

Convenience Today



Consequence Tomorrow





*Trash
Lucky*



**Fun & Smart
Recycling
Infrastructure**

จากตะกร้าสู่พลาสติก

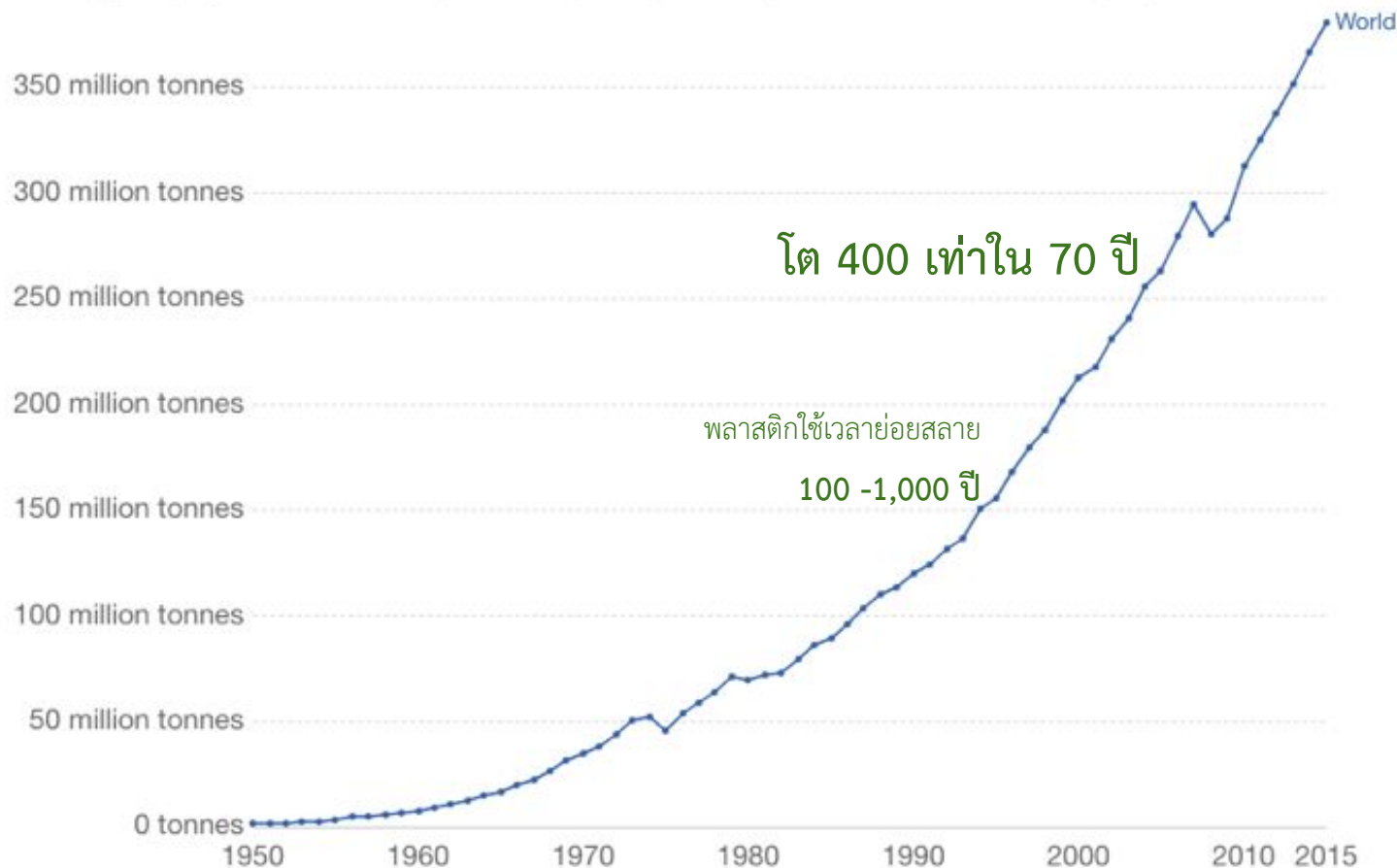
คนไทยใช้ถุงพลาสติก
45,000 ล้านใบต่อปี



Global plastics production

Annual global polymer resin and fiber production (plastic production), measured in metric tonnes per year.

Our World
in Data



โต 400 เท่าใน 70 ปี

พลาสติกใช้เวลาย่อยสลาย

100 -1,000 ปี

Source: Geyer et al. (2017)

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คนเราทิ้งขยะพลาสติก
ลงทะเล 8 ล้านตันต่อปี



ผลกระทบต่อสัตว์ทะเล



ลุ่มจับ 60 ตัว พบไมโครพลาสติกในทุกตัว โดยเฉลี่ยตัวละ 78 ชิ้น

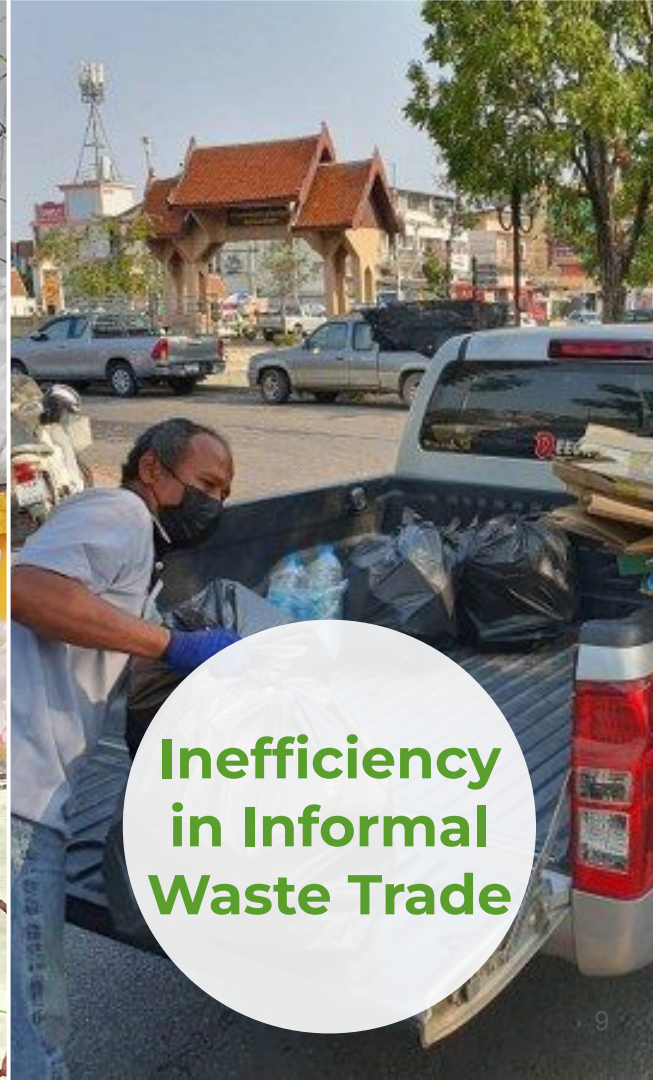


**Plastics in
Oceans**

Problems

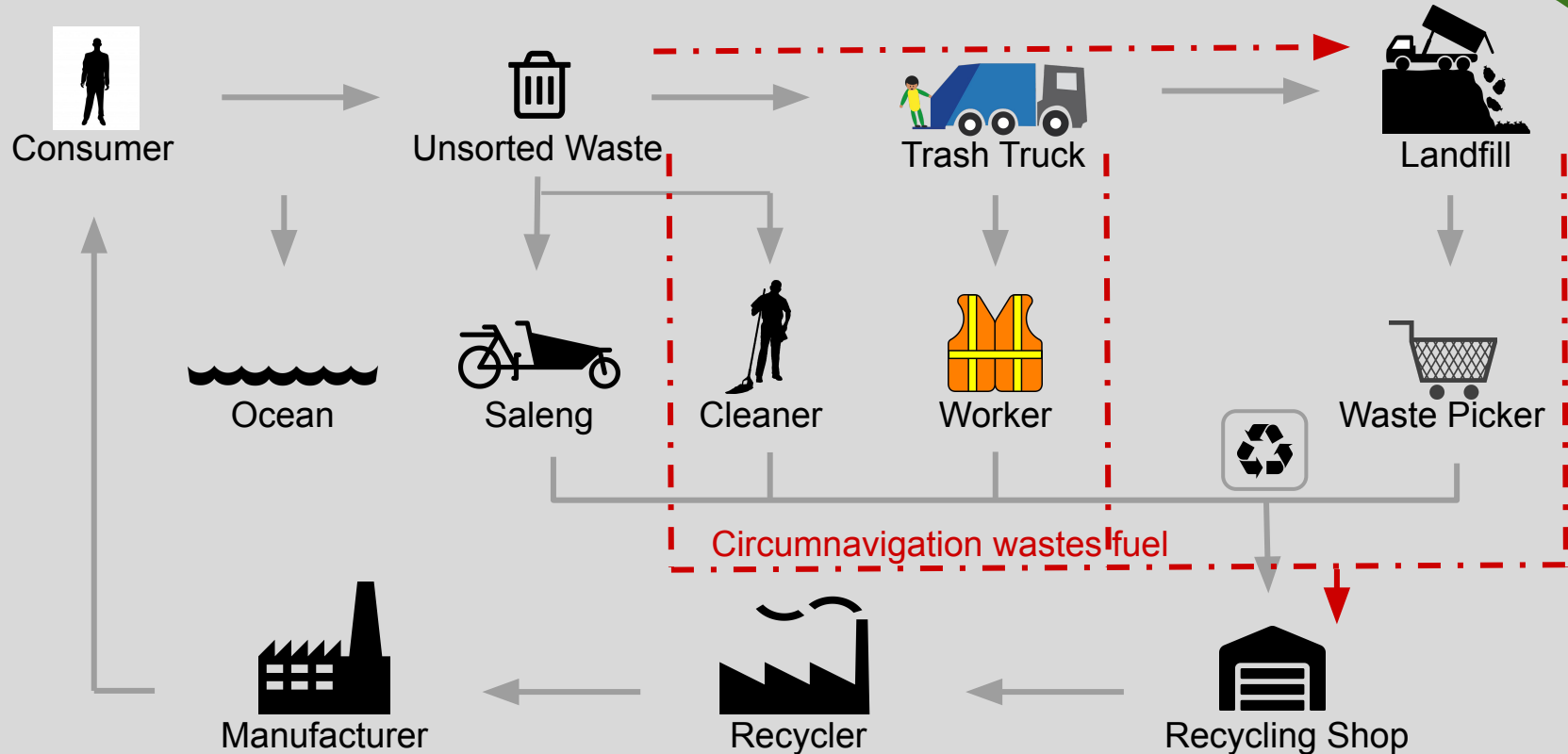


**People Lack
Incentive
to Recycle**

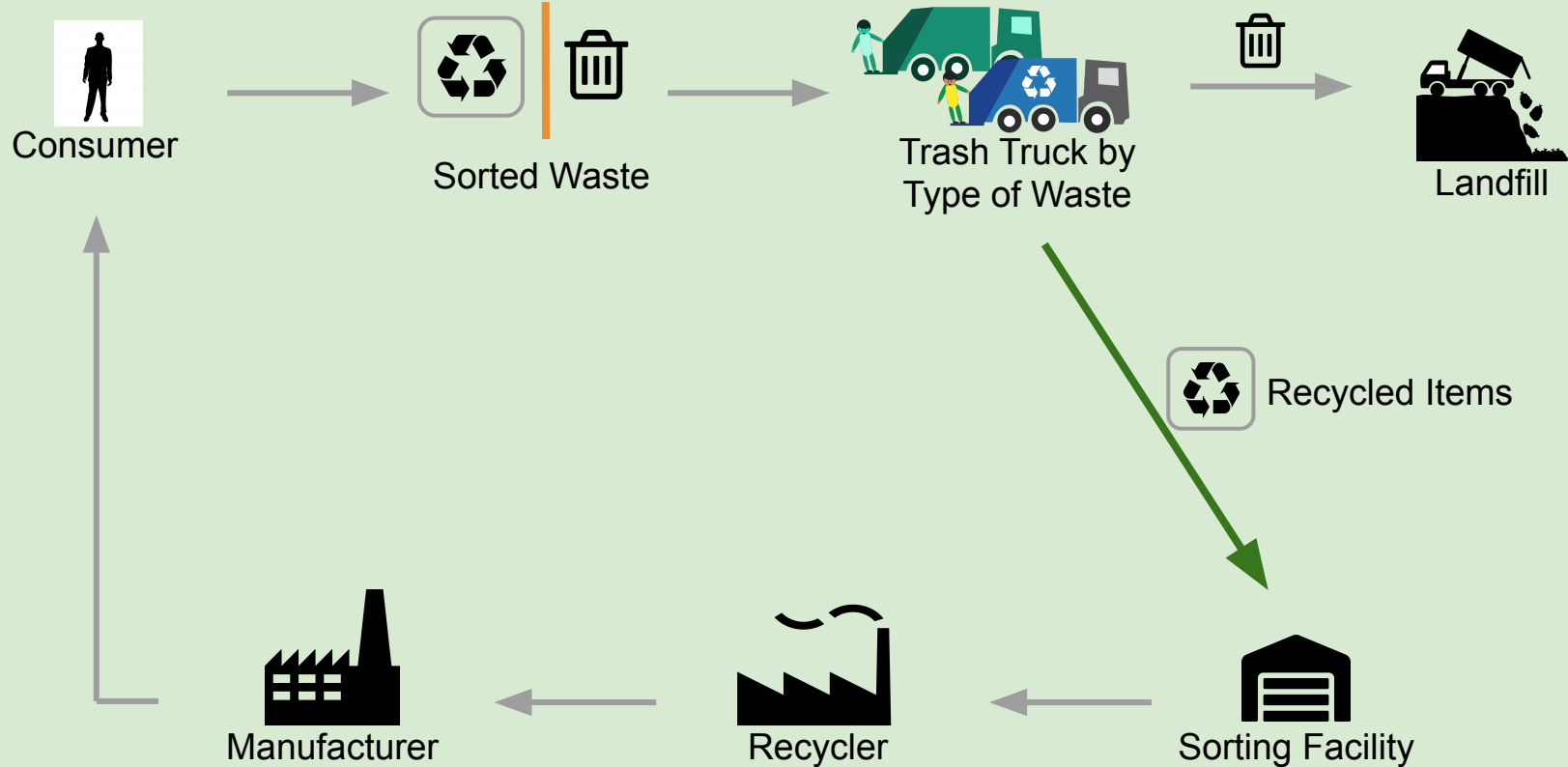


**Inefficiency
in Informal
Waste Trade**

Current Flow of Recycling in Thailand



Efficient Recycling



Example Initiatives



City Initiative
In Surabaya, Indonesia



Bottle Bill in The U.S.



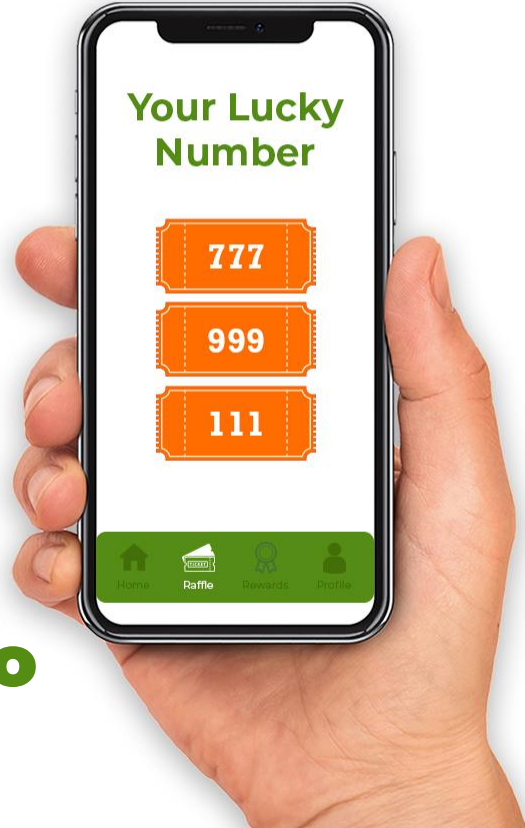
**EPR = MUST pay to
collect the packaging
you sold**

20 million
Thais spend
฿250Bn
on lottery
every year



Consumer

Trash Lucky



**Convert Recyclables to
Lucky Draw Tickets**

6 Steps to Recycling

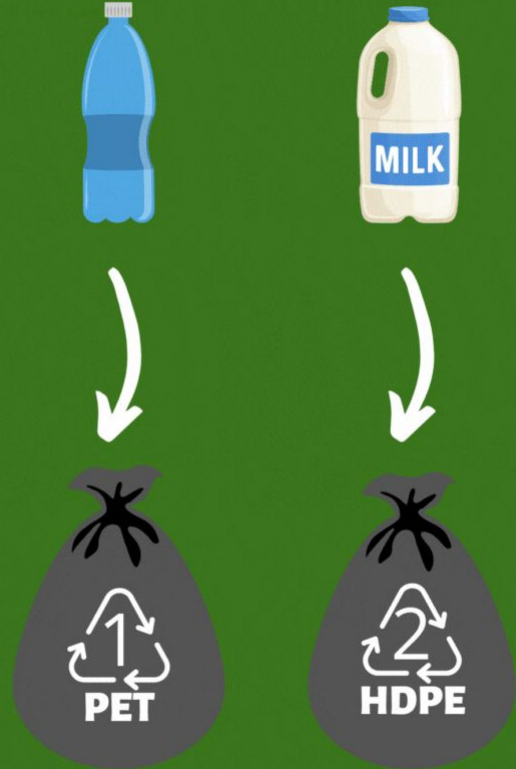
1. Register via LINE @trashlucky
2. Receive Member ID

LINE @trashlucky



6 Steps to Recycling

1. Register via LINE @trashlucky
2. Receive Member ID
3. Sort recyclables at home



4. Drop it off



Smart Bin



Basic Bin

Recycling Drop-off Locations



LINE @trashlucky

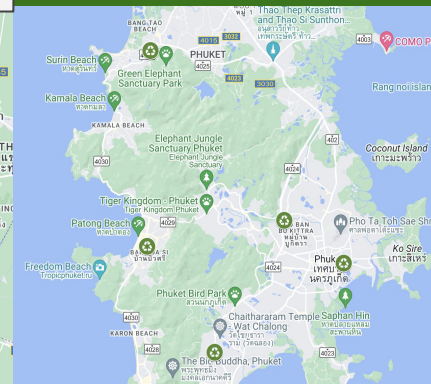
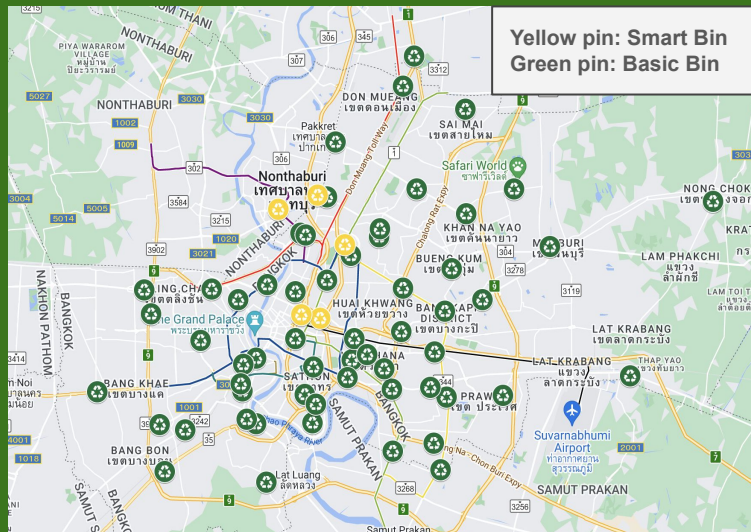
Partners:



Lotus's



EMPORIUM EMQUARTIER





**1 kg =
20 points**



**1 Box =
20 points**



**1 kg =
5 point**



**1 kg =
40 points**



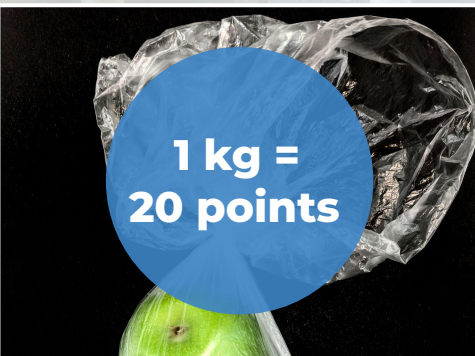
**1 kg =
20 points**



**1 kg =
5 point**



**1 kg =
10 points**



**1 kg =
20 points**



**1 kg =
20 points**



**1 kg =
5 point**



**1 kg =
5 point**



6 Steps to Recycling

1. Register via LINE @trashlucky
2. Receive Member ID
3. Sort recyclables at home
4. Drop it off
5. More Recyclables More Points
6. Enter Lucky Draw to Win Prizes

View Raffles



โค้ก ชวนแยก

แลกลุ้นโชค กับ Trash Lucky

ลุ้นรับ รถยนต์ไฟฟ้า และรางวัลอื่น ๆ
รวมมูลค่ากว่า 2 ล้านบาท

เพียงแยกขวดรีไซเคิล พลาสติก แก้ว กระดาษ โลหะ
แล้วส่งมาที่จุดรับของ Trash Lucky กว่า 80 จุด

ตั้งแต่ 1 ก.ค. 2567 - 31 ธ.ค. 2567



*รถที่ได้รับรางวัลเป็น Trash Lucky Prize
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@trashlucky

TrashLucky

Coca-Cola
เปิดช่องแยกขวดพิเศษ

คืนขวดโค้ก เกิดเป็นขวดใหม่ไม่รู้จบ
ดื่มแล้วรีไซเคิล* ให้บรรจุภัณฑ์กลับมาเกิดใหม่

Lucky Draw Prizes Over 2,000,000 THB



Monthly Prizes
iPad, iPhone, Gold,
Shopping Vouchers



Electric Car
Grand Prize



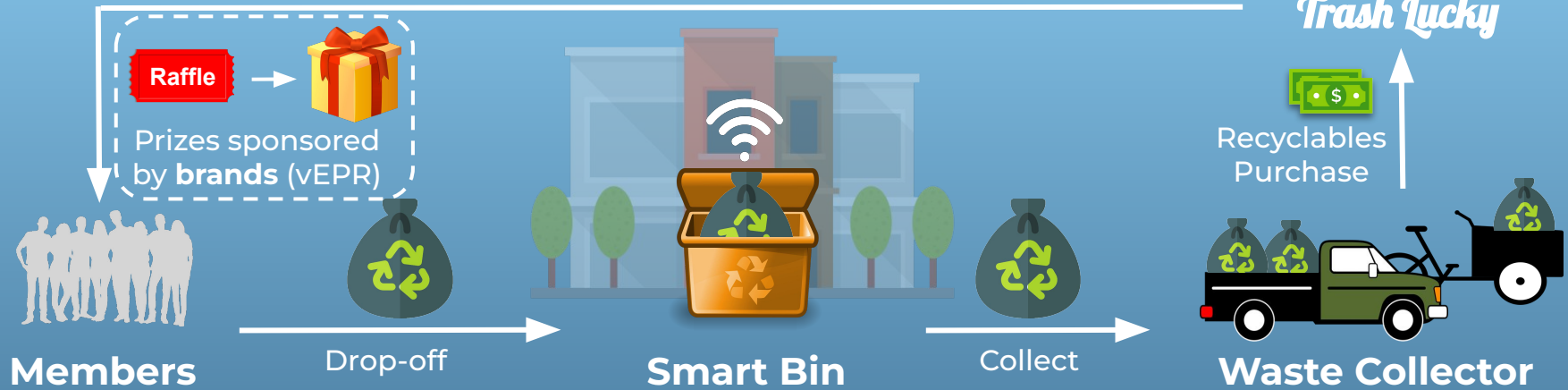
V1 Bin

Waste Collectors

- Receive alert to collect & buy the content when the bin is full
- Know exact location and amount of waste
- Get full cargo of waste
- Decrease Work Time & Increase Profit

Stakeholder Map

Current Scope of Work



Traction



**5,000+
Members
Recycled**



**424,000 kg
Recycled**

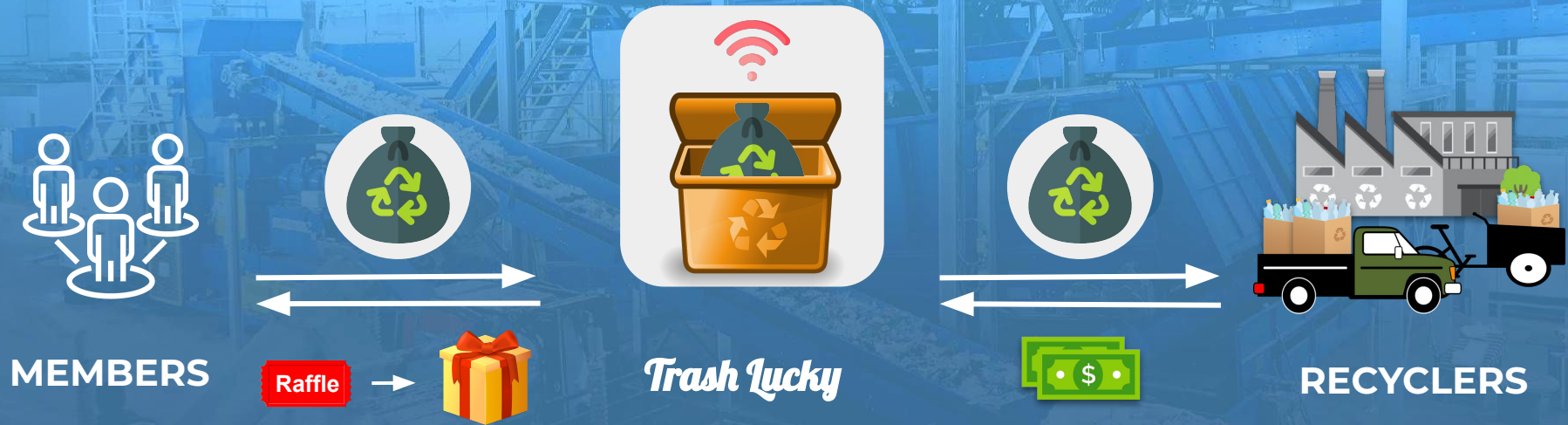


**980,000
kgCO₂eq
Reduced**



We use a model from Thai Greenhouse Gas Management organization to calculate kgCO₂eq from recycling activities

Business Model



FUTURE PRIZE VALUE

**฿1,000,000
Prize**



Join Us



Residentials



Offices



Schools



Communities

Looking For

A close-up photograph of two hands shaking in a firm grip. The hand on the left is dark-skinned, and the hand on the right is light-skinned. The background is a solid yellow color.

Sponsors

A white ceramic unicorn figurine with a gold horn and mane, sitting on a wooden surface. Several gold coins are scattered around its base. The background is a plain, light-colored wall.

Investors

Vision - Oceans without plastics



Join *Trash Lucky*



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