

Key Partners <ul style="list-style-type: none"> - food retailers - packaging manufacturers - food manufacturers - municipal waste - app developers 	Key Activities <ul style="list-style-type: none"> - scanable labels to give info on recyclability. ↓ - GPS - specific to local recycling laws. - ability to input own info if it doesn't exist - GPS local recycling plants. 	Value Propositions <ul style="list-style-type: none"> - convenience: on phone ↳ easily accessible. - free app - connecting: community, leaderboard... - sust products could advertise - education more accessible + less overwhelming - can become part of daily routine. - global connections. - potential to be bought out by myfitnesspal = \$\$\$ 	Customer Relationships <ul style="list-style-type: none"> - live chat / q+a section - faqs section - community - nps - leaderboard - connect with friends. 	Customer Segments <ul style="list-style-type: none"> - millennials - generation Y - any one who wants to know more about recycling but doesn't have time - awareness of local recycling rules: if on holiday etc.
Key Resources <ul style="list-style-type: none"> - app developers - digital platform - links to social media ↳ partner with FB + google 	Channels <p>Online app stores (App Store, Google Play, etc.)</p>	Cost Structure <ul style="list-style-type: none"> - coding + software experts - manpower for collecting data - updates 	Revenue Streams <ul style="list-style-type: none"> Advertising pay for premium option - add free myfitness pal. 	\$

Social & Environmental Cost

- reliant on phones → prones themselves (materials + production)

Social & Environmental Benefit

More recycling worldwide
 people feel empowered / like they're making a difference
 prevention of cross contamination