

# JUST ONE THING

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**Company/Organization:** Scrapp LLC

**Type of Organization:** For profit

**Number of Employees:** 5

**Category:** Environment

**Challenge or Opportunity:** Have you ever wondered if something is recyclable or not? We did too and we learned when the wrong things are recycled it contaminates everything in the bin. Due to contamination in the recycling, the materials market crashed leading to recyclables being landfilled, sent to developing nations, and piled into the world's oceans.

**Approach or Solution:** Scrapp recently launched our free mobile app that provides location specific recycling guidance through a quick barcode scan. For every item scanned people are rewarded with Scrapp points that can be redeemed for charitable donations towards removing ocean plastic, planting trees, or discount codes towards sustainable small businesses.

**Impact:** Since its release in Mid-September. Scrapp has over 500 downloads and has started to renew faith in residential recycling. Through the use of our app user's recycling rates increased by 80%, confusion was reduced by 95%, and 9/10 users recommended us to a friend. Since release we have managed to divert 7142 recyclable items from landfill.