



Please leave Nothing but Memories



Once
Everyone
Traveling

2 Trillion THB/yr.



Once
Everyone
Leaving

54,573 tons/yr.

WASTE
THAILAND

GC

WASTE
THAILAND

Waste to Landfill = **200** Tons/Month

50%
of waste is from
the tourism industry

Information from Bangnampueng and
Bangkrachao subdistrict in 2018*



Single-Use Plastic

User Pain point


“

**Care about the environment but
the situation/infrastructure
doesn't support them to do so.**

”



User Insights

A hand holding a smartphone, displaying a cityscape on the screen. The background is blurred, showing a cityscape. The text 'User Insights' is overlaid on the top left. Three user insights are listed on the right side of the image.

Willing to pay a bit extra for eco-friendly product/service

Love to try on new experiences

Share more of their personal life when traveling on social media

ZERO journey KIT!



Inspired by local wisdom
and natural materials

ZERO journey KIT!



Recycled shopping bag

For Rent/Buy. Attach the bag with your bike or carry anywhere



Inspired by local wisdom
and natural materials

Water Bottle+Free Refill

Special limited design for
Bangkrajao



Special offers

At any partner stores listed on
our online map



Bio-Packaging

Made from eco-friendly local
plants from community's
woman group



Recycled shopping bag

For Rent/Buy. Attach the bag with
your bike or carry anywhere

ZERO
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KIT!



Inspired by local wisdom
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ZERO journey

Please leave nothing but memory!

50% of trash from 2 main sub-districts
in Bangkok is from tourism.

Million pieces of **plastic** and **glass**
travel to landfill each month.

What's in the kit?

Bio-Packaging

Local products from sustainable
and eco-friendly packaging.

Free Refill + Special offers

Free refills of water and
special offers on food and
drinks.

Water Bottle

Special design for
eco-friendly travel.



ZERO
journey

A Journey begins at
“P’Aod Bike
Rental Shop”



“Let’s Bike to the Market”



“Feeling thirsty”



“Carry the shopping bag to the market ”

2



3



4

“Looking yummy!
Let me try some”



“ Free water refill”

5



“

**End of the day
Return the bike, Take
back some souvenirs
while leave no single
use plastic in the area**

”



Market Size

(Only in Bangkrajao area)

Travellers (Bangnampueng Weekend Market)

100,000 - 200,000 ppl./month

Addressable

Available

Travellers : Bike Rental 4,000 ppl./month

Target

Travellers : Bike Rental + Eco-Conscious

1,000 ppl./month

25% of available market

Other Tourism
Communities ?

A circular inset image showing a large number of bicycles parked in rows under a blue canopy at an outdoor event. A red sign with Thai text and the number 148 is visible on a bicycle in the foreground.



Attract

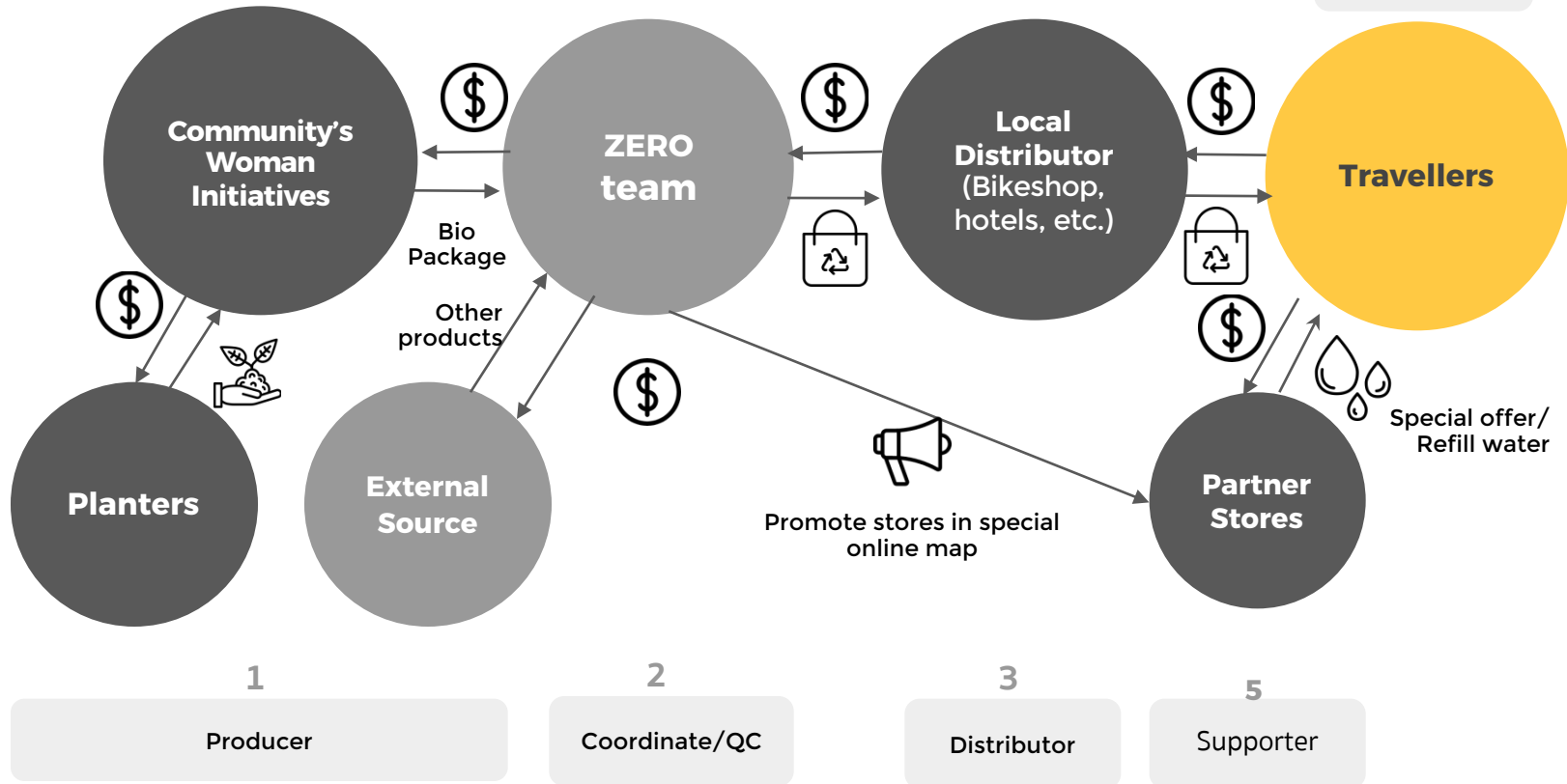
Cafe

Convert

Engage



Operation flow





Source local
materials

Produce bio-
package by
community's
woman group



Output



**Increase
Organic waste
to produce
fertilizer**



**Reduce Single-use
Plastic=6,000 pcs./m.**
(approx 6 pcs/persons)



**Generate Income to
Local Community 40%
of total Revenue**



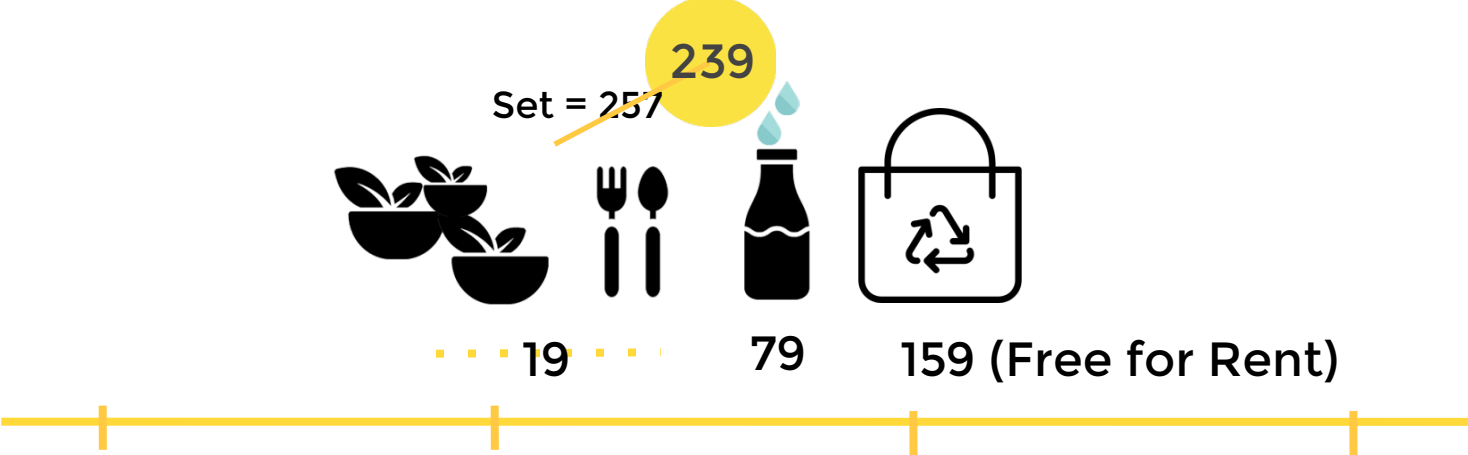
Output



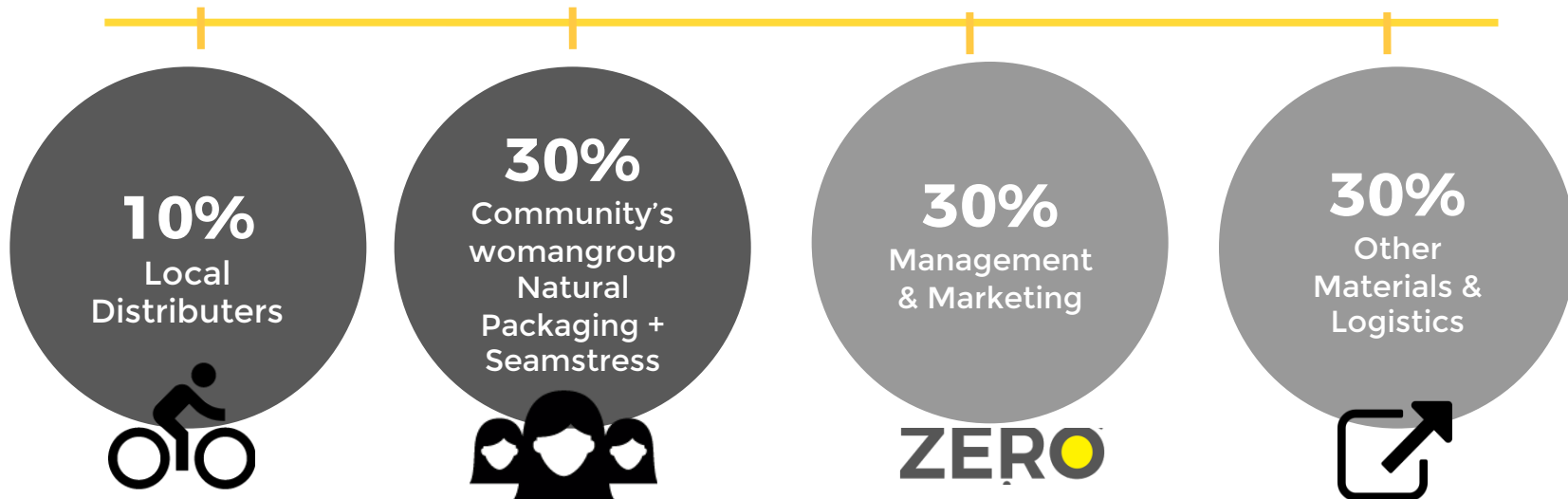
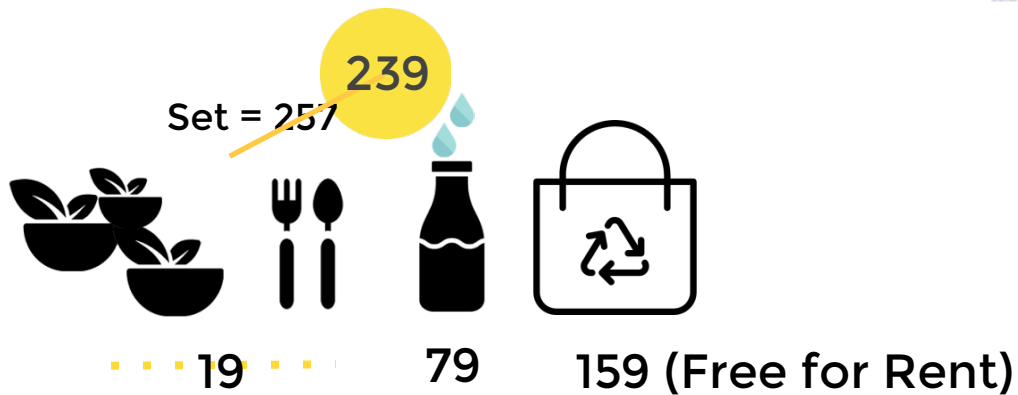
Outcome

“Sustainability concern is not an option, but the only way”

Business Model



Business Model



Our Team



Noon Suratchana Pakavaleetorn

- Responsible for community & biz dev.
- 6 yrs experience in community-based tourism social enterprise
- Background in design



Best Jidapa Akrajitranont

- Interior & industrial designer
- Interest in sustainable development



Pipe Tapanon Amatayakul

- Design Researcher & Interaction Designer
- Worked on a project about social movement over food waste in London called 'Dumpster Dr' (Published in Research Through Design Conference 2019, Netherland)

Our Advisor



Waan Juntima Pipitsuntorn

- Expertise in bio-chemical material research and development
- 6 years of experience in biodegradable packaging business

Bangkrajao is just the starting point...



Rotfai park



Amphawa Floating Market



Khaosan rd.

Market, Accommodation, Festival, Events?

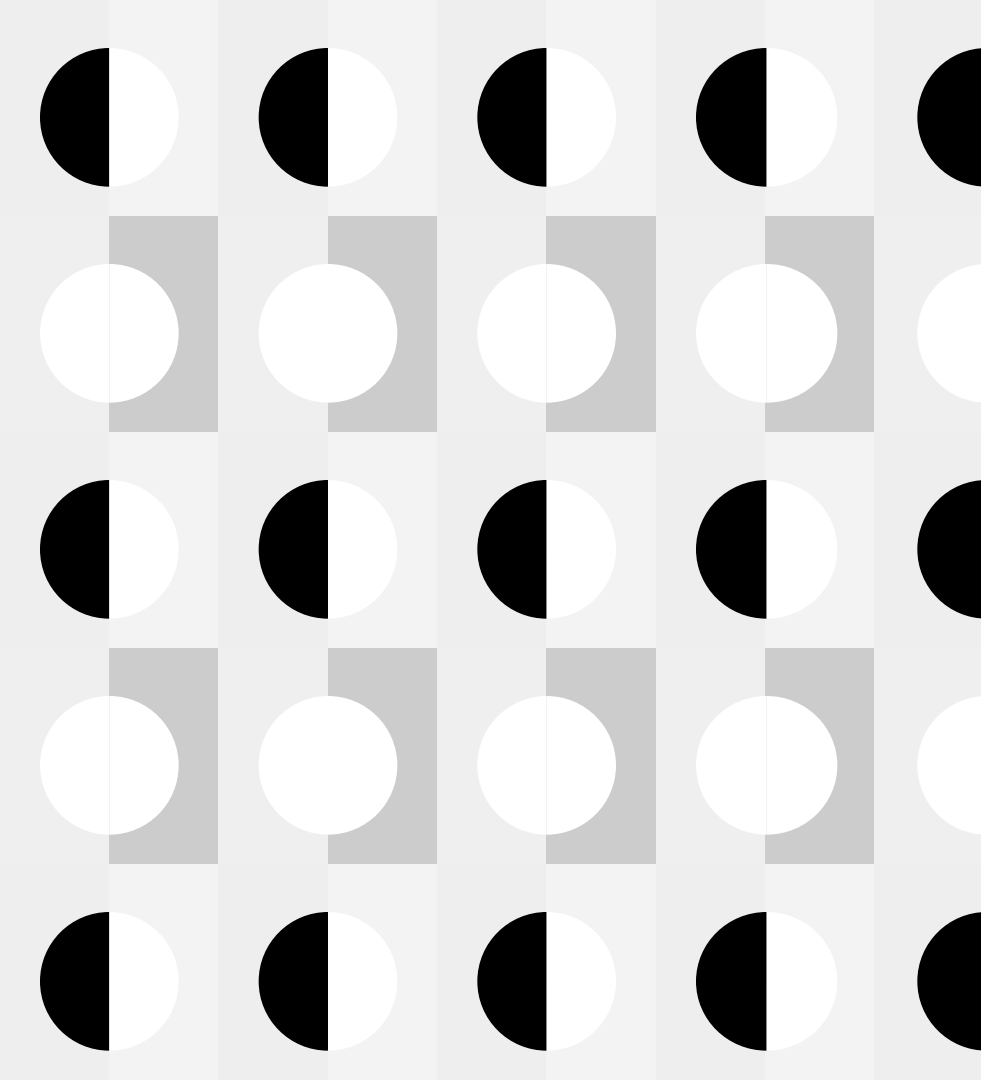


**Traveller
movement is
going to shift
society**



Please Leave Nothing but Memories

Thank you!



APPENDIX

Action plan for pilot implementation

Build Partnerships

Production

Adjust

Gather feedbacks for
improvement

Evaluate

Soft Launch

Work with 1 Pilot
Store

Soft Launch

Work with 3 Pilot Stores

1

15

30

45

60

Consumers are willing to pay more for eco-friendly and recyclable products

Nevertheless, now consumers are becoming increasingly sensitive to issues of plastic waste and this is impacting their shopping habits.

The proportion of those willing to pay more for packaged food and fresh food which is environmentally conscious or eco-friendly has risen over the past two years. Similarly, the proportion of those who feel that recyclable packaging is an influential feature in beverage products has also grown.

Source: Euromonitor International's Lifestyles Survey (2015, 2017)





Point of sales

3

ผู้จัดจำหน่าย

5

ผู้สนับสนุน

Promote partners
in special online map



ด.บางยอ

ด.ทรงคนอง



ด.บางกะเจ้า

ด.บางกอกน้อย

ด.บางน้ำผึ้ง

ด.บางกระสอบ

ZERO
journey