

Key Learnings Report

TEAM GREEN HUB



The Team

Green Hub is a team of four **Vietnamese** students studying at **Vietnamese-German University**. The members are from diverse bachelor backgrounds united at Programme of Water Technology, Reuse & Management joining the Circular Campus Programme. **We are:**



Giao Dinh Thuy

Environmental Science
Marketing & Communication



Nguyen Nguyen Thi Hoang

English Linguistics & Literature
Internal & External Affair



Phat Vien Vinh

Chemical Engineering
Prototype Designer



Thoi Nguyen Nhat

Environmental Engineering
Finance & Procurement



Vietnamese-German University



Visit us:

<https://teamgreenhub.wordpress.com/>

<https://www.facebook.com/VguGREENInspiration>

Circular Innovation Overview

Though sorting bins are distributed everywhere, **students** often do not put trash in the correct bins. Plus, a common practice from our observation at school and workplace is that sorted waste is mixed again into waste collecting trucks. This is a systemic problem which can lead to lacking of trust between people and waste management companies and doubts about proper waste recycling practices. Our problem statement is “**How might we encourage the behavior of sorting and reducing single-use plastic on campus?**”

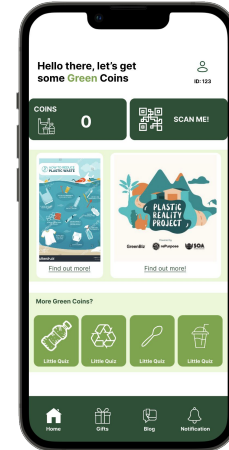
A **mobile application** called **Green Touch** that can:

1. Track reduced amount of SUPs
2. Express know-how in SUPs reduction
3. Offer attractive incentives & rewards

Our **main target** is **educational institutions** where **students** are the key potential customers.

03 educational institutions were approached.

04 integrated events were conducted to test out the prototype's functionality and convenience.



Project Goals

Within the scope of the program, Green Hub set several goals:

1. Approached people (180)
2. Prototype attraction (>70%)
3. Willingness to download the app (>70%)
4. Willingness to subscribe the app (>60%)
5. Sufficient amount of collected SUPs to build a bin (30%)

→ **Such goals were outstandingly fulfilled (see next slide)**

Outside the scope of the program, Green Hub set several goals:

1. Approached people (500)
2. Good SUP sorting behaviors (>80%)
3. App building

→ **Such goals are in preparation (updated on Nov-18-2023).**

→ **Goal 3 is challenging due to the lack of financial support.**

Impact & Results

Goals have been achieved and key numbers:



Events



Communication channels



% of students are willing to **pay** the app



Educational institutions



Responses



% of students are willing to **download** the app



Partners



Facebook users approached



kg of **SUPs**



VGU
Cleanup
Day



VGU
Club Fair



IELTS LISA
Halloween



IU
Club Fair

Incubation Funding

The funding has supported us to carry out **4 main activities** which gained diverse key insights. Also, we were able to **manage out budgets properly** with any cents counted. The funding was allocated for **user's incentives**, marketing & communication **materials, human resources, travelling**, etc.

To **save the funding resources for other activities**, we did not build the full application, instead we made a **UI/UX prototype**. This allowed us to test out the **user experience** and **user's behaviors** and their willingness to **purchase the app** which was the most important indicator.

We also extended the testing-out week to find out the user's behavior **without the incentive**. Though the instructions have been revealed, people are not able to follow, it affects the **quality of our collected SUPs** due to the **dirty ones**. We are coming up with solutions to deal with this issue, otherwise, once the scale of customers is broader, the quality of such SUPs cannot be controlled.



Green Hub's bins



IELTS LISA Testing week
From Nov-07 to Nov 25

VS



IELTS LISA's bins

Learned lessons



Digital-based material to **reduce carbon footprint**



Well-organized is the key to operate smoothly



Be **flexible** to adapt in unexpected situations as everything can change at last minute



Supportive **partners** are vital as they will share our mindset and be willing to support



Unlock new skills, such as **UI/UX design** via Figma, **communication** strategy and planning, **web design**



Unexpected **incident** from **stakeholders**



Collected SUPs were **less** than expected due to our improper approach



Highly **dependent** on **big events** to drive participation



Water used to clean SUPs. It is one of the key drawbacks in consideration



Maintain **users' motivations**, otherwise, they might not use the app for a long time

Stories



I benefited so much from the seminar series, especially the toolkits. I learned many valuable lessons and skills that I could apply in project development in my future career.

What I love most about this whole experience is the long-lasting friendship and partnership that we have formed.



I had the opportunity to learn business models, economic knowledge as well as appropriate case study examples. More importantly, I see the importance of circular economy throughout the project.



I am thrilled to have the chance to learn about the circular economy, specifically in relation to plastic waste, through this competition. Moreover, the contest has acquainted me with useful resources like LCA, EPR, and MVP, which I can utilize in my present occupation.

Additionally, the most gratifying aspect is the presence of a cohesive team that collaborates effectively on projects.



I gained valuable knowledge and toolkits such as LCA, EPR, MVP, etc. Also, having a chance to discuss and negotiate with other stakeholders. I expect other students will engage in-person with other teams for discussions, knowledge exchange, and prototype engagement in next program.

Next Steps

The immense support from the partners and students that we interacted with has motivated us to seek more funding opportunities to expand our pilot into more universities and build the first version of Green Touch app.



Funding seeking:

- Start-up and innovative competitions.
- Student research fund from VGU.



Capacity building opportunities:

- Join workshops/seminars on project management and business skills.
- Mentorship on waste management, recycling and waste sorting.



Networking opportunities:

- Join talks/workshops at universities to promote our project.
- Connect with more potential partners in waste collection and recycling, and environmentally friendly products producers/distributors.