

EcoPrize Hossana Choir Summary (February 25 - March 3, 2024)

Participant Demographics and Engagement:

- Total Participants: 28 families
- Age Range: 35-64 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 25th to the submission and winner draw on March 3rd.
- Resource Allocation:
 - Manpower: A dedicated team facilitated the app's use and managed logistics.
 - Educational Materials: Provided to enhance participants' recycling knowledge and waste segregation practices.

Technology and User Experience:

- App Usability: Participants reported varying degrees of ease of use, with specific feedback on the registration and verification process.
- Technical Challenges: Challenges included difficulty with sorting target materials and app navigation.

Incentive Structure and Impact:

- Number of Winners: 12, fostering a competitive spirit among participants.
- Total Incentive Value: \$300, including Korean BBQ sets for the top winners and gift cards for others, effectively motivating participants.

- Perception Change: Participants showed a significant shift in perception towards MLP collection, viewing it more as a resource after the event.

Survey Insights:

- Feedback on Instructions: Participants provided insights on areas for improvement, especially in clarity and the process of material collection and app usage.
- Collection Difficulty: Feedback on the collection process was generally positive, with suggestions for improving bag size and the contamination removal process.

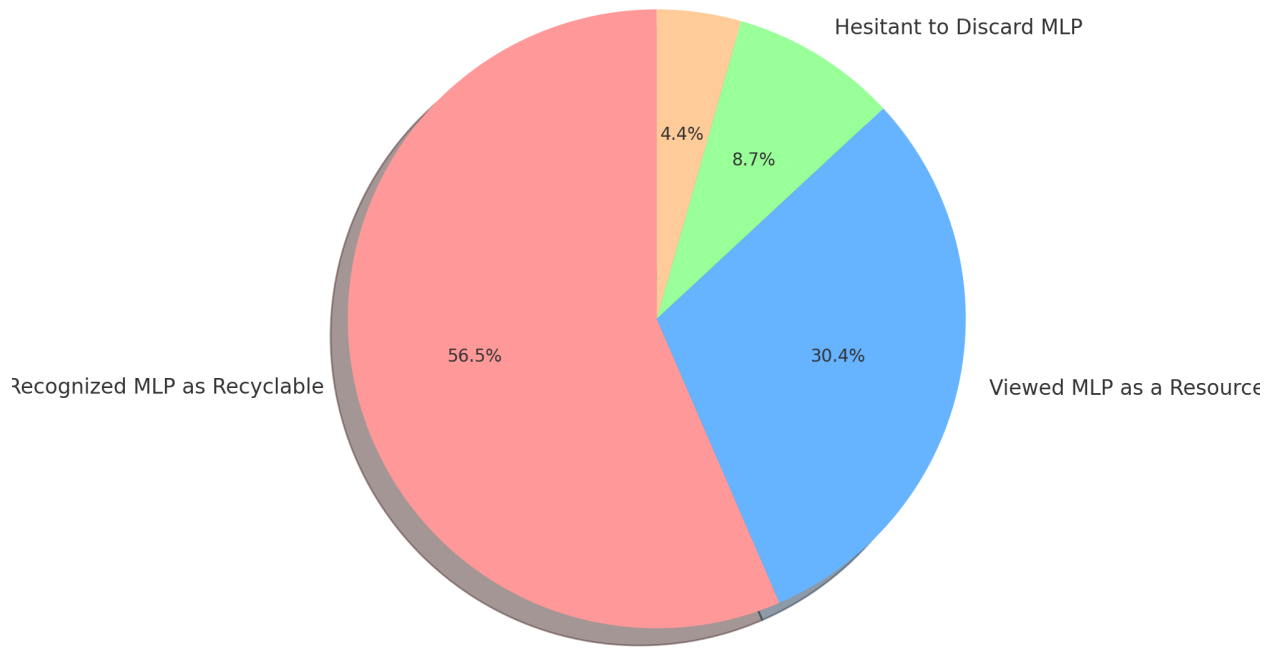
Future Considerations:

- **Participant Willingness:** High interest in continued participation was noted, with suggestions for increasing incentive value and introducing new recyclable materials.
- **Suggestions for Improvement:** Ideas include making special recycling collection a regular event and enhancing educational materials.

Conclusion:

The 2nd Beta Test of EcoPrize demonstrated successful participant engagement and a positive shift in recycling behaviors. Insightful feedback provides actionable data for enhancing future events, ensuring continued growth and impact on sustainable practices.

Change in Participants' Perception Towards MLP Disposal



Perception Change Illustrated:

A pie chart, based on survey responses, would illustrate the change in participants' perceptions regarding the disposal of Multi-Layered Packaging (MLP) after participating in the event, showcasing a significant shift towards recognizing MLP as a valuable resource and the importance of proper recycling.