

## CAMPAIGN SUMMARY

### ***Campaign Objectives***

1. Raise awareness about recycling in Singapore
2. Minimise the amount of waste disposed

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### ***The Current Situation***

***In 2014, Singaporeans generated 7,514,500 tonnes of waste, of which only 60% were recycled.***

In addition, waste disposals are detrimental to the environment as they produce greenhouse gases. To make matters even worse, Singapore's one and only landfill site, Pulau Semakau, is expected to be filled up by 2035.

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### ***What Needs To Be Done***

We need to slow down the rate at which we dispose of our waste by increasing our recycling efforts. In doing so, we will minimise the damage done to our environment and ensure a more sustainable Singapore.

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### ***How It Will Be Done***

By introducing the use of reverse vending machines, and with the help of social media, we want to encourage, incentivise and educate people on how they can make recycling an important part of their everyday lives.

## INSIGHT

# Space

*is a prized commodity in  
Singapore and in cyberspace.*

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*In the real world*

As one of the smallest countries in the world, it's no surprise that space is a much sought-after resource in Singapore. This space limitation only allows us to have one landfill site at Pulau Semakau.

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*In cyberspace*

People often have to pay to have their own 'space' online. Thus, making space a prized resource in the virtual world.

## IDEA

***Encourage people to get more space by recycling.***

We reduce the amount of trash going to the landfill (thereby using less landfill space), while incentivising people to recycle by offering them more space online.

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***#WasteForSpace***

A simple and succinct way to drive the message across the targeted social media platforms.



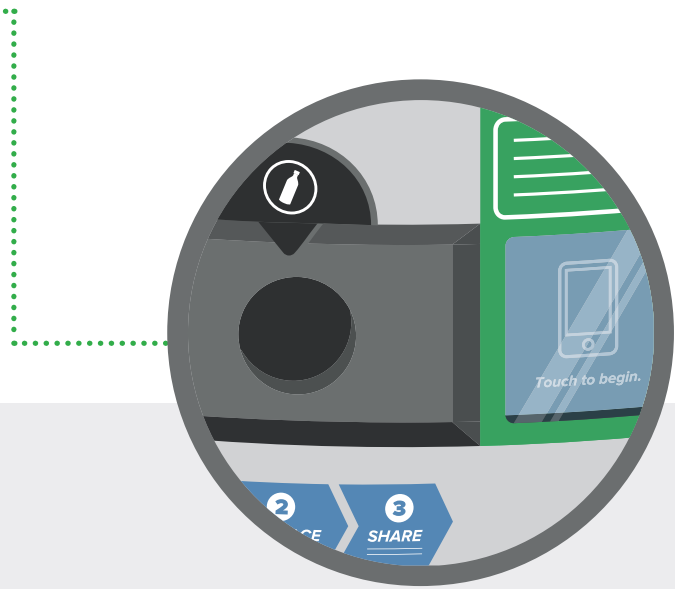
Reverse vending machines (RVM) are currently being used in Europe and in Australia, and have proven to increase recycling efforts.

The ones that we will be using for the #WasteForSpace campaign allow people to deposit aluminium cans and plastic and glass bottles.

The machine will automatically flatten aluminium cans, shred or flatten plastic bottles and crush whole glass bottles. This reduces the hassle for people because they will just need to drop their recyclable waste in one slot.

To make recycling even more rewarding, 50MB of Dropbox space will be given for every bottle or can deposited.

For convenience, these machines will be placed in or near existing 7-Eleven stores.



THE

**#WasteForSpace**

CAMPAIGN

***Drop your recyclable waste into the #WasteForSpace reverse vending machine and get your free Dropbox space in 3 easy steps:***

1



Deposit your trash into the machine and key in your mobile number.

2

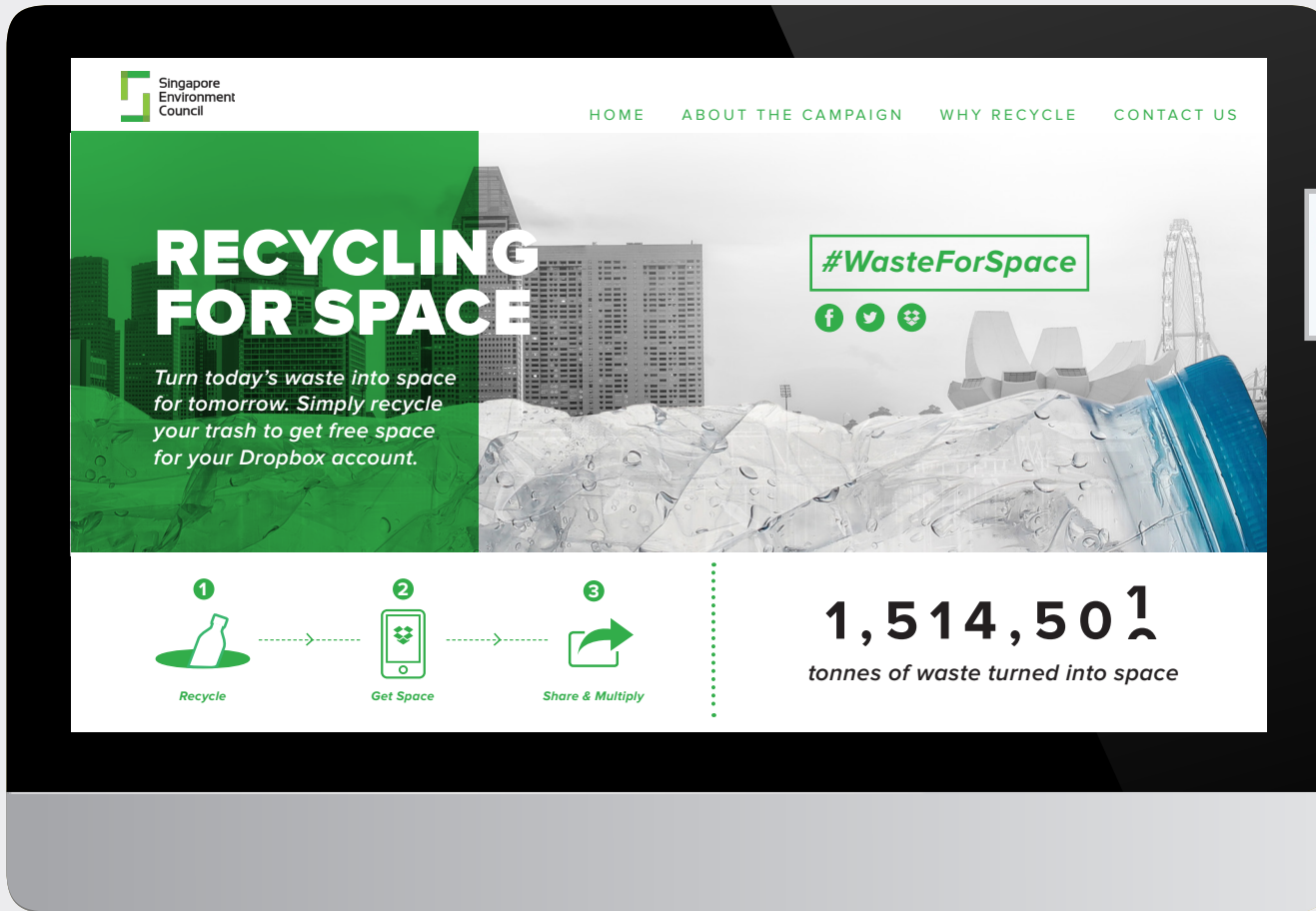


You will then immediately receive a text message with a one-time-use link to claim your free Dropbox space. Follow the link and get your space!

3

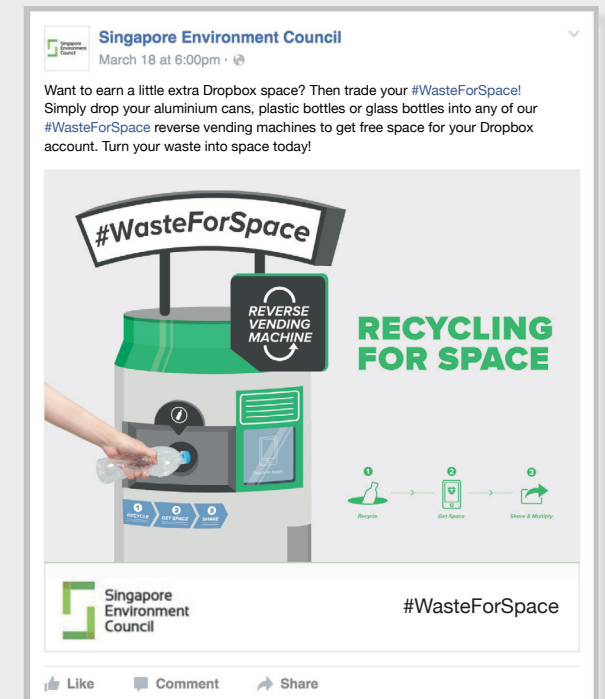


Trading your waste for space doesn't just stop there. Share this wonderful movement with your friends and family on Facebook and Twitter to receive up to 200MB worth of additional free space.



## Twitter

Their existing Twitter account will be used to launch and further spread the message about the #WasteForSpace campaign.



## Website

People can access this platform for more information about the campaign, as well as about recycling.



## Facebook

The campaign will be launched and promoted on their existing Facebook page. More information about recycling will also be available here.





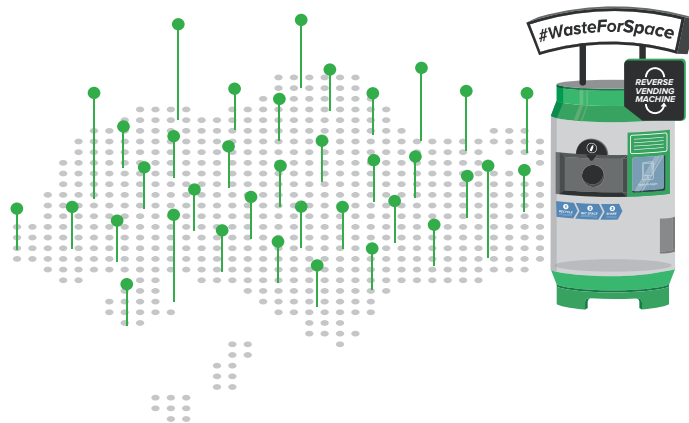
## SPACE FOR GROWTH

*This sustainable campaign has potential for further growth. In the future:*

- 1 We can offer more 'space' rewards by having collaborations with different online spaces such as Google Drive and Just Cloud.



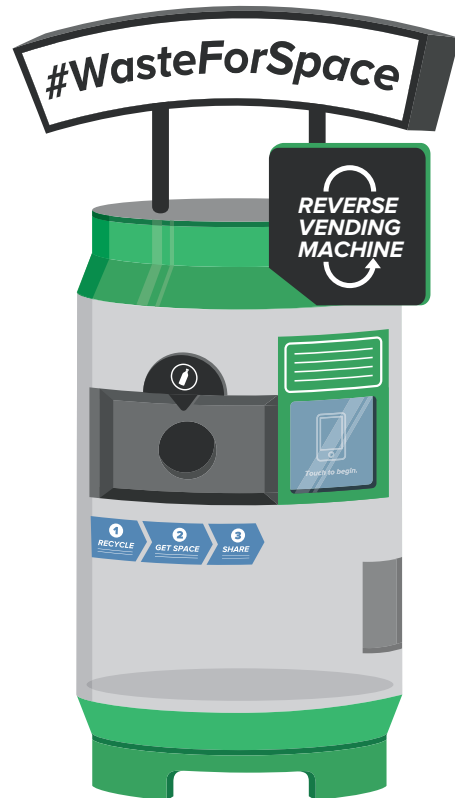
just cloud.com



2

We can make the #WasteForSpace RVMs even more accessible by having more machines available across the island.

## KEY TAKEAWAYS



### *Raise awareness about recycling in Singapore*

The use of the hashtag, #WasteForSpace, every time someone shares on Facebook or Twitter will definitely gain traction for the campaign online. This will greatly increase the campaign's reach and raise awareness about recycling.

### *Minimise the amount of waste disposed*

By making recycling easy and rewarding, more people will be inclined to make recycling a part of their daily routine. In doing so, we will gradually minimise the amount of waste disposed.