

The essay:

Me and a couple of my friends were sitting in the park where we finished our drinks. We then walked to throw away our plastic bottles in the trash when all of a sudden one of my friends yell "WAIT PANT IT!!!" (In denmark "pant" is a plastic bottle return system, also available in most northern european countries.) one of my friends responded by saying "its just 2kr, who cares" (2 kr is about 25 cents), me and my friends agree that it's not worth hanging onto the bottle till we go back to a store we throw them away.

Although it was unfortunate that we could not bring ourselves to walk over to the store again or take the bottles home, we really did not see a point in it, it felt like there was nothing really in it for us. So that got me thinking, what if there was more in it for us, what if it was more fun? Humans are driven by a competitive instinct so when coming up with a better idea to return bottles that was more interesting and fun, I thought of developing the app that we use called "pant" and make it a more entertaining and competitive process. My goal was to make it worth the walk back to the store. So naturally one of the only ways to do so is to give prizes to people when competing in tournaments about returning bottles. I also saw this platform as a way to educate people about the importance of bottle returning and recycling, and the implications of letting bottles float around in landfills or nature. The app includes a live map of where the user is and how close the nearest places are to return bottles for easy accessibility. It also can show previous drop-offs to remind and make people feel good about their previous actions for the environment. It also features a place where people can view where their bottles currently are. The tournament part is most fun where people can view the rank list of who has returned the most bottles and the top 3 competitors for the current competition. Users can view their earlier won prizes and what the current competition entails and what previous competitions were. Some of the prizes include free soft drinks and chips and cash prizes.