

Problem

Many Ukrainians already know about the importance of garbage recycling. How can this knowledge be transformed into understanding of how to sort garbage properly and what to do with it after sorting?

Insight

Our audience is progressive people of different ages and interests. What they have in common? All of them more and more often make purchases online: food delivery, FMCG goods, clothes, etc.

68% ↑

goods turnover

61% ↑

orders

Source: <http://e-commerce.com.ua/2017/12/украинский-e-commerce-в-2018-новые-товары-и-безопа/>

Strategy

Importance of sorting garbage → understanding of specific steps

Daily purchases → platform for garbage sorting rules

Understanding → Habit

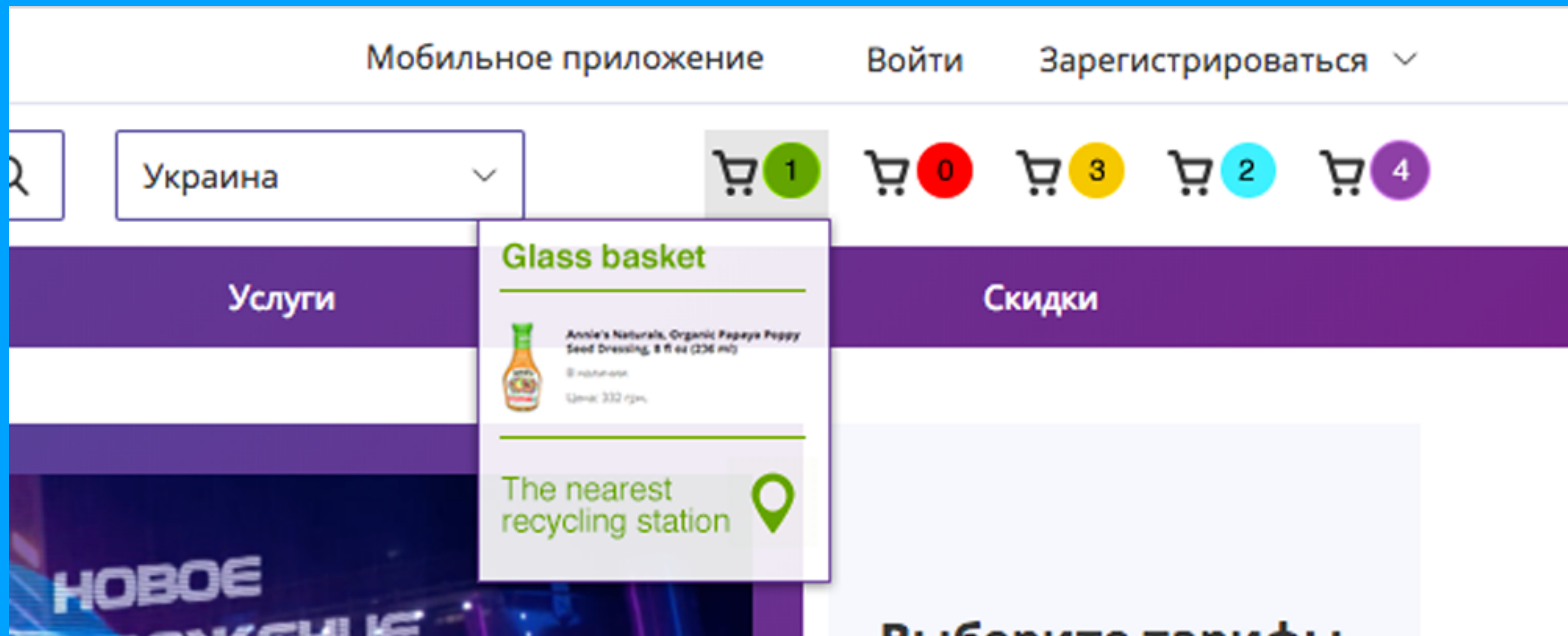
Idea

Shopping Re:cart

All you need to know now is in your order baskets

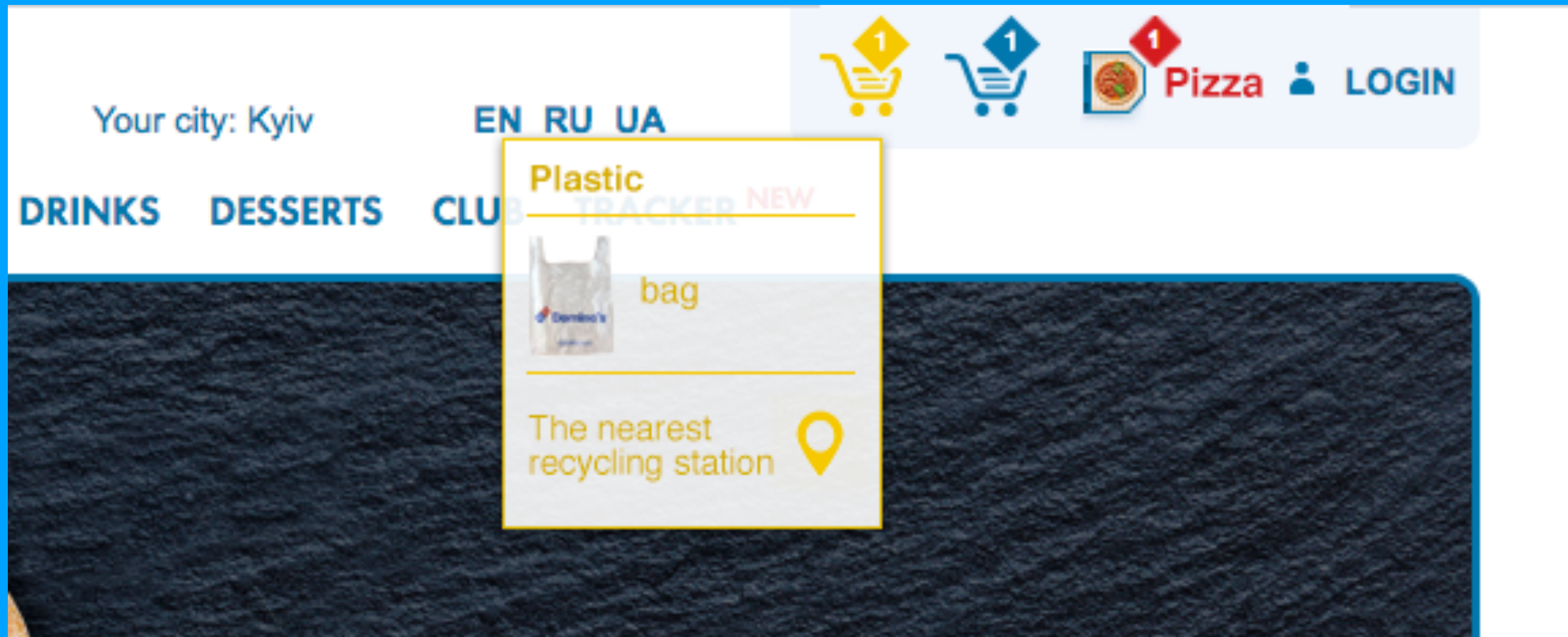
Execution

With the support of top Ukrainian retailers (prom.ua - Ukrainian amazon) and food delivery (Dominos) we create alternative shopping carts.




Execution

In addition to the main basket consumer will see shopping re:carts, where, by analogy with the main types of sorting materials, their purchased goods will be divided into 4 categories: plastic, organic, glass, paper.






So everyone will be able to see not only how to sort the products of their daily consumption, but also find the nearest recycling station. More details they could find out by visiting garbage31.com


**Domino's Pizza**

Find us

Your city: Kyiv

EN RU UA

Pizza

 LOGIN

PIZZA SIDES CHICKEN BREAD SALADS DRINKS DESSERTS CLUB TRACKER^{NEW}

MY BOX

1 Paper

1 Plastic


0 Glass

0 Metal


Find out more on

GARBAGE31

IN THE BOX


	Title	Price	Size / Weight	Quantity	Total
	Pizza Carbonara Pizza Carbonara	124.99 uah	22 cm	<div>- 1 шт +</div>	<div><div></div><div></div></div> 124.99 uah

Try something else




Chicken salad
67.99 uah

IN BOX



Pizza Spinach and Feta
251.99 uah

IN BOX



Chicken wings
78.99 uah





IN BOX

Basket



Glass 1 Metal 0 Plastic 3 Paper 2 All 4

Find out more on
GARBAGE 31

	<div>Подгузники Huggies 4 Classic 7-18 Кг 50 Шт</div> <div>В наличии</div> <div>Скидка: 8%</div> <div>Цена: 192 грн.</div>	<div>Количество шт.</div> <div><div>-</div><div>1</div><div>+</div></div>	<div>Сумма</div> <div>210 грн.</div> <div>192 грн.</div>	<div><div></div><div></div></div>	<div>×</div>
	<div>Ватные диски Bella, 80 шт.</div> <div>В наличии</div> <div>Цена: 22,66 грн.</div>	<div>Количество шт.</div> <div><div>-</div><div>1</div><div>+</div></div>	<div>Сумма</div> <div>22,66 грн.</div>	<div><div></div><div></div></div>	<div>×</div>
	<div>Annie's Naturals, Organic Papaya Poppy Seed Dressing, 8 fl oz (236 ml)</div> <div>В наличии</div> <div>Цена: 332 грн.</div>	<div>Количество шт.</div> <div><div>-</div><div>1</div><div>+</div></div>	<div>Сумма</div> <div>332 грн.</div>	<div><div></div></div>	<div>×</div>
	<div>Шампунь "Н&S" 200 мл Объем от самых корней</div> <div>В наличии</div> <div>Скидка: 5%</div> <div>Цена: 37,62 грн.</div>	<div>Количество шт.</div> <div><div>-</div><div>1</div><div>+</div></div> <div>Закажите 6 шт. и сэкономьте 19,80 грн.</div>	<div>Сумма</div> <div>39,60 грн.</div> <div>37,62 грн.</div>	<div><div></div></div>	<div>×</div>

Why will it work

3.6 million Ukrainians make Internet purchases every month

A simple way to convey complex things

The mechanics applies to any e-commerce platform