



PLASTEAM

STEAM education for plastic-free primary schools

O1-A1

Booklet of good practices
February 2021



Contents

Contents	2
INTRODUCTION	3
1.CNPCD, ROMANIA	3
Good practice 1	3
Good practice 2	6
2. NEMO, The NETHERLANDS	8
3. THEMISTOKLIS PRIVATE SCHOOL, GREECE	10
4. MIO-ECSDE, GREECE	12
GOOD PRACTICE 1	12
GOOD PRACTICE 2	14
5. Gymnasium School no. 10, ROMANIA	16
GOOD PRACTICE 1	16
GOOD PRACTICE 2	18
6. EFFEBI – ITALY	20
GOOD PRACTICE 1	20
GOOD PRACTICE 2	22
7. Eurodimensions Malta - collecting good practices	25
Good Practice 1- Malta	25
Good Practice 2 – Malta	26

INTRODUCTION

The aim of this booklet is to collect virtuous experiences at EU and International level regarding the plastic footprint and related methodologies. Each project partner documented one or two good practices, focusing on various types of existing Plastic Footprints and their methodology. The collection of good practices is based on a qualitative internet research;

In total, the Booklet includes 11 good practices. In this respect the Consortium is directly involving key players of plastic-free education and movement into the project, in line with the 'whole school' approach.

1. CNPCD, ROMANIA



Good practice 1

1. The full and short name of the plastic footprint

Full name: **REset Plastic, created for Romanian consumers**

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): **Lidl, Romania**

3. Area of implementation

Areas of action of REset Plastic are:

- **REduce:** give up the use of plastic, whenever this is possible and sustainable.

- **REdesign:** create products that can be recycled, thus closing their circuit.
- **REcycle:** collect, sort and recycle, thus closing the recycling circuit.
- **REmove:** contribute to the cleaning of plastic waste from the environment.
- **REsearch:** invest in research and development on recycling and resource conservation for innovative solutions.

4. Accessibility

- Paid access
- Free access
- Instructions/tutorial for use
- On-line assistance
- Required registration

5. Source/Website link

Source/Website: <https://corporate.lidl.ro/sustenabilitate/reset-plastic>
<https://reset-plastic.com/en/>

6. Brief description

Educational website page, also informing on Lidl, part of Schwartz Group, efforts to reduce plastic packaging. 20% reduction in plastic consumption by 2025 together with the packaging of all own-brand products should be as recyclable as possible. These measures are part of REset Plastic, Lidl's plastic strategy which was launched in 2018 by the Schwarz Group.

7. Target group/End-users (e.g., kids, teenagers, adults, etc.)

Product consumers: adults, elders, kids, teenagers, etc.

8. Usage

Informative and educational purpose, the tool can be accessed directly on the website

9. Benefits and related challenges about its usage

Plastic can play important roles in food retail: it is durable, lightweight and can be used in many ways. In particular, plastic protects food during transport and allows us to guarantee its quality, shelf life and freshness. However, more and more plastic is produced and too little of it is recycled, and plastic waste has become a growing problem for humans, animals and the environment. Recycling plastics reduces the amount of energy and resources (such as water, petroleum, natural gas, and coal) needed to create plastic and hence reduce pollution.



Good practice 2

1. The full and short name of the plastic footprint



My Little Plastic Footprint

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): UN Environment in partnership with the Plastic Soup Foundation, Smäll, Ocean Recovery Alliance and EA

3. Area of implementation

- Plastic use & Waste generation
- Circularity
- Plastic leakage
- Fate of plastic leakage
- Environmental impact (from plastic leakages)
- Microplastics

4. Accessibility

- Paid access
- Free access
- Instructions/tutorial for use
- On-line assistance
- Required registration

5 Source/Website link



Website: <https://mylittleplasticfootprint.org>

6 Brief description

Available in English language. My Little Plastic Footprint is a smartphone app for individuals, by using gamification, through a quiz with over 100 questions, the aim is to encourage those who use the app to reduce their plastic footprint and become more conscious of their own actions. My Little Plastic Footprint focuses on plastic items found in the main areas of our daily lives. With every item added to the diet, we will discover a sustainable alternative that could be achieved. The plastic diet was divided into six areas: bathroom, kitchen, travel, leisure, household, and garden. In each of these areas, there is a quiz that guides the user to measure the level of his/her daily plastic consumption, the user can also follow more than 100 tips to reduce your plastic footprint.

7 Target group/End-users

kids, teenagers, adults, etc.

8 Usage

Discover the right alternatives

My Little Plastic Footprint focuses on plastic items found in the main areas of our daily lives. With every item added to the diet, we will discover a sustainable alternative that could be achieved.

How does it work?

The plastic diet is divided into six areas: bathroom, kitchen, travel, leisure, household, and garden. In each of these areas, there is a quiz that guides the user to measure the level of his/her daily plastic consumption, the user can also follow more than 100 tips to reduce your plastic footprint.

Reduce the Plastic Mass Index (PMI)

To calculate the plastic footprint, the Plastic Mass Index (PMI) has been created. The PMI is a measure to calculate the user contribution to plastic pollution. The closer the user PMI is to zero, the less is its contribution; the closer the PMI gets to 100, the higher is the contribution to plastic pollution. By going on a plastic diet, the user will reduce its PMI.

Video:

<https://play.google.com/store/apps/details?id=com.plasticsoupfoundation.MyLittlePlasticFootprint&hl>

9 Benefits and related challenges about its usage

My Little Plastic Footprint focuses on plastic items found in the main areas of our daily lives. With every item added to the diet, we will discover a sustainable alternative that could be achieved.

2. NEMO, The NETHERLANDS



1. The full and short name of the plastic footprint

Full name: **Plastic test**

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): **De Standaard, Belgium.**

3. Area of implementation

Areas of action of Plastic test are: **REduce**: give up the use of plastic, whenever this is possible and sustainable.

4. Accessibility

- Paid access
- Free access
- Instructions/tutorial for use
- On-line assistance
- Required registration

5. Source/Website link

Source/Website: https://www.standaard.be/cnt/dmf20180601_03540445

6. Brief description

Plastic test is an online test designed by a Belgium newspaper. After registration you can login and answer questions about the plastic use of your household. The focus is on plastic waste, for example disposable diapers are not taken into account. The questions are about your households daily use, monthly use and annual use of for example toothbrushes, disposable cups and plastic packages. The result of the test is the amount in kg of plastic waste in your household in a year. That is compared to



the average waist of a household per year. After the test there is the possibility to receive tips about reducing plastic waste per email. [up until now the email did not arrive].

7. Target group/End-users (e.g., kids, teenagers, adults, etc.)

Reader of the Standaard; adults, elders.

8. Usage

Raising awareness

9. Benefits and related challenges about its usage

The Plastic test raises awareness of the enormous amount of plastic you use on a daily and weekly basis. It can be the starting point for participating (more) in recycling and/or reducing.

3. THEMISTOKLIS PRIVATE SCHOOL, GREECE



1. The full and short name of the plastic footprint

Full name: **Our plastic footprint in our seas**

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): **“Archipelagos – Institute of Marine Conservation”**

3. Area of implementation

Areas of action of Plastic test are:

- **REduce:** give up the use of plastic, whenever this is possible and sustainable.
- **REmove:** contribute to the cleaning of plastic waste from the environment.
- **REsearch:** invest in research and development on recycling and resource conservation for innovative solutions.

3. Accessibility

- Paid access
- Free access**
- Instructions/tutorial for use
- On-line assistance
- Required registration

4. Source/Website link

Source/Website: <https://archipelago.gr/en/our-plastic-footprint-in-our-seas/>



5. Brief description

This research has been done by Archipelagos – Institute of Marine Conservation”. Archipelagos is a Greek non-profit, non-governmental organization combining multidisciplinary scientific research and efficient conservation work with the active participation of local communities since 1998. They created a plastic footprint among a turtle and a rubbish bin. From one side the turtle attempted to swim among plastic debris washed into the sea after the first rainfall and from the side they emphasized the lack of rubbish bins which could be situated almost anywhere in Greece.

The lack of waste management in Greece is a gigantic problem which we frequently still try to address via small, inefficient actions that make us feel better or make some companies have a green image via CSR activities, but ultimately don't address the problem.

6. Target group/End-users (e.g., kids, teenagers, adults, etc.)

Everyone

7. Usage

Raising awareness and giving motivation to the citizens about plastic pollution and recycling

8. Benefits and related challenges about its usage

The goal of this initiative is to raise awareness on the responsibilities, but this does not only lay down on the relevant authorities but also on each citizen of this country who puts up with these situations.

4. MIO-ECSDE, GREECE



GOOD PRACTICE 1

1. The full and short name of the plastic footprint

Plastic Lite

2. The name of the organization that developed it and its promoter and/or own-er, whether it exists.

This is an initiative of Plastic Lite Singapore, partnering with Journey to Zero Waste Life in Singapore.

1. Area of implementation

Singapore & internationally (English speaking audiences)

2. Accessibility

Paid access

→ Free access

Instructions/tutorial for use

On-line assistance

Required registration (**X only email, for repeating the calculation on the same user and some demographic data**)

3. Source/Website link

<http://plasticfootprint.ryanphung.com/>

4. Brief description

It is a website with progressive questions in English language and takes ~ 10 minutes to fill in. Its aim is to calculate an individual's plastic footprint, and use this

information to educate and help reduce the usage of single use plastics. Based on the specific responses given once filled in, the calculator ends with specific recommendations how the user can minimize his/her use of the specific products.

5. Target group/End-users (e.g., kids, teenagers, adults, etc.)

Adults and kids alike. It is recommended to be filled in by families also.

6. Usage

No data about the usage are given.

9. Benefits and related challenges about its usage

- A. It includes explanatory pictures of products/packaging.
- B. It gets quite specific (e.g. has 4 categories of bags; 5 categories of take away containers, with pictures).
- C. It has an easy to use numeric slider to indicate items.
- D. The result comes both in Number of items and Kg of plastic consumed per year.
- E. For each category of items consumed (e.g. grocery bags) the result includes recommendations to reduce it (e.g. bring your own bag).
- F. The result estimates also the total weight (in kg of trash that could be avoided) by each player with the alternative of bringing his/her own container

Challenges:

The aesthetics, despite being child friendly, are a bit old fashioned. The website disclaimer informs of a future version, however no such link exists. There is not adequate information about the owner or how the calculator is tied with education activities (about section). The website link also could be considered a challenge: It is not easy to remember.



GOOD PRACTICE 2

1. The full and short name of the plastic footprint

Full name: **Followgreen – follow your city! Recycle & Win!**

Short name: **Followgreen App**

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): Followgreen & Smart City platform created by a group of scientists bringing together 22 municipalities in Greece together with schools, public institutions and enterprises

3. Area of implementation

Country: Greece

City: 22 cities

4. Accessibility

- Paid access
- Free access
- Instructions/tutorial for use
- On-line assistance
- Required registration

5. Source/Website link

Source/Website: <https://www.followgreen.gr/>

6. Brief description

In the short description, please, include the following information:

Available Language(s): Greek

Format (is it an APP you need to download on a smartphone or a webpage?): A platform and an APP to download on smartphones AND a web-platform (in Greek).



If available, information about consumed plastics or consumption and lifestyle habits in general:

In a few words, this is how it works:

First, you register on the platform (name, email and city) . In the case that your city is not participating in the project, you receive only updates and infos as a “visitor”

You get points every time that you (i) read a news item, article, etc. (related to recycling, plastic pollution, etc) posed on the platform (ii) reuse and recycle in the selected spots of your city (iii) declare that recycled in the blue (plastics, metals), yellow (paper, cardboard) or brown (organic) bin weekly on the platform (v) you tell about the action to a friend (vi) you gave away stuff (in a good condition) to some municipal structures .

You can use the points gained in the local stores of your city participating in the action or in web-offers from enterprises from all over Greece OR you can offer your points to the schools of your city to enhance their projects and help them meet their needs.

The platform includes various general tips and recommendations to become more “plastic-free” and more specific based on the players’ score.

7. Target group/End-users (e.g., kids, teenagers,..)

Citizens, families, schools, public institutions and enterprises

8. Usage

Easy to use by all groups of public: students, families, citizens, enterprises....

9. Benefits and related challenges about its usage

Effective bridging of citizens, local enterprises, municipalities and schools benefitted.



5. Gymnasium School no. 10, ROMANIA



GOOD PRACTICE 1

1. The full and short name of the plastic footprint

Full name: **Capace cu suflet / Caps with soul**

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): **Anca Tataru, tel. 0741095289, Romania**

3. Area of implementation

Areas of action of **Caps with soul** are:

- **REcycle**: collect, sort and recycle, thus closing the recycling circuit.
- **REmove**: contribute to the cleaning of plastic waste from the environment.
- **Social project** – the revenue is used for social projects

4. Accessibility

- Paid access
- Free access
- Instructions/tutorial for use
- On-line assistance
- Required registration

5. Source/Website link: <https://www.facebook.com/capacecusuflet/>



6. Brief description

Starting with 2014, the promoters collected HDPE and PP plastic caps and sold them to waste collector companies. They only tighten covers because the volume / weight ratio (and price, respectively) is very good and can be easily stored and transported compared to other types of larger recyclable materials. The amount of money received on them is multiplied by two anonymous donations. The entire amount collected is donated to various small causes suggested even by the people who contribute to the collection.

How the project works:

In general, in companies / kindergartens / institutions the world gathers PET bottles in containers placed in established locations (near the elevator, in the kitchen, near the copier, hobby room, etc.). When a certain amount is collected (there is no minimum or maximum; enough to make sense) the recipients are put in resistant bags and they communicate with the promoter to establish the logistics, which differ from case to case.

The movements spread through the "ambassadors" who represent the initiative in their city and help by centralizing the covers in the following areas: Cluj, Bucharest, Sibiu, Oradea, Constanta, Iasi, Suceava, Alba, Brasov, Targu Mures, Baia Mare and Prahova.

7. Target group/End-users (e.g., kids, teenagers, adults, etc.)

Product consumers: adults, elders, kids, teenagers, etc.

8. Usage

Existing instructions

10. Benefits and related challenges about its usage

This project started as a civic initiative, aiming to help people, to help nature and to develop civic values. On the facebook page, there are notifications related to donations of the money received from "caps with soul", to help different people in need.

GOOD PRACTICE 2

1. The full and short name of the plastic footprint

Full name: **We fight against plastic waste**

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): **Kaufland Romania**

3. Area of implementation

Areas of action of **Caps with soul** are:

- **REcycle**: collect, sort and recycle, thus closing the recycling circuit.
- **REmove**: contribute to the cleaning of plastic waste from the environment.
- **REsearch**: invest in research and development on recycling and resource conservation for innovative solutions.

4. Accessibility

- Paid access
- Free access
- Instructions/tutorial for use
- On-line assistance
- Required registration

5. Source/Website link

Source/Website: <https://despre.kaufland.ro/responsabilitate/plastic.html>

6. Brief description

Less means more. Even for packaging.

Kaufland started to replace plastic bags with compostable biodegradable bags.

Moreover, the compostable biodegradable bags from the vegetable-fruit district and from the bulk frozen products district is priced at 0.10 lei / piece. This is an open invitation to limit the excessive consumption of all disposable bags. enough to make sense)



1. Target group/End-users (e.g., kids, teenagers, adults, etc.)

Product consumers: adults, elders, kids, teenagers, etc.

2. Usage

Informative website page

3. Benefits and related challenges about its usage

The project is meant to create awareness and reflect the company's efforts to reduce unnecessary packaging materials. To this end, they thoroughly check the packaging of their own brands and analyze the need for packaging material. In addition, they check to make sure that all packaging allows exchange and uses environmentally friendly materials.

6. EFFEBI – ITALY



GOOD PRACTICE 1

1. The full and short name of the plastic footprint

Full name: **Plastic Footprint Calculator**

Short name: **Plastic Footprint**

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): Omni Calculator – Poland (PL)

3. Area of implementation

7. Country: Poland and Worldwide

City: Worldwide

4. Accessibility

Paid access

→ **Free access**

Instructions/tutorial for use

On-line assistance

Required registration

5. Source/Website link

Source/Website: [Plastic Footprint Calculator - Check Your Environmental Impact \(omnicalculator.com\)](https://omnicalculator.com)

6. Brief description

The footprint calculator is developed in the form of a website, available only in English language. While completing the footprint, the user is provided with general information about plastic environmental impact and, in particular, about the “4R strategy” that can help to become more “plastic-free”.

7. Target group/End-users (e.g., kids, teenagers, adults, etc.)

The target group of this footprint is wide: it can be addressed to every individual, from all group age.

8. Usage

The usage of Omni’s Plastic Footprint is pretty easy and intuitive. It is composed by the following 4 sections:

- 1) Food and Kitchen needs;
- 2) Bathroom and Laundry;
- 3) Disposable Containers and Packages;
- 4) Other.

including 16 questions in total.

Questions are focused on specific aspects of our everyday life, in particular those where a high consumption of plastic items is usually required and where its weight of consumption is however unexpected.

9. Benefits and related challenges about its usage

The footprint generates questions about the average of plastic consumed during specific activities, usually undertaken during one individual’s daily life. Moreover, depending on the answers, it also provides an estimation of the amount of plastic waste, stimulating personal reflections and raising awareness on the issue.

When playing, Omni calculator roughly calculates the amount of plastic waste produced while giving insights and tips for a better disposal, including clear and realistic hints about related challenges.



Finally, having a look at the suggestions Omni provides, the user has also the opportunity to check which aspects he/she is invited to improve in order to become “plastic-free”.

GOOD PRACTICE 2

8. 1. The full and short name of the plastic footprint

Full name: **RePurpose Plastic Footprint**

Short name: Plastic Footprint Calculator

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): RePurpose Global – New York City (US)

3. Area of implementation

9. Country: **United States (US) and Worldwide**

City: **New York City and Worldwide**

4. Accessibility

- Paid access
- Free access
- Instructions/tutorial for use
- On-line assistance
- Required registration

5. Source/Website link

Source/Website: [Plastic Footprint Calculator | rePurpose Global](#)

6. Brief description

RePurpose's Plastic Footprint is a webpage calculator, available in English language. It provides information about the different plastic usages, from domestic ones to shopping and health. Considering all the main aspects of one individual's daily life, the user will receive suggestions and recommendations on how to change consolidated habits demonstrating a not fair usage of plastic items.

7. Target group/End-users (e.g., kids, teenagers, adults, etc.)

The target group of this footprint is wide: it can be addressed to every individual, from all group age.

8. Usage

The usage of the footprint is extremely smart, also thanks to the nice layout.

Individuals, as plastic consumers, are encouraged to use this footprint in order to verify whether and/or at which level their behaviors during their everyday life, can be considered "sustainable".

In this way, they can receive detailed information about the time and activities in which an excessive production of plastic waste is generated.

Raising awareness is therefore a primary goal of the footprint.

9. Benefits and related challenges about its usage

The footprint generates questions investigating the user's real production of plastic waste in different moments and aspects of life.

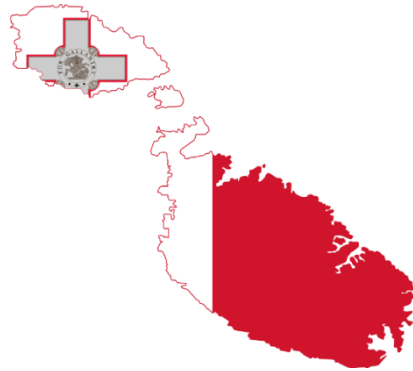
Questions in which the user can concretely quantify plastic usage provide more accurate results.

In this way, the user has also the opportunity to check which aspects he/she is invited to improve in order to become "plastic-free".

Finally, RePurpose's website offers strategies and tips for users willing to modify their plastic usage behaviors.



7. Eurodimensions Malta - collecting good practices



Malta has not created any specific app that focuses directly on the plastic scenario via a vis direct education in eliminating plastic waste. Nevertheless, considering its relatively small size with waste. a population less than half a million, we have identified a number of good practices originating from Malta.

Our identified Good Practice 3 which specifically educates and targets plastic is UK Based and is all throughout in English, which is also a national language in Malta

Good Practice 1- Malta

1. The full and short name of the plastic footprint

Full name: **Yachting Malta Sustainability Guideline**

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): Yachting Malta, Malta

3. Area of implementation

The Yachting Malta Sustainability Guidelines came to fruition following its concerns about the production and use of plastic.

Malta

4. Accessibility



- Paid access
- Free access
- Instructions/tutorial for use
- On-line assistance
- Required registration

5. Source/Website link

[file:///C:/Users/User/Downloads/YM_FINAL_Presentation_303by216_pendrive%20\(1\).pdf](file:///C:/Users/User/Downloads/YM_FINAL_Presentation_303by216_pendrive%20(1).pdf)

6. Brief description

The Yachting Malta Sustainability Guidelines came to fruition following its concerns about the production and use of plastic. The format is a straightforward PowerPoint. There is no players' score – It is a practical guideline as to what enables participants or entities seeking sponsorship to abide by.

7. Target group/End-users (e.g., kids, teenagers, adults, etc.)

Kids, teenagers and adults as they organize and sponsor events in all three segments

8. Usage

Guidelines

9. Benefits and related challenges about its usage

Yachting Malta's guidelines are all about

- Creating a Legacy
- Becoming an Inspiration
- Begin a new Journey

Good Practice 2 – Malta

1. The full and short name of the plastic footprint

Full name: GreenPak Malta

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): GreenPak, Malta

3. Area of implementation

Green Pak together with Vodafone released a web app that points you to the nearest available iBiNs. On selecting the colour-coded image of the iBiN, the app informs you whether an iBiN has free space for your recyclables. If the bin is full, the app guides you to the nearest available iBiN via a Google Map interface. The web app is found at ibins.mt with no download necessary.

Country: Malta

4. Accessibility

The web app is found at ibins.mt with no download necessary. The app works on any mobile device such as smartphones, tablets, portable computers and others.

- Paid access
- Free access
- Instructions/tutorial for use
- On-line assistance
- Required registration

4. Source/Website link

Source/Website: ibins.greenpak.com.mt

5. Brief description

Green Pak together with Vodafone released a web app that points you to the nearest available iBiNs. On selecting the colour-coded image of the iBiN, the app informs you whether an iBiN has free space for your recyclables. If the bin is full, the app guides you to the nearest available iBiN via a Google Map interface.

6. Target group/End-users (e.g., kids, teenagers, adults, etc.)

Adults that can drive to location

7. Usage

The web app is found at ibins.mt with no download necessary.

The app works on any mobile device such as smartphones, tablets, portable computers and others.

Helps find the nearest location

8. Benefits and related challenges about its usage

Diminishing vehicular emissions as it serves to avoid unnecessary traffic movements on the roads. Collection trucks are focusing only on those bins that need to be emptied. These results contribute to better traffic flows on the roads as unnecessary trips are avoided, bringing about another positive change in our communities.

Good Practice 3- Malta

Please note that this is not sourced from Malta

1. The full and short name of the plastic footprint

Full name: Planet Patrol

2. The name of the organization that developed it and its promoter and/or owner, whether it exists.

Promoter/owner (name and country): Planet Patrol, England & Wales

3. Area of implementation

Planet Patrol has taken on the challenge to ensure the future is free of single-use materials and pollution. It was set up in 2016 to remove litter from over 80 countries around the world. It addresses the pressing threats of litter and the single-use culture. We are a community-focused, solution-orientated, non-profit organisation: a movement of people working for a cleaner future.

Accessibility

Paid access

XX Free access

Instructions/tutorial for use

On-line assistance

Required registration

4. Source/Website link

<https://planetpatrol.co/download-our-app/>

5. Brief description

The app has the function of acting as a survey of inland plastic pollution, and to collect enough data to drive global changes at both community and governmental level. The contributions of volunteers logging small litter discoveries through the app is the key to all of the impact of the app

Since the start of the app in 2016 up to 2020 it has documented over 290,000 pieces of litter. The app gives the users the potential to be dedicated patrollers, and report and leave an impact on recording plastic pollution

6. Target group/End-users (e.g., kids, teenagers, adults, etc.)

All sectors

7. Usage

Planet Patrol combines outdoor, with litter picking and data collection.

The app helps volunteers gather photographic evidence of brands, types and locations of litter polluting nature globally.

The database helps as it logs what's thrown away and where to help develop targeted solutions. It also helps identify the polluters to be held accountable

Through the feedback of the app, this can shape government policies to eliminate single use materials. There are annual detailed reports

8. Benefits and related challenges about its usage

The feedback is recorded annually in the format of an annual report forwarded formally to the UK government. Furthermore, the organisation is in liaison with eight of the UK's top polluting brands to change their polluting policies, the app ensures that there is continuous research crucial in giving us the platform to possibility to change at the highest possible level.

9. Benefits and related challenges about its usage

Besides the educational aspect of the app, the user has the opportunity to submit photos and information related to bad practice towards the environment, in short, one has to categorise each piece by type and upload a photo. Then one can view the images sent on the interactive app. This makes a contributor know how one has helped tackle pollution. Furthermore, their contribution can be shared on social media.