



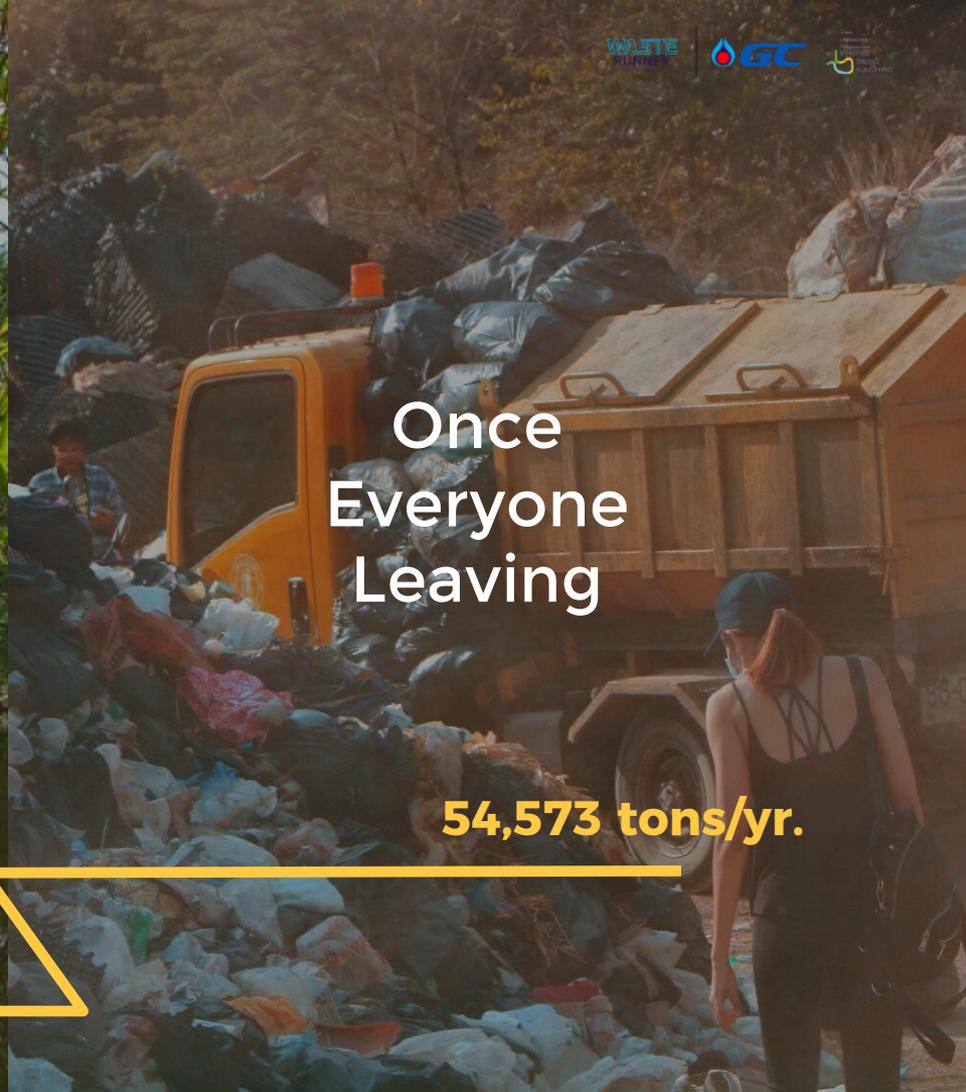
ZERO
journey

Please leave Nothing but Memories



Once
Everyone
Traveling

2 Trillion THB/yr.



WASTE

GC

WASTE
MANAGEMENT
AUTHORITY

Once
Everyone
Leaving

54,573 tons/yr.



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

here!

RUBBER MAN

User Pain point

“

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

”



User Insights



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!



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 Bangkokraja



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 journey KIT!



Inspired by local wisdom and natural materials

GO ZERO journey

Please leave nothing but memory!

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

Why go zero-waste?

Million pieces of **single-use plastic** travel to landfill each month

What's in the kit?

Bio-Packaging

Local products from composting & recycling plants

Free Refill + Special offers

to encourage zero-waste



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

GO
ZERO
journey





“Let’s Bike to the Market”



1
“Feeling thirsty”



“Carry the shopping bag to the market ”



“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**

”



ZERO journey
Please leave nothing but memory

Why go zero waste?
• Save money
• Reduce your carbon footprint
• Reduce your plastic footprint
• Reduce your waste footprint

What's in the kit?
• Bio Packaging
• Water Bottle
• Free Refill - Special offers

6

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 ?

Acquisition plan

Social Media
Build community
On-Site Kiosk
Signage + Informations

Attract



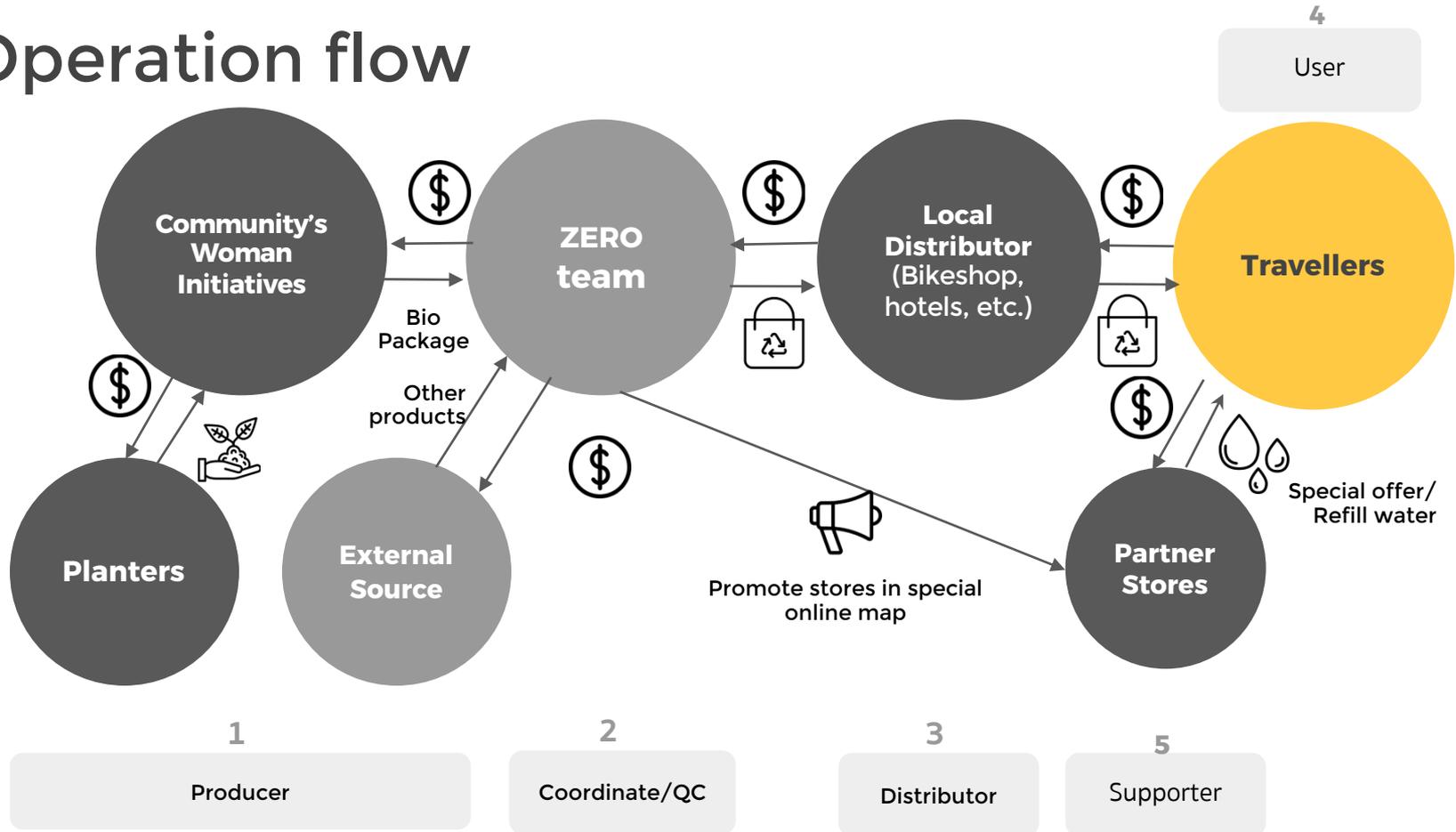
Build Partnership
Bike Rental (20 stores)
Hotel, Homestay
Community
Tourism Group
Restaurant
Market
Cafe

Convert

Engage



Operation flow





Source local
materials



Produce bio-
package by
community's
woman group

Output



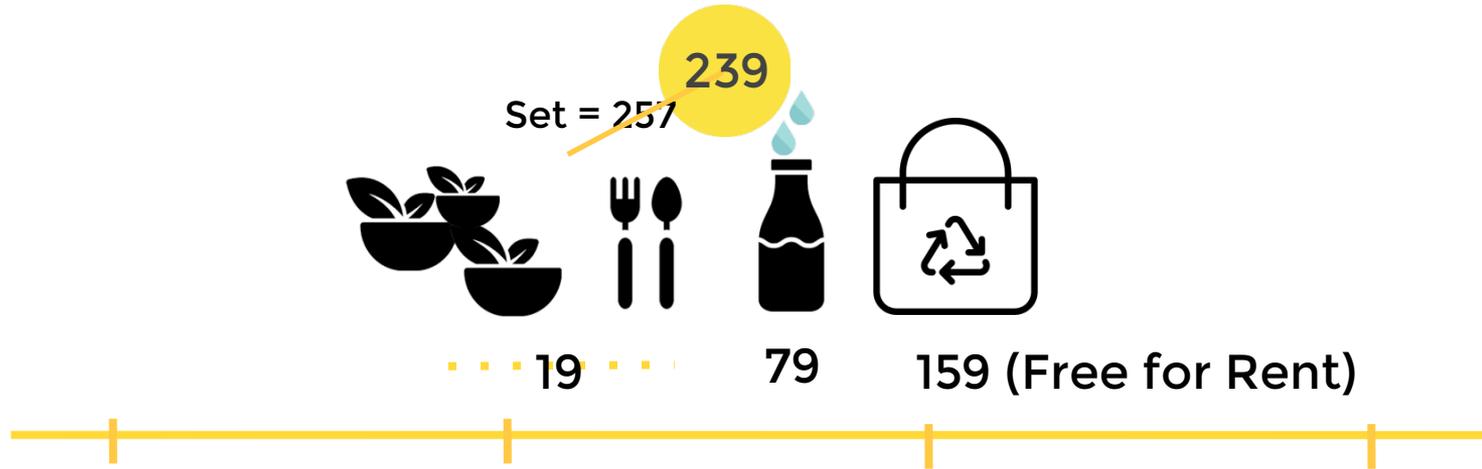
Output



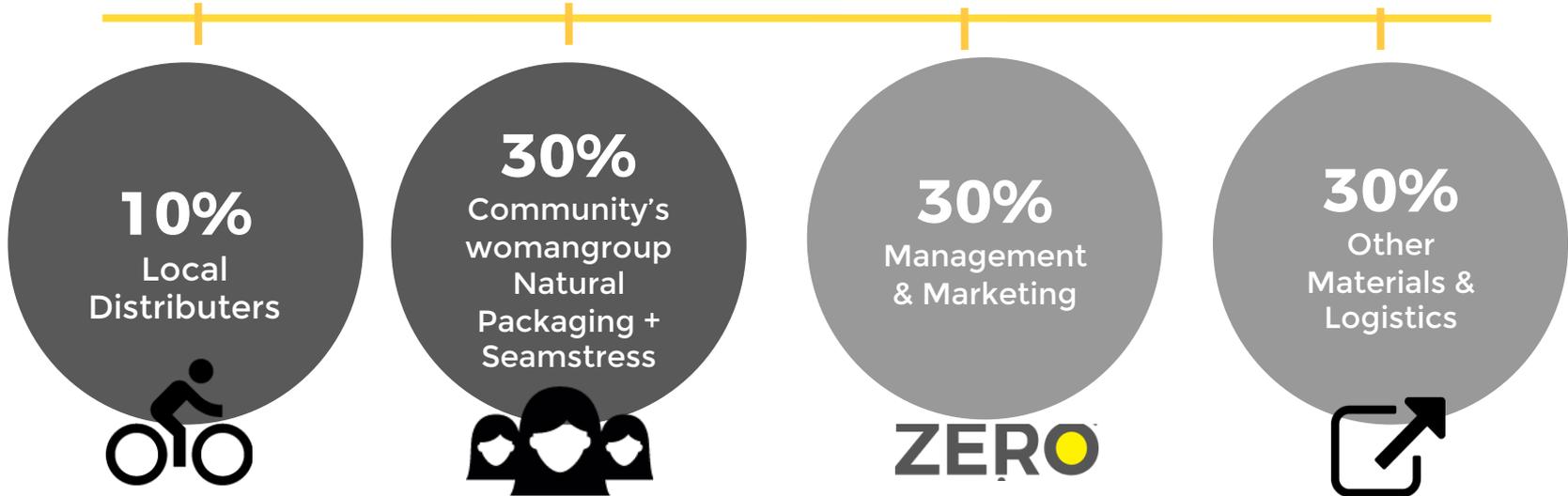
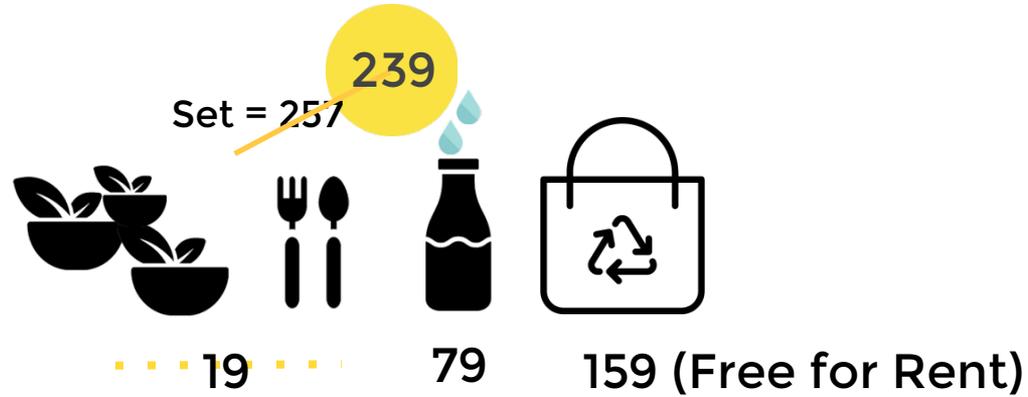
Outcome

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

Business Model



Business Model



Bangkrajao is just the starting point...



Rotfai park



Amphawa Floating Market



Khaosan rd.

Market, Accommodation, Festival, Events?

**Traveller
movement is
going to shift
society**

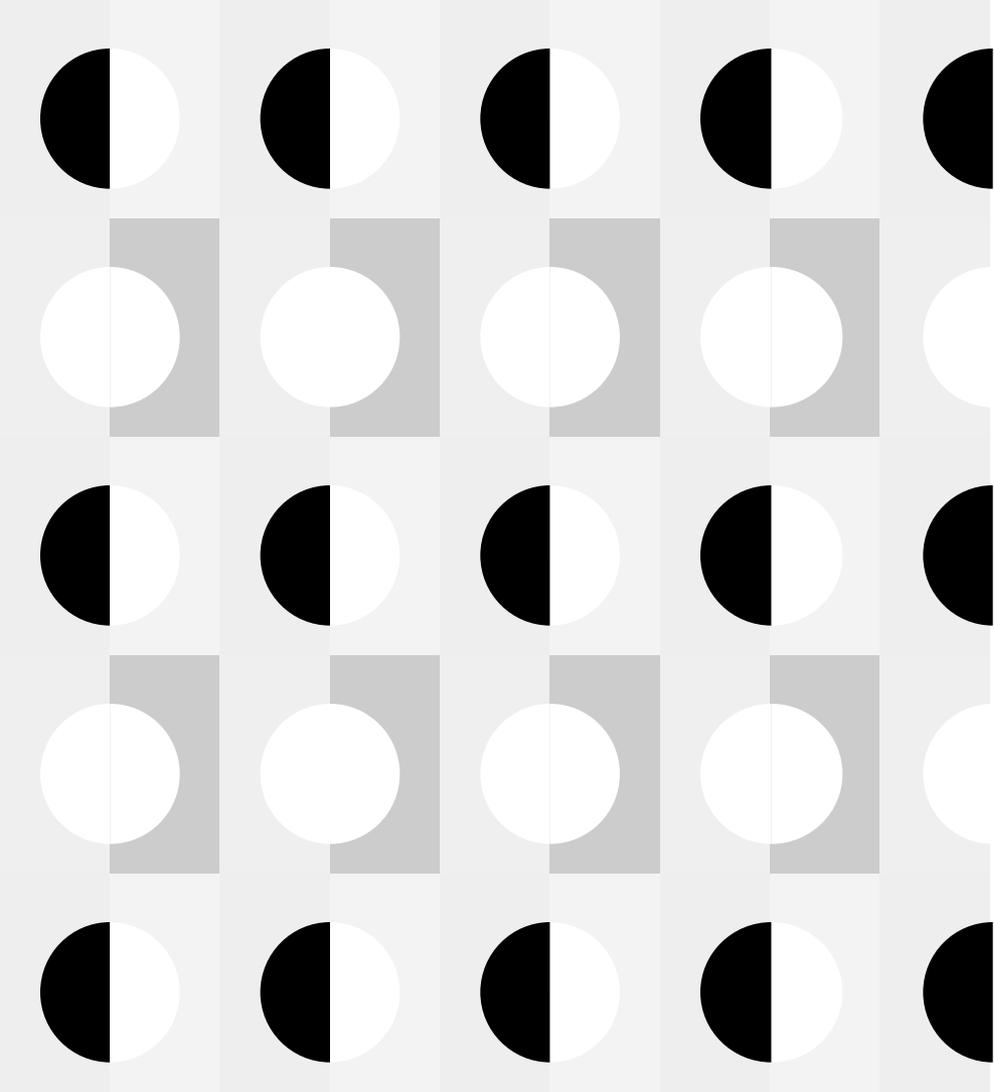




ZERO
journey

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 in uential 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.บางกะเจ้า

ด.บางกอบัว

ด.บางน้ำผึ้ง

ด.บางกระสอบ

ด.บางยอ

ด.ทรงคนอง

ZERO
journey