

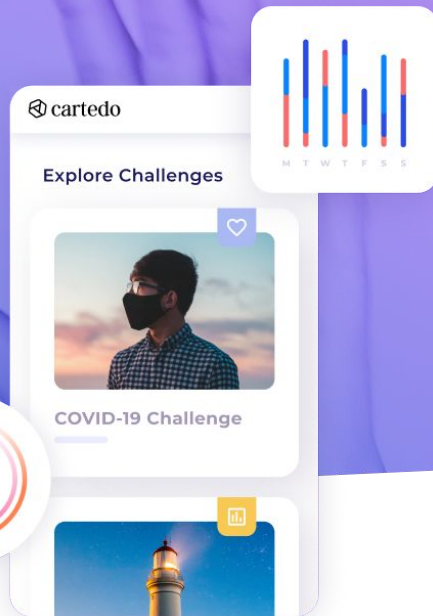
August 2020



Case Study 2.

Use Less Plastic

Empowering youth to create sustainable solutions to plastic pollution



The Challenge.

Plastic pollution is one of the most pressing environmental issues of our time.



Plastic pollution is one of the most pressing environmental issues, with rapidly increasing production of disposable plastic products. The convenience and low price point offered by plastic has given a short-term solution to packaging and its pervasiveness has contributed to a throw-away culture. Many single-use products, such as plastic bags and food wrappers, have a lifespan of mere minutes to hours, yet they may persist in the environment for hundreds of years. Half of all plastics ever manufactured have been made in the last 15 years. Every year, about 8 million tons of plastic waste escapes into the oceans from coastal nations. This is leading to a global, environmental catastrophe.

How might we empower youth to create sustainable solutions for plastic pollution?



It has become abundantly clear that the issue of single-use plastics has led to a global crisis, the scope and scale of which is now very evident.

With this global crisis, systems and organizations need to re-evaluate youth's role in creating a sustainable environment wherein young people are empowered to tackle the challenges posed by plastic pollution, and approach plastic usage with more insight than previous generations. Through its challenge-base approach to education, Cartedo's experiential learning platform supported young people around the world in creating sustainable solutions and reframing their thinking about plastic usage.

Cartedo's Framework.

A platform for defining, measuring, developing and discovering future ready skills

Cartedo is an unbiased innovation platform which utilises data analytics and learning theory in the measuring and development of people's future-ready skills. Its human analytics assessment engine captures and collates individuals' performance, based on their application of soft skills to a real world challenge. Through this experiential learning platform, the learner is empowered with a deep understanding of their inherent skills while receiving a personalized action plan for development. The application of complex 21st century skills in the real-world is measured through projects, challenges and simulations on the Cartedo platform.

For sustainable youth empowerment, Cartedo partners with employers and organisations to help youth develop future-readiness employability and entrepreneurship skills through innovation challenges such as this.



The Solution.

Through the Use Less Plastic Innovation Challenge, youth were encouraged to find app-based solutions to the question: “How might we help someone in our community use less plastic?” With support from The Botnar Foundation, UNICEF and R Labs, Cartedo was able to reach over 2000 youth across two countries over a period of 10 days. Participants were empowered to find ways to tackle the challenges plastic products have on the world, which they did from a human-centric perspective utilising design thinking principles. The skills assessed through the Use Less Plastic Challenge included: critical thinking, problem solving, ideation, communication, collaboration, and empathy. Along with these core skills, several other skills were measured and developed, such as: time management, fluency of ideas, resilience, adaptability, leadership, and learning agility.

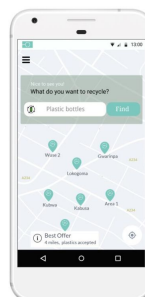
The participants came up with solutions to several challenges related to plastic pollution including recycling and waste management of plastic. With over 2000 idea and prototype submissions, Cartedo's ability to assess high potential candidates allowed the best emerging ideas to be matched with the required support for their development.

Well thought out apps were designed by participants accross Nigeria and South Africa, with solutions ranging from matching sellers to recyclers to DIY plastic free packaging tutorials to education programmes.


Abdulrashid Mbura

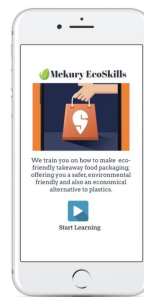
male | Nigeria

People don't throw plastic in the garbage, rather donate to help save lives


Ifechukwude Mebele

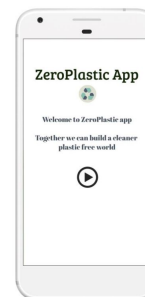
male | Nigeria

ecoThrive helps connect people with recycling companies within their location cutting off middlemen and reducing the use of plastic packaging


Patrick Obumelu

Male | Nigeria

Mekury EcoSkills is a mobile application offers people trainings on how to make eco friendly takeaway food packages


Olaniyi Abdulahi

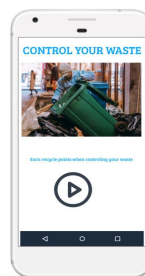
Male | Nigeria

An interactive map for local collection for recycling; illiterate individuals would be educated on plastic pollution


Chibuikwe Akadonye

Male | Nigeria

Platform to support matching plastic sellers and buyers at scale


Miskah Geduldt

Female | RLAB

This app will encourage people to use less plastic because they will be earning to recycle


Chelsea Newman

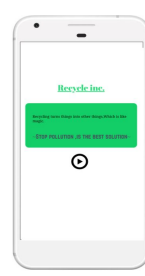
Female | RLAB

It educates our youth on how to reuse plastic through arts and crafts.


Jonathan Dunjua

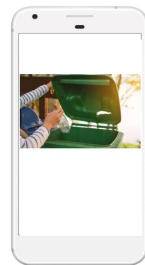
Male | RLAB

This app offers three ways to locate, summon and install recycling bins in desired locations


Ashton English

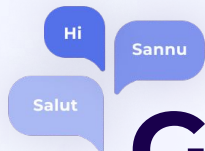
Male | RLAB

This app educates people on recycling and the potential impact of plastic pollution


Phelo ndolo

Female | RLAB

This app helps people remember to recycle, including dates and locations of the next recycling campaign/group meeting. It also shows them how to recycle on their own along with information on recycling



Get in touch.

We want to help you thrive!

info@cartedo.com

U.S.A ● South Africa ● India

