

GreenCycle

Give everything a second loop

Fix it • Share it • Clean it • Make it • Learn it



App concept presentation • October 2026

Good stuff is being thrown away



62 Mt

of e-waste was generated worldwide in 2022 — only about 22% was properly collected and recycled



9%

of the world's plastic waste gets recycled — the rest is burned, landfilled or leaks into nature



<1%

of the material used for clothing is recycled into new clothing

Sources: Global E-waste Monitor 2024 (ITU/UNITAR); OECD Global Plastics Outlook 2022; Ellen MacArthur Foundation, A New Textiles Economy (2017)

One app, five cycles



FixCycle

Sell a broken phone; engineers repair and resell it



WearCycle

Map of public clothes bins — drop off or take



CleanCycles

Community to share knowledge about where they can meet in real life.



MakeCycles

DIY guides for making things from recyclables



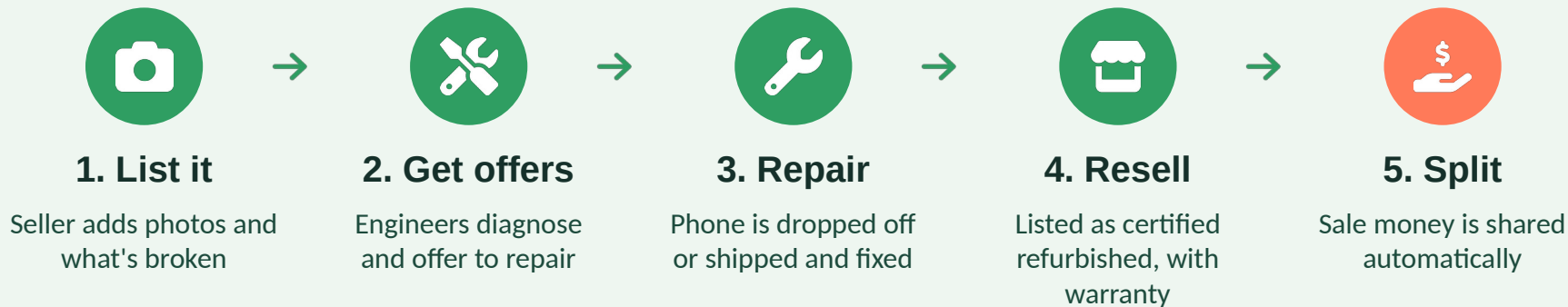
LearnCycles

Short videos on plastic, coffee grounds & more



CycleAI, the built-in assistant that can run locally, guides everyone through every loop — by text or by voice

FixCycle: broken phones, second lives



Trust built in

- ✓ Escrow payments
- ✓ Engineer ratings & reviews
- ✓ Certified data wipe

35% **50%** **15%**

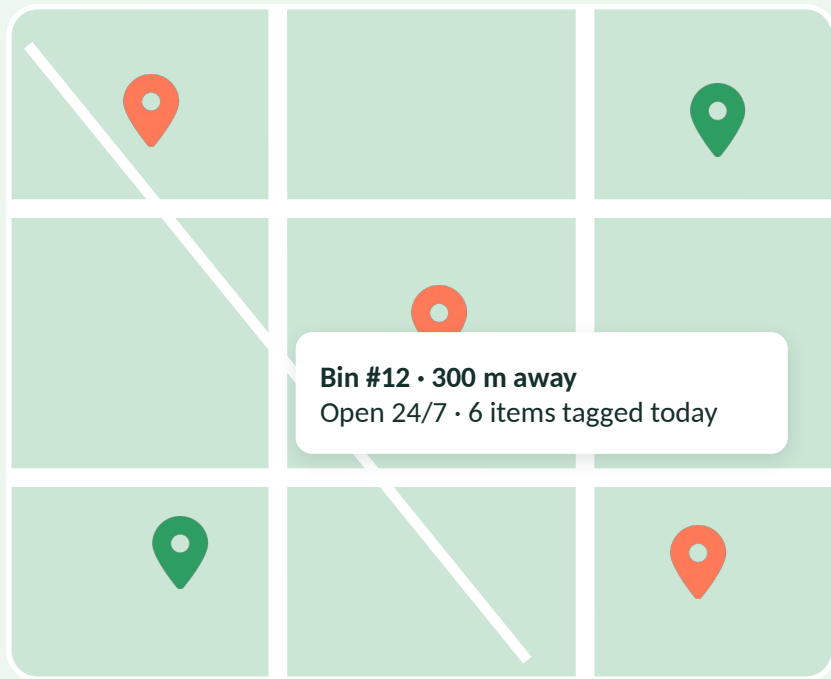
Seller

Engineer

GreenCycle

Example split, agreed per phone. The engineer's share covers parts and labour.

WearCycle: a living map of clothes bins



Find a bin

Live map of public collection bins, with directions



Drop & tag

Snap what you left: type, size and condition



Take freely

See what's in nearby bins and pick it up for free



Keep it tidy

Report full or damaged bins to whoever runs them

CleanCycle: meet outdoors, leave it cleaner

1

Announce a spot

Pin a park, beach or riverbank and choose a date and time

2

Gather & clean

Neighbours join, chat in the event thread and meet in public

3

Show the impact

Before/after photos, kilos collected, badges for regulars



CLEAN-UP

Saturday clean-up · Riverside Park

Sat 10:00 – 12:30 · North entrance
Gloves and bags provided



18 going

Join

Last event: 42 kg of litter collected

MakeCycle: DIY from what you'd throw away



Bottle planters

Cut and paint plastic bottles into hanging herb pots

Easy • 20 min



Tin-can organisers

Desk and kitchen storage from clean cans

Easy • 30 min



T-shirt tote bags

No-sew shopping bags from old tees

Easy • 15 min



Coffee-ground uses

Plant fertiliser, body scrub and fridge deodoriser

Easy • 10 min



Used cooking oil

Industrial fuels, household goods, animal feed.

Medium • 1 h



Jar lanterns

Glass jars and string lights for cosy light

Easy • 20 min

LearnCycle: short videos that change habits



Plastic: the guest that never leaves

- 1 Where your bottle really goes
- 2 Microplastics in food and water
- 3 5 easy swaps for a plastic-light home



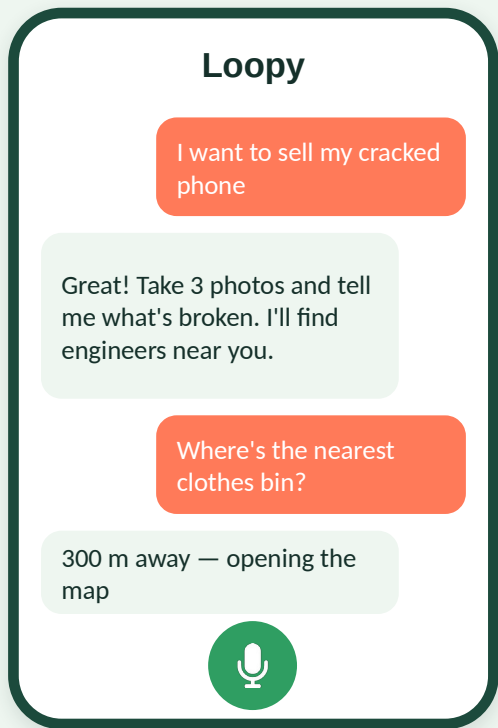
Coffee grounds: too good to bin

- 1 Why grounds in landfill release methane
- 2 Compost, garden and skin-care uses
- 3 From café to garden: collecting grounds



Every video: under 3 minutes • subtitles • sign-language option • 60-second quiz to earn a badge

CycleAI: an assistant anyone can use



Talk or type

Voice input and spoken replies



Screen-reader ready

Labelled buttons, full keyboard use



Easy to see

Large text and high-contrast mode



Plain language

Short, simple answers on request



Many languages

Multilingual from day one



Does it for you

Navigates the app on command

A small assistant that runs on your phone



Typical cloud AI

Images, video and big models



Every request goes to a data center



Servers are cooled with lots of water



Images and video need far more power



Needs an internet connection

VS



GreenCycle assistant

Text only, small model



Runs locally, on the user's own device



No data-center trip, no cooling water



Text only; voice is processed on the phone



Works offline and keeps chats private



Why it works: text only means a model small enough for a phone, saving data-center water and energy.