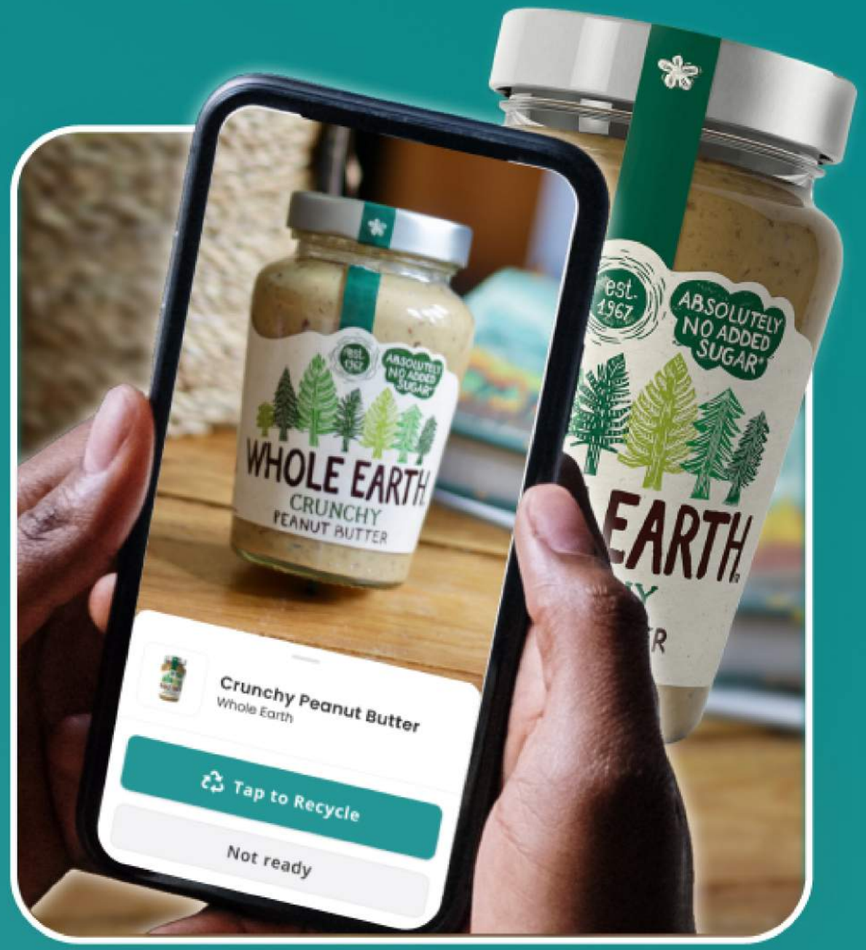
Scrapp

Press Pack



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Scrapp
94% of waste ends up in
OCEANS & LANDFILLS
KOMATSU
Scrapp Inc. ©
WORLD BANK
WASHINGTON PRESS

The problem with waste

Around the world, we generate more than 2 billion tonnes of household waste each year.

That's like taking New York Central Park and covering it with trash extending a kilometer into the sky. Of this entire amount, 94% is dumped or burned in developing countries, landfills, and our oceans every year.

This abundance of waste needs to be controlled. To do this, we as a society, need to adopt what is known as the circular economy - the framework that ensures we reduce, reuse, recycle, or even repair out goods, to minimize waste going to landfill.

Post-recycled consumer waste needs to be treated like a commodity for us to adopt this model. But in the digital age, where data is the currency, there is a gap in waste data that would enable the main producers of waste, to measure and manage its impact.

The world needs a digital platform to track waste from the beginning of it's life, to bring the strategies in designing it out of the system.

A circular economy could reduce global greenhouse gas emissions produce all human activity by 50%

Businesses, brands and retailers are producing waste at a growing rate. In fact, plastic production is expected to triple by 2050.

So how do we reduce the global waste problem? First, we track it. Using proprietary data and technology, we ensure waste is being understood.

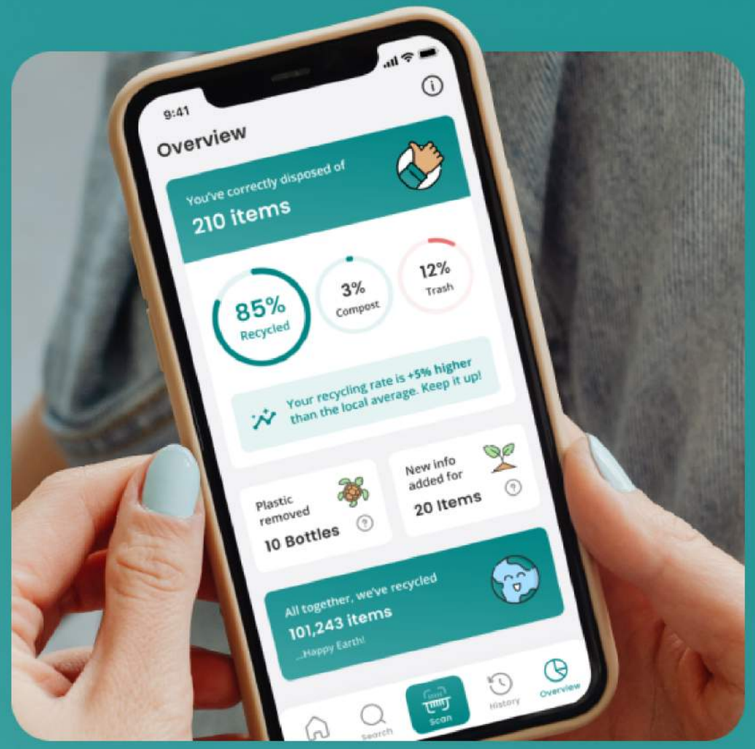
Scrapp develops smart waste programs for businesses and brands aiming to transition to zero-waste. Through it's comprehensive suite of digital tools, Scrapp is committed to educating and empowering a worldwide community to embrace a circular economy.

Patent-pending solution

Scrapp

Award-winning Mobile App

FOR ANYONE



Impact Tracking Digital Tools

FOR BRANDS & RETAILERS

Waste Tracking Software

FOR BUSINESSES

For Anyone

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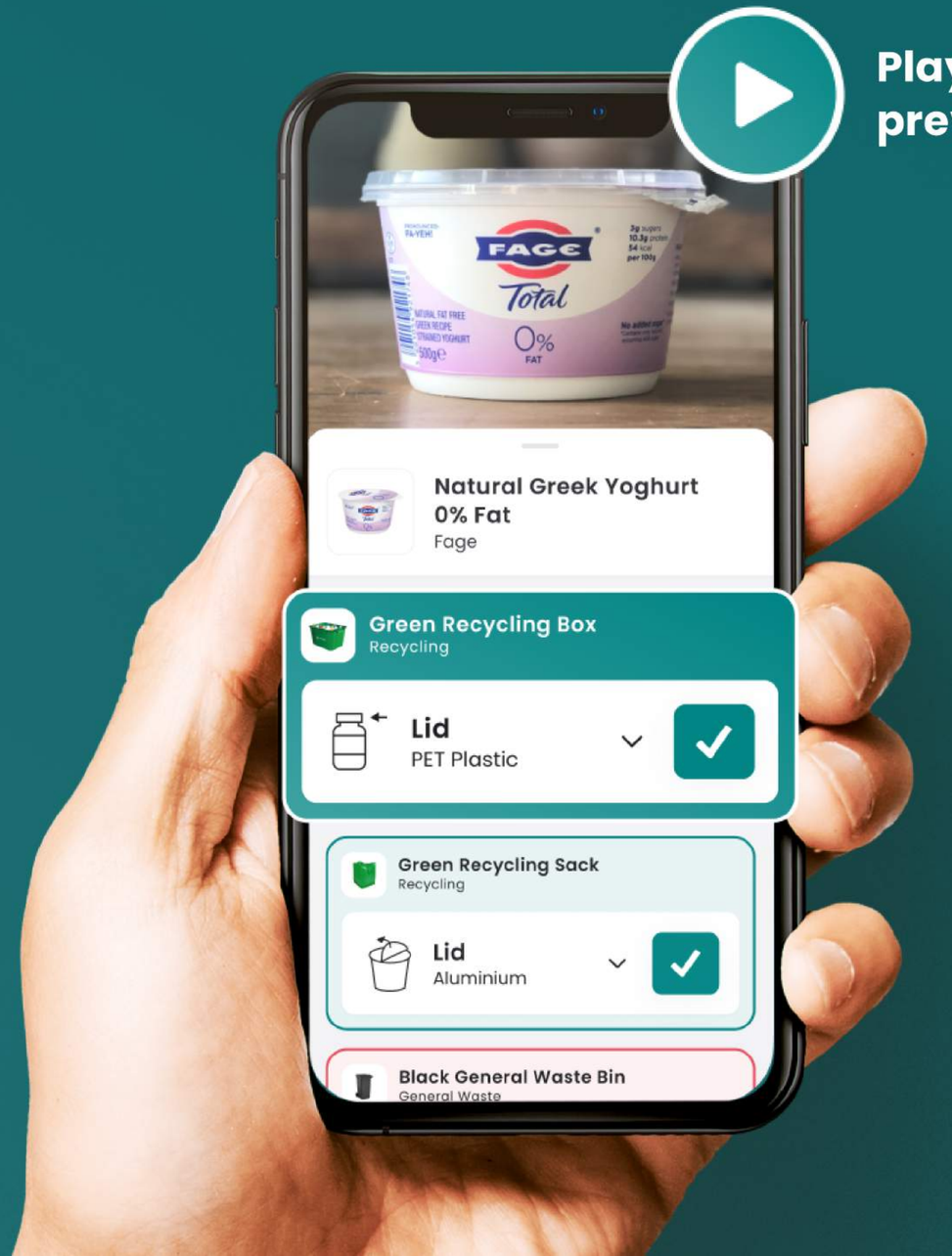
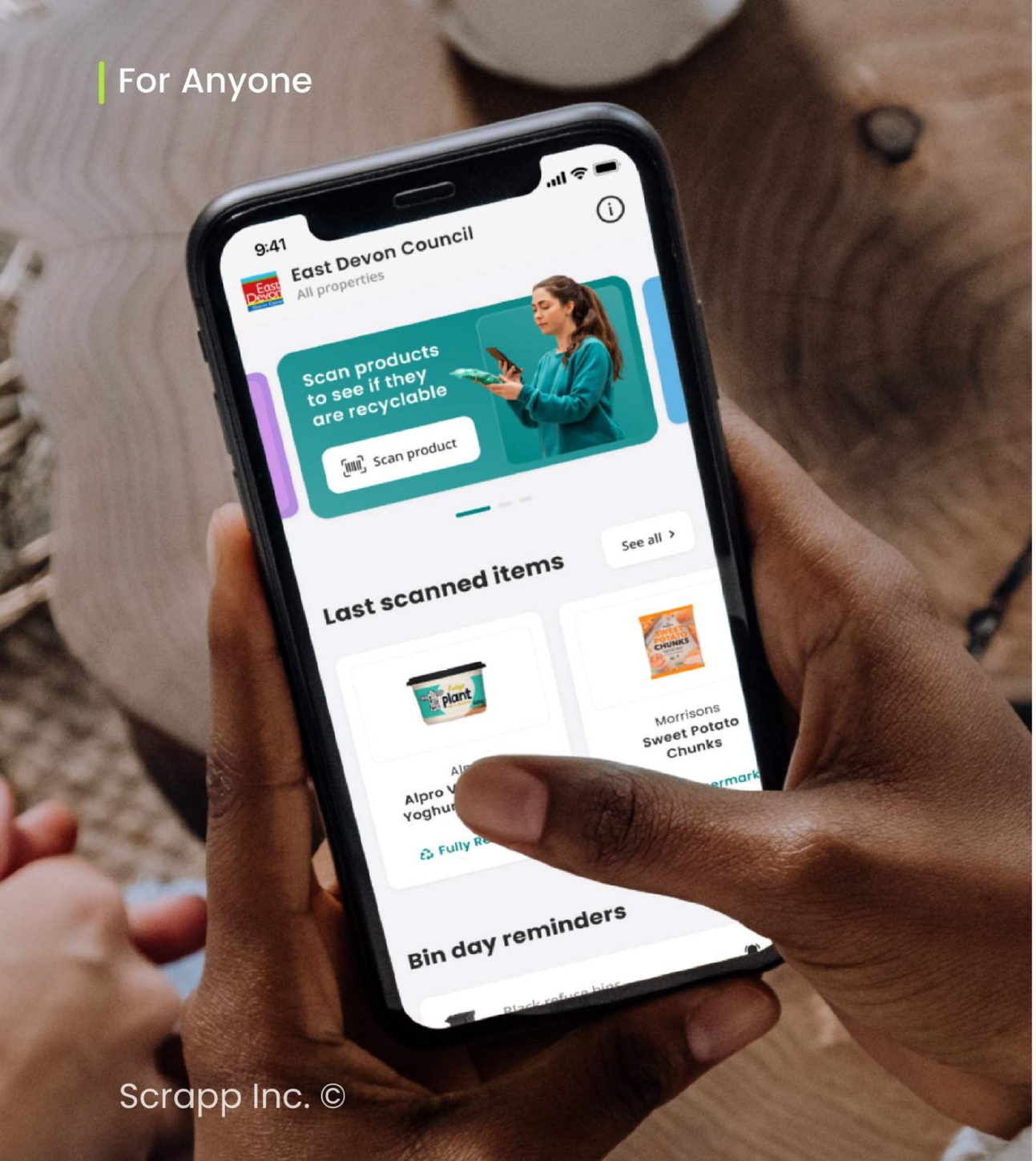


A free app that simplifies waste sorting

- Scan barcodes to sort packaging into the right bin
- Product-specific recycling guidance based on accurate, local recycling rules

For Anyone

Scrapp



Versatile

Scrapp works with any recycling program, anywhere. Without requiring costly retrofits to existing infrastructure

Accessible

100% FREE for consumers.
Customisable to suit each organisation.

Proprietary

Built in collaboration with industry professionals - widely regarded as the #1 tool for accurate guidance

Scrapp Inc. ©

For Businesses

Empowering businesses to track their impact

Our secure Web Portal seamlessly connects with businesses to help them save time, resources, and costs

- Upload waste and supplier data
- Track waste from the point of inception
- Get AI-powered insights on how to reduce

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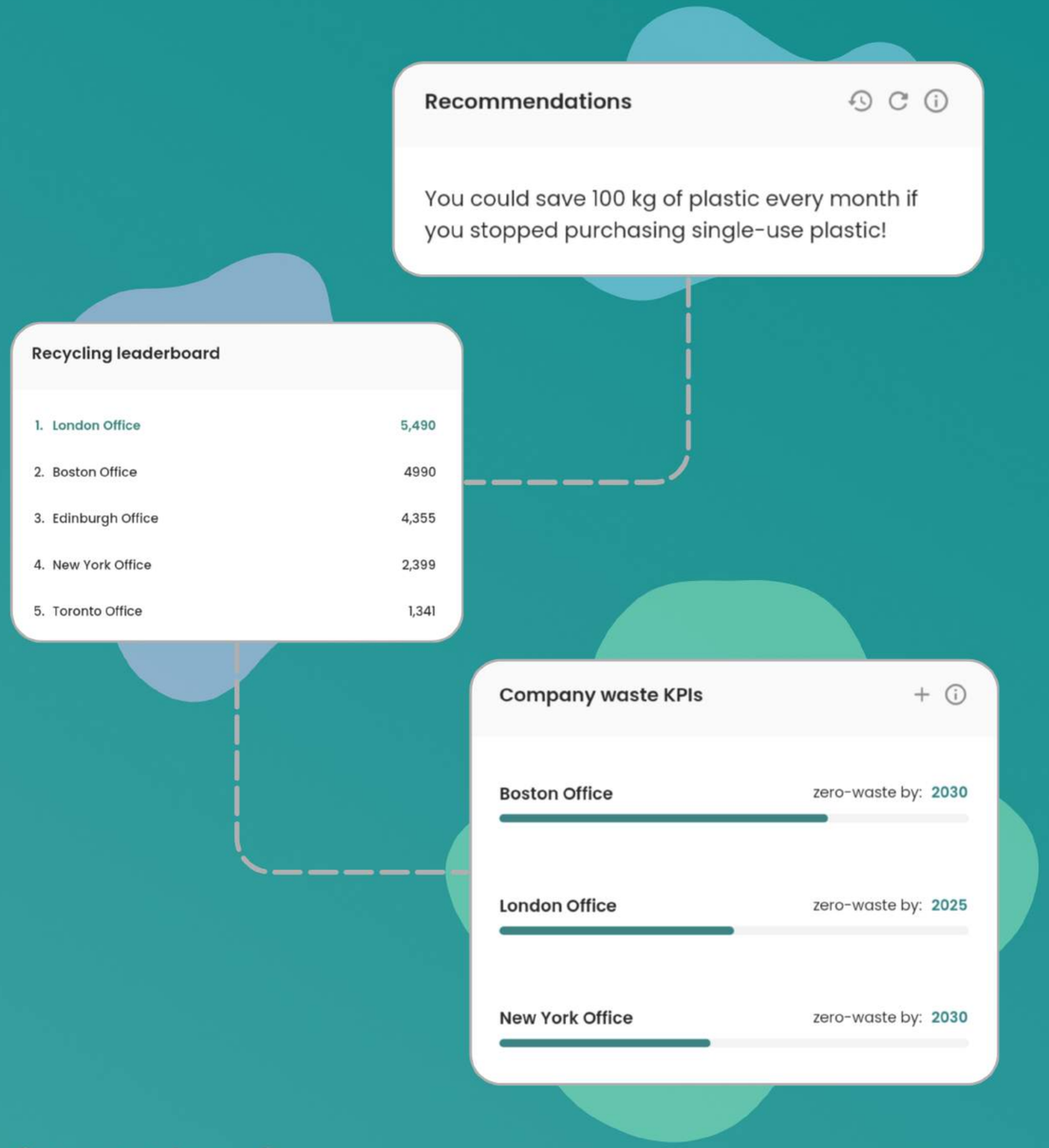


Maximise engagement

with plug-and-play gamification elements to incentivize staff

Minimise contamination

via smarter programs that help people to recycle correctly

Gain actionable insights

business progress with timely reports to measure rates of impact

Scrapp Inc. ©

For Brands & Retailers

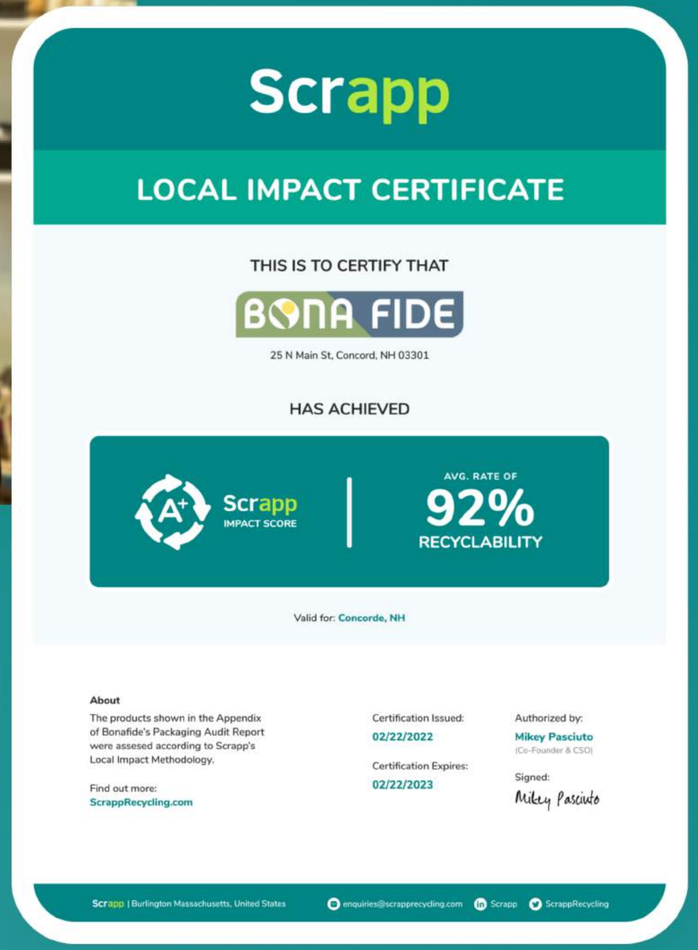
Scrapp

Like Quickbooks, but for waste!

Verifying impact claims across multiple markets

Our tracking software for brands & retailers helps them cut through greenwashing, design for correct disposal, measure their impact in multiple markets.

We run a comprehensive analysis to determine what proportion of products are able to be disposed properly.



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Scrapp

36M+ products

We work directly with brands and retailers to use their data for good. Once they've submitted their information, they become verified. This informs people that the information they're seeing, is as accurate as possible.

But anyone with the app can submit new packaging information too. Each time new info gets submitted, it's processed before being shared with the rest of the community.

Complete control

In order to maximize the accuracy of crowdsourced data, Scrapp has implemented various checks. These include automations that block erroneous or inconsistent information from passing through.

In addition, we have a dedicated team working on the database. They are responsible for monitoring entries and adding new information via our brand partners.

Mission

Scrapp

Fighting waste pollution, together

Scrapp was created to educate and empower people to a zero-waste future.

And that's precisely what we've seen it do.

In just a small trial, Scrapp was successfully used to recycle 10,000+ items correctly. An education-first approach is necessary for the consumer behavior to change. We predict that Scrapp could help businesses, brands & retailers divert millions of tons from landfill, every year.

Scrapp's software is here to help the companies of all sizes monitor and measure their impact. By doing so, we can create an simple platform to support society's transition.

With Scrapp, the more companies we get onboard, the better our service. There is a positive network effect from our solution that means we are poised to help organizations of any size, achieve zero-waste.

Supporters

Scrapp

Michelle Carvill

Author | Podcast Host

"With an impressive knowledge of behavioural science and a thirst for driving meaningful behaviour change, the Scrapp team is on a mission to educate and drive continuous impact. I'll be staying tuned for sure.""

Ifty Nasir

CEO of Vestd

"It's transformative **tech for good** and it **benefits everybody** who uses it."

Who's talking about us?

PEBBLE MAGAZINE

UK's #1 sustainability magazine

PACKAGING EUROPE

CAN MARKETING SAVE THE PLANET?

Sustainability Marketing Podcast

Scrapp

To create, nurture and sustain a global, inclusive culture, where differences drive innovative solutions to meet the needs of the people and our planet.

- Our designs comply with WCAG and ADA guidelines
- Scrapp will be translated into as many languages as possible

Our Story

Scrapp was founded in the dorm rooms at the University of New Hampshire in September 2019. Dan, Mikey and Evan were amazed by the amount of non-recyclable waste in the recycling waste stream - this is known as contamination.

They soon found out that it only takes 5% of non-recyclables in the recycling bin to result in the whole being put to landfill. So they took it upon themselves to find a solution that would reduce the contamination in the waste stream, increase recycling rates and divert waste that is either being burned or sent to landfill. The original idea was a smart bin with a scale, that weighed recyclables and took pictures to identify contamination. The cost involved to prototype our idea, was simply too much. Instead, we asked more questions to understand why people were placing non-recyclables in the recycling bin.

We found people just did not know correct recycling practices. There was a disconnect between product labelling and recycling guidance that fuelled confusion and a lack of faith in the current recycling system. With this in mind, we streamlined our solution to an app, that informs users of correct disposal decisions through a simple scan of a product's barcode, to make recycling as easy as possible.

But still, the issue was bigger than putting things in the right bin. Organizations of many sizes produce waste around the world, but the moment it becomes 'waste', it becomes an afterthought. This is where we saw the opportunity. Where all virgin materials are tracked, monitored and measured, the same needed to be done for waste. By looking further upstream, we can turn the tap off at the source of the problem, rather than try make a bigger bucket.

Scrapp

Started in the dorm rooms of the University of New Hampshire in Sept' 2019.

We saw plastic bags in the recycling bin that we knew just shouldn't be there.

Thomas and John joined a year later as technical directors to help bring the vision to life

Press Contact

Scrapp

Let's Talk Trash?

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Scrapp Recycling