EcoJackpot Beta Test Summary (February 18-25, 2024)

Participant Demographics and Engagement:

- Total Participants: 23 families

- Age Range: 35-45 years, targeting a mature demographic likely to be responsible consumers.

- Material Focus: Collection of Multi-Layered Packaging (MLP), a commonly discarded yet recyclable material.

Event Operational Details:

- Event Duration: One week, from the distribution of collection bags on February 18th to the submission and winner draw on February 25th.

- Resource Allocation:

  - Manpower: A dedicated team facilitated the app's use and managed logistics.

  - Time: A full week's commitment ensured proper execution and comprehensive participant involvement.

  - Educational Materials: Provided to enhance participants' recycling knowledge and waste segregation practices.

Technology and User Experience:

- App Usability: 96% of participants found the EcoPrize app easy to use, indicating a user-friendly interface.

- Technical Challenges: Minimal, with only a few instances of registration issues due to incorrect email entry.

Incentive Structure and Impact:

- Number of Winners: 9, fostering a competitive spirit among participants.

- Total Incentive Value: $90, distributed via gift cards scaled to the rank of winners, effectively motivating participants.

- Perception Change: Post-event, a significant shift in attitudes towards MLP disposal was observed, with most participants feeling a responsibility to recycle.

Survey Insights:

- Feedback on Instructions: Some found the instructions long or complicated, suggesting a need for more streamlined communication.

- Collection Difficulty: While some found collecting MLP manageable or easy, others faced challenges, pinpointing areas for improved guidance.

Future Considerations:

- Participant Willingness: A strong interest in continued participation, especially if incentive value increases, though some are willing to participate without incentives.

- Collection Bag Size: Most found the bag size suitable for a week's collection, indicating appropriateness in design.

Conclusion:

The EcoJackpot beta test demonstrated successful participant engagement and a positive shift in recycling behaviors, underscoring the potential for scaling this initiative. Insightful feedback provides actionable data for enhancing future events, ensuring continued growth and impact on sustainable practices.

Perception Change of MLP Disposal After Participation
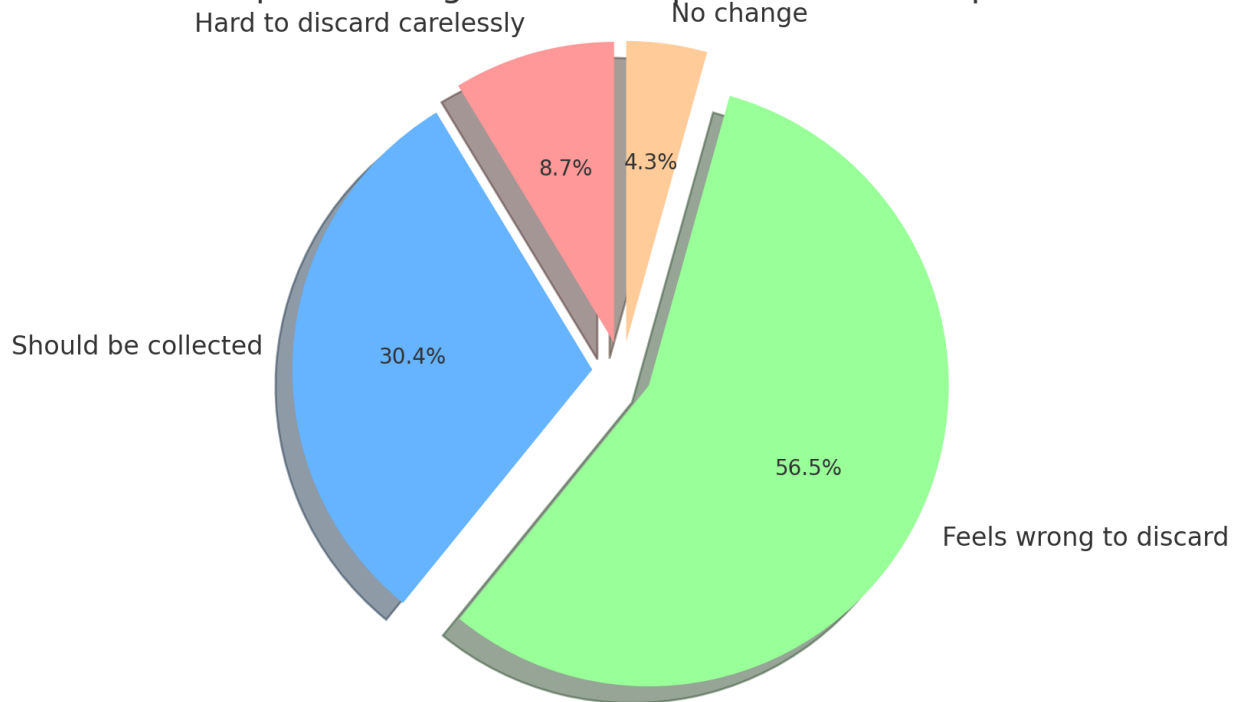
The pie chart illustrates the change in participants' perceptions regarding the disposal of Multi-Layered Packaging (MLP) after participating in the event. A significant portion, 56.5%, reported feeling wrong about indiscriminately throwing away MLP, indicating a heightened awareness of its recyclability. Another 30.4% recognized MLP as a resource that should be collected, while 8.7% found it hard to discard carelessly. Only a small fraction, 4.3%, reported no change in their perception, treating MLP as just trash. This data highlights the effectiveness of the event in raising awareness about the recyclability of MLP and altering disposal habits.