



-The app that facilitates the acces to eco lifestyle-



REDUCE

# Our Team

*We are a group formed by four heterogeneous teenagers currently in the 4th year of ESO at the Lycée Français de Palma with one goal: to stop the enviromental crisis!*

## **Lisa Ensenat**

Lisa has a mountain of ideas, an unlimited creativity, she always has a smile on her face and is committed to saving the environmental situation.



## **Carla Trolese**

Carla is a perfectionist ,but at the same time humorous,she always maintains her very innovating spirit.



## **Gina Trolese**

Gina is passionate about working in a group and is always ready to collaborate with anything that helps our society to move forward.



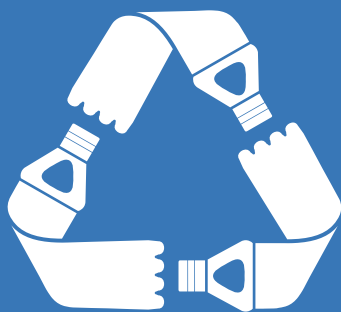
## **Ambre Bonin**

Ambre full of hope,optimistic and eager to move forward with this project that will make our lives easier.



# The Plan

How Ecolog App would really be the solution to reduce plastics waste?



1



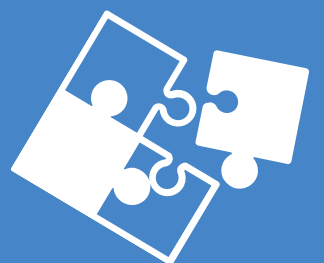
Understand the problem.



2



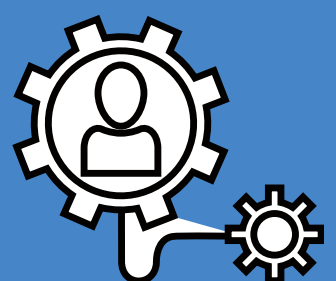
Find a solution.



3



Adapt the solution.



4



Promote it!





# 1/Problem

First of all, we had to be informed about the situation of the environment in order to try to find the best solution.

**KEEP**  
*the*  
**SEA**  
**PLASTIC FREE**

# FACTS

**229,000 tons**

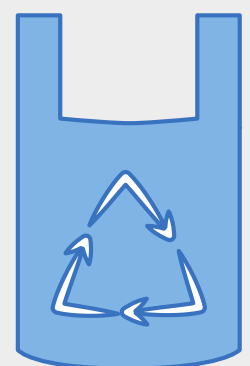
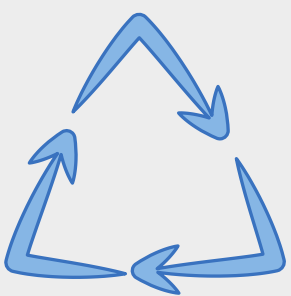
of plastic are dumped  
in Mediterranean Sea  
every year.

**By 2050,**

The oceans will contain  
filled with more plastic  
mass than fish mass.

**5.25 trillion**

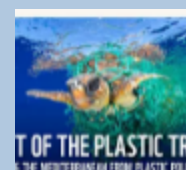
is the number of  
macro and micro  
pieces of plastic in our  
ocean today .



RELIABLE  
RESOURCES



**100+ Plastic in the Ocean  
Statistics & Facts (2020-2021)**  
condorferries.co.uk



**Plastic pollution in  
Mediterranean Sea threatens  
the health of our ocean**  
epo.panda.org





## 2/ The Solution

So, let's find a new solution to the problem!



# After many weeks of thought we found a good idea : AN APP !

we imagined an application that would facilitate the access to plastic-free lifestyle.

It would localise the shops which limit the use of plastic, depending on what they want to buy and where they are located.



Principal aims :

Make the access to plastic reduction easier, promote and encourage the shops committed to this cause.



# Why have we chosen this idea ?



## The accessibility

As the app is free, it can be used by anyone, so it can involve quite a lot of people.

## The usefulness

Alternatives to plastic already exist, but too few people know and use them. The app would be very useful to resolve this problem.

## The practicality

The application should be easy to use so that consumers will enjoy using it.





## 3/ Adapt the app

Now, the huge work starts : we have to prepare the application, and in order to do it, we follow these steps :



### Step 1

Inform ourselves *of what consumers really need.*



### Step 2

Adjust at the perfection, *to engage everybody in the easiest way.*



### Step 3

Modeling of the application, *as we would like it to look.*

# Step 1 : Inform ourselves

To develop the perfect solution we first needed to investigate how to really reduce the use of plastics.



# EXPLORING

To avoid any projects that already exist.

Before we went through the trouble of finding a solution, we had to find out what already exists, so we explored Mallorca's green and environmentally friendly stores, interviewed the owners, workers and their customers. In order to see what they really needed to get people involved.

## A meeting with an expert

Afterwards we came up with the idea of interviewing a teacher of economic and social sciences at the French Lycée in Palma, who shared his personal point of view on society's overconsumption. He encouraged us and gave us advice so we could go ahead with the project!

# MARKET SURVEY

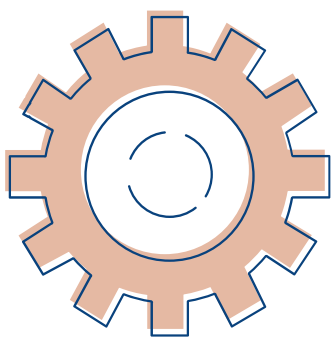
Before embarking on the project, we had to find out what already existed, and we found a similar application. However, it is not well developed because it only offers two markets in Palma, which also use plastic. Finally, the application we imagined does not really exist, so it would be interesting to develop it.





## Step 2: Adjust

Thanks to these information ,we identified important aspects to improve :



## THE STORES PROPOSED MUST RESPOND TO THE USERS' EXPECTATIONS

Let's not forget that the app must be user-friendly !.

When we interviewed consumers, they asked us to specify the type of products found in each shop. It is then important to classify the shops according to what they sell (e.g. fruit and vegetables, hygiene...). This way, users will easily find what they are looking for.





## THE HIGHLIGHTED SHOPS MUST LIMIT THEIR PLASTIC CONSUMPTION

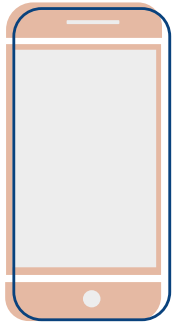
We have to control the shops that appear in the app.

When we did the market research, we realised that we absolutely had to check the businesses that would be catalogued in the application.

To be secure, we had several solutions :

Firstly, the traders who register in the application will have to sign a contract in which they promise that their business limits the sale of plastic. If they do not comply with this rule, we, the ecolog team, can remove them from the application.

And, secondly, as the users can evaluate the shops, we will have regular follow-ups, and in case of doubt, we will always be able to visit the site.



## WE MUST MOTIVATE THE USERS.

We need a carrot to make the donkey move !

In order to encourage people to make efforts, we will set up a counter in the app. It would count the amount of plastic saved by buying plastic-free products in the proposed stores.

Each time the user exits a shop recognised by the app, he or she will be able to select his or her purchases. The app will then count the amount of plastic saved and add it to the user's counter.

If, when we create the application, we find a trustworthy solution to verify the purchases ( for example using a code ), we will be able to offer discounts in the shops we collaborate with, after a determined amount of plastic saved.



# Step 3: Modelling of the app

In order for our application to be utilized  
and to be useful, we would like to  
advertise it in several ways.

# OUR APP

The modeling of the app





FROM ECOLOG TEAM



# Welcome to Ecolog !

*the eco catalog*



COUNTER

000,00 g saved

***Each move counts !***

Try these tips !



Locate all refill  
stations with our  
ecolog App !



## STEP 1

Get your flask  
bottle to  
avoid single-  
use plastic  
water bottles!



## STEP 2

Refill with  
filtered  
drinking water  
at any marked  
refill station.

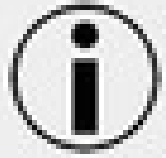




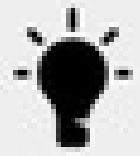
*HOME*



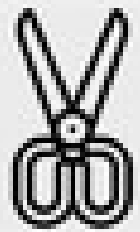
g !



*Who are we ?*



*Tips*



*DIY*



*Map* (( ))

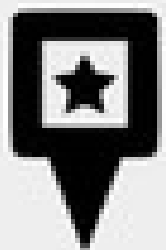


*My counter*

ts !



*Support*



*Leave Rating*

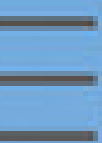


*Terms of Use*



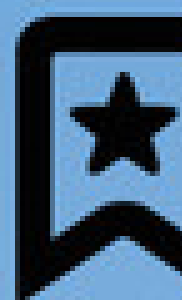
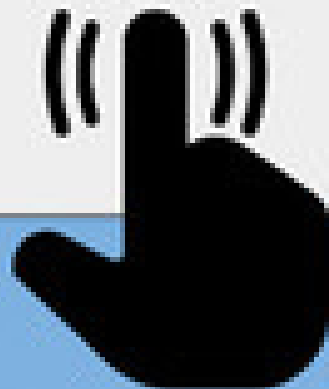
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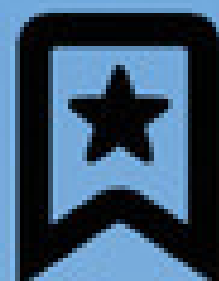




Search here

(( ))





*Search by category*

find nearby

---

Groceries

Fashion shops

Restaurant

Bar

Memories

Others

---



Nu Market



Nu Market



Nu Market



Nu Market  
Note  
Web  
Address



# 4/ Promote it!

In order for our application to be utilized and be useful, we would like to advertise it in several ways.



# Social Medias

@ecolog\_team

In our social networks you can know more about us and know how we act in a positive way about the environment



## Shops that collaborate

We can promote the application through these zero waste shops. For example, they can display our QR code that allows to download the app, in the shops front,



# Acknowledgments

*We want to thank...*



Many thanks to all those who have collaborated with us in this project, because without them we could not have come up with this idea. We would like to thank our Sciences teacher M. Lasternas for recommending us to participate in the competition, this project would not have been possible without the interviews that all the small stores have given us, so thank You. Thank you very much also to our sociology teacher for giving us an interview as well. I also would like to thank my colleagues for facilitating the project, understanding us perfectly and having such a good time, and finally I would like to thank the Save the Med for doing this type of project involving young students.





# Contact Us

Instagram: @ecolog\_team