Zero is an action-focused campaign that promotes both **Zero Waste and local consumption** practices among citizens and business through digital and non-digital **gamification** strategies.

Our digital tool: Go Zero Waste app

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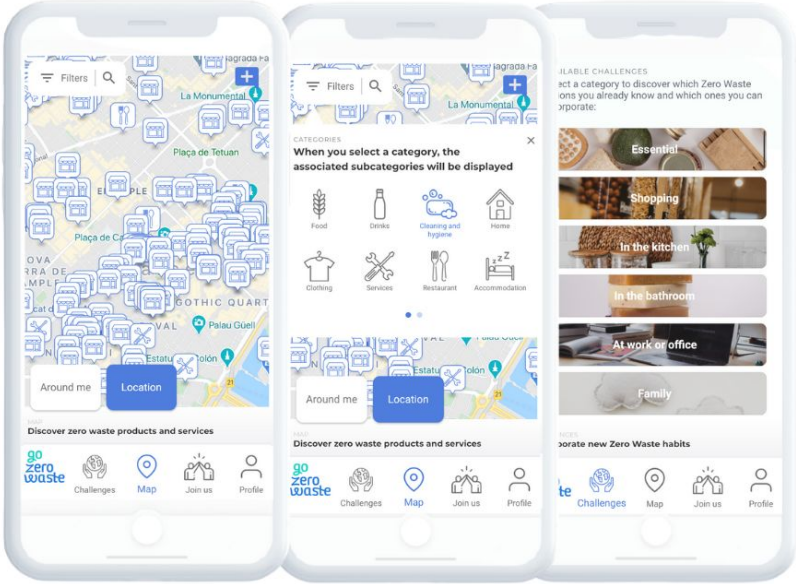
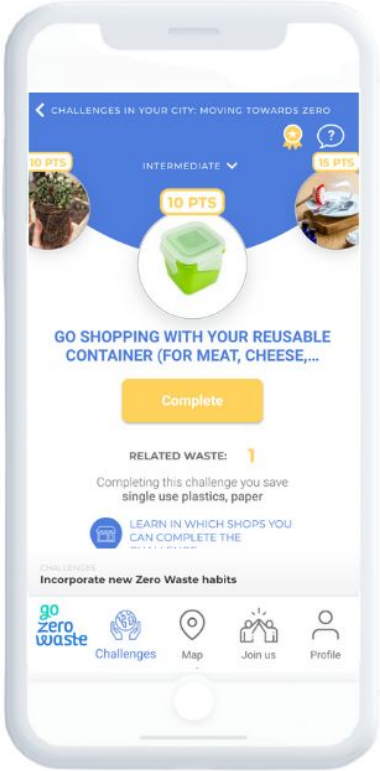
FOR A WASTE-FREE LIFE

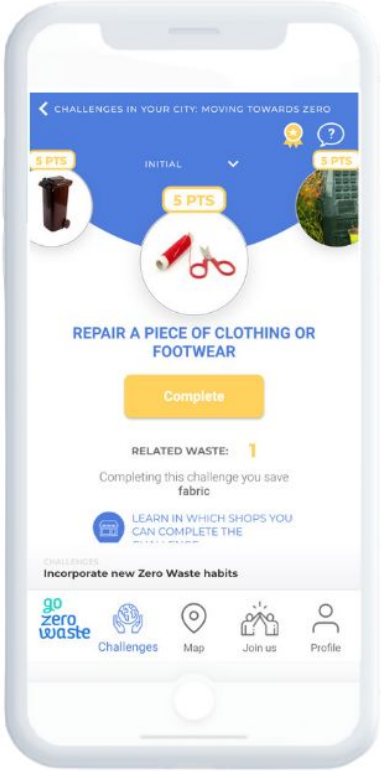
Available on the App Store

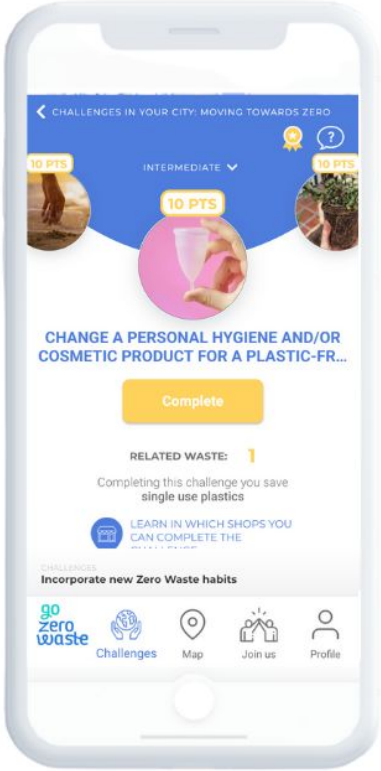
Get it on Google play

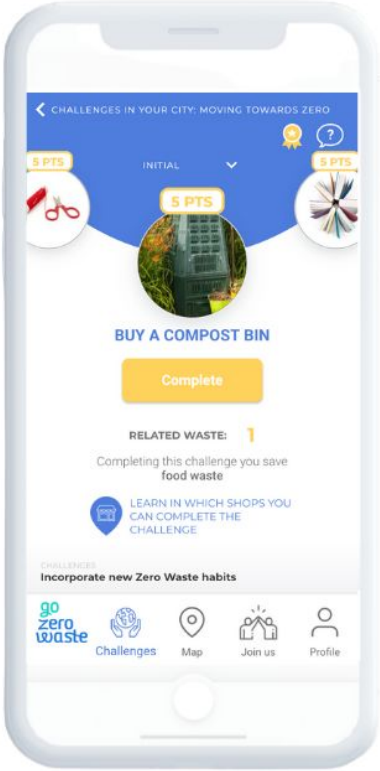


How challenges look on the platform

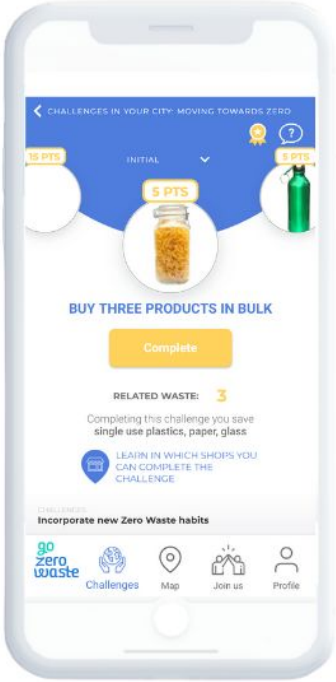


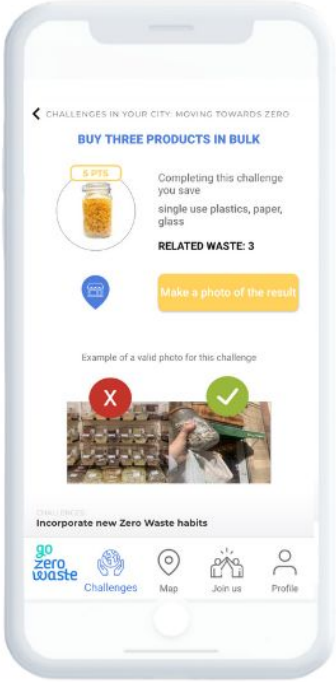


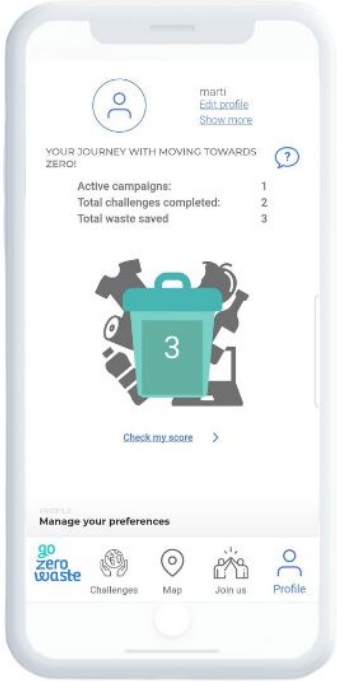




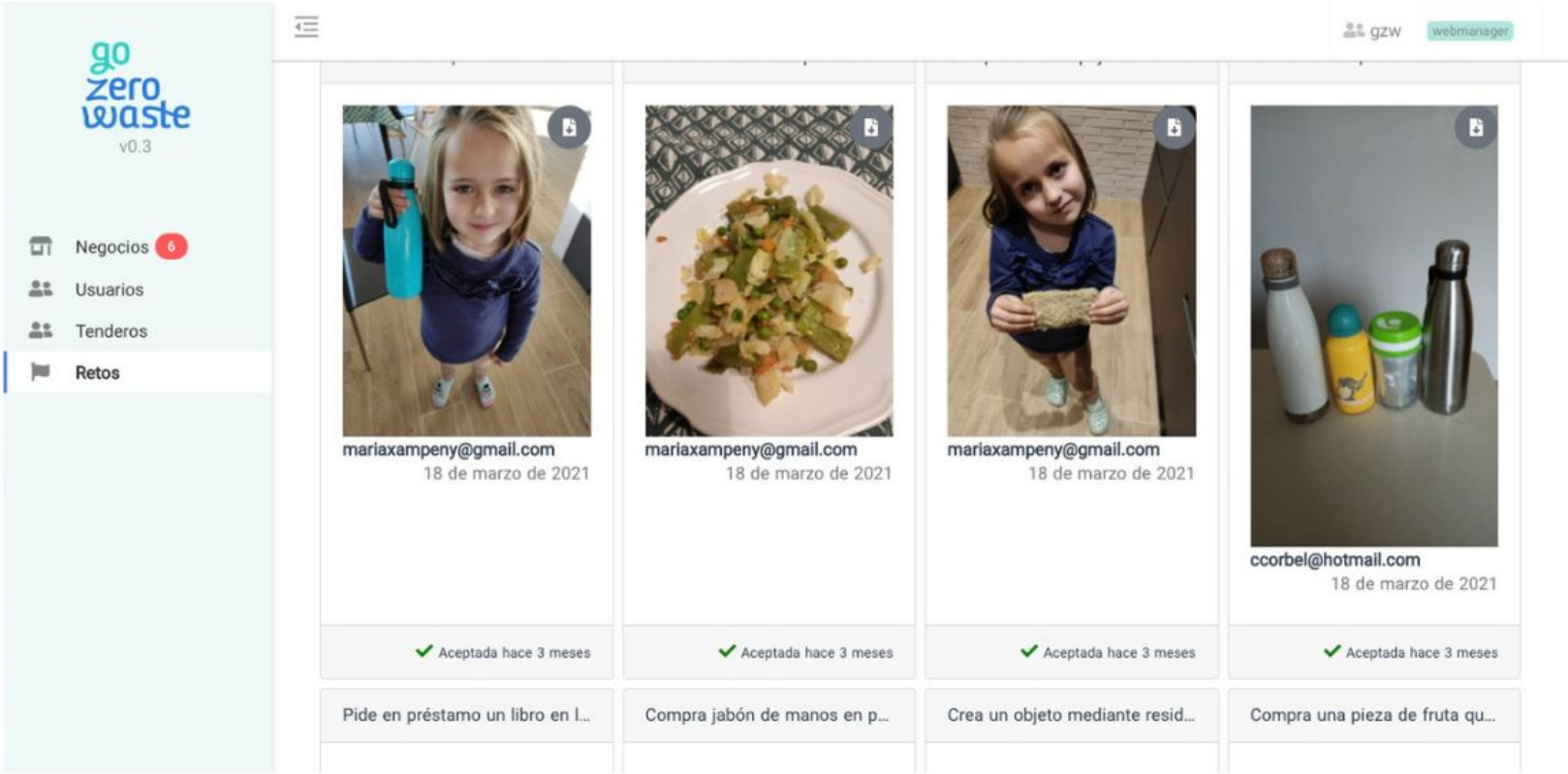
How challenges work



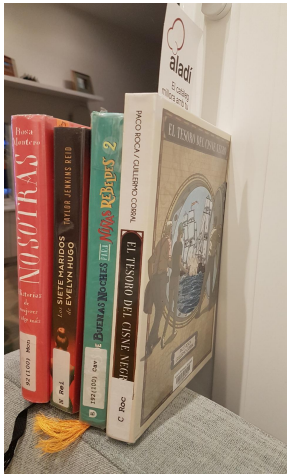




Platform back office: challenges pending validation



Some examples of challenges



Gamification *& the Positive Feedback Loop*

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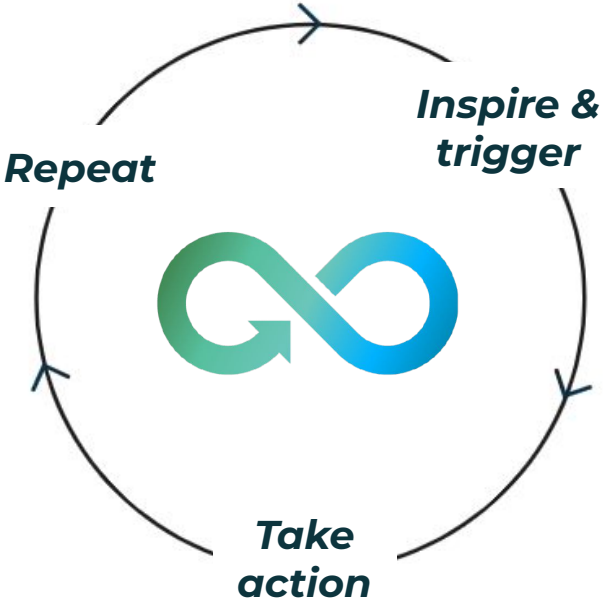
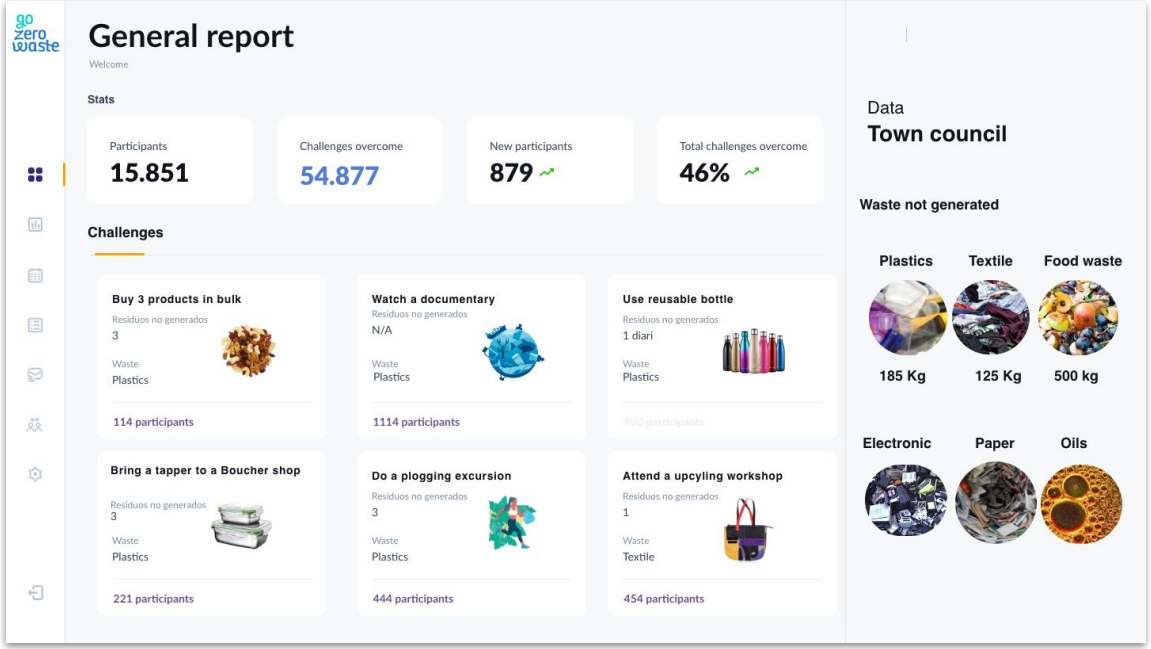
1. **Increase motivation**
2. **Facilitate learning**
3. **Experience-based**
4. **Customizable**
5. **Data gathering and measurement**
6. **Linked to local rewards and incentives**



duolingo

Platform current status

- **Ready to scale**
- **Worldwide availability**
- **Multilingual**
- **Easy customization**
- **Weekly data reports:**
  - Waste reduction
  - CO2 emissions
  - Participation



Collaboration over competition

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City Council's Circular Economy Strategic Plan

Existing data on Waste reduction and prevention priorities

Collaboration of public & private sector + civil society and local communities

Moving Towards Zero
campaign

Current campaigns in Spain

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8
active campaigns

+3,000
participants

+4,000
challenges completed

+5,500
equivalent waste saved

Ajuntament d'Igualada

AJUNTAMENT DE Vilanova i la Geltrú

MENORCA PRESERVATION FUND

Ajuntament de Salou

Ajuntament de Teià

Ajuntament del Masnou

Ajuntament d'Argentona

AJUNTAMENT D'ALELLA

Internationalisation opportunities

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Circular Innovation City Challenge

KØBENHAVNS KOMMUNE

NYC / EDC

TORONTO

Business Model

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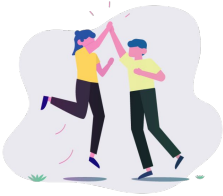
Platform licence fee

public / private funding

- Co-creation of challenges
- Customization
- Technical support
- Activities support
- Project Management

Year round activities

Christmas



Local festivities

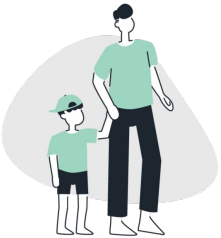
Tourism

Culture & festivals

Fairs

EUROPEAN WEEK FOR WASTE REDUCTION

European Week for Waste Prevention



Schools and Universities

Year round activities

Educational talks
(online or offline)

Workshops

Cleanups

Cine-Forums

Team

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Martí Morató
BDM & co-founder

Magda Cebrián
CMO & co-founder

Josep Lluís Larriba
CTO

Eric Cabañas
Project Manager

Dàmaris Coll
UX / UI

Supported by:

Universitat Oberta de Catalunya

UPC

Barcelona Activa

Fundació Agbar

ACCIÓ

Generalitat de Catalunya

SOA
SUSTAINABLE OCEANS ALLIANCE

Scaling SDGs together with Google

SGD alignment

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We are ready to provide cities with a **digital tool** that helps **implement Zero Waste and Circular Economy policies** among citizens based on incentives and **gamification**.

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Enabling Zero Waste through technology and education

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