



Intro & JPC Challenge



# A little bit about mymizu



# THE IMAGE











How many plastic bottles  
are used every MINUTE  
around the world?



**1 million**  
PET bottles  
consumed  
every minute  
globally





# 自動販売機コーナー





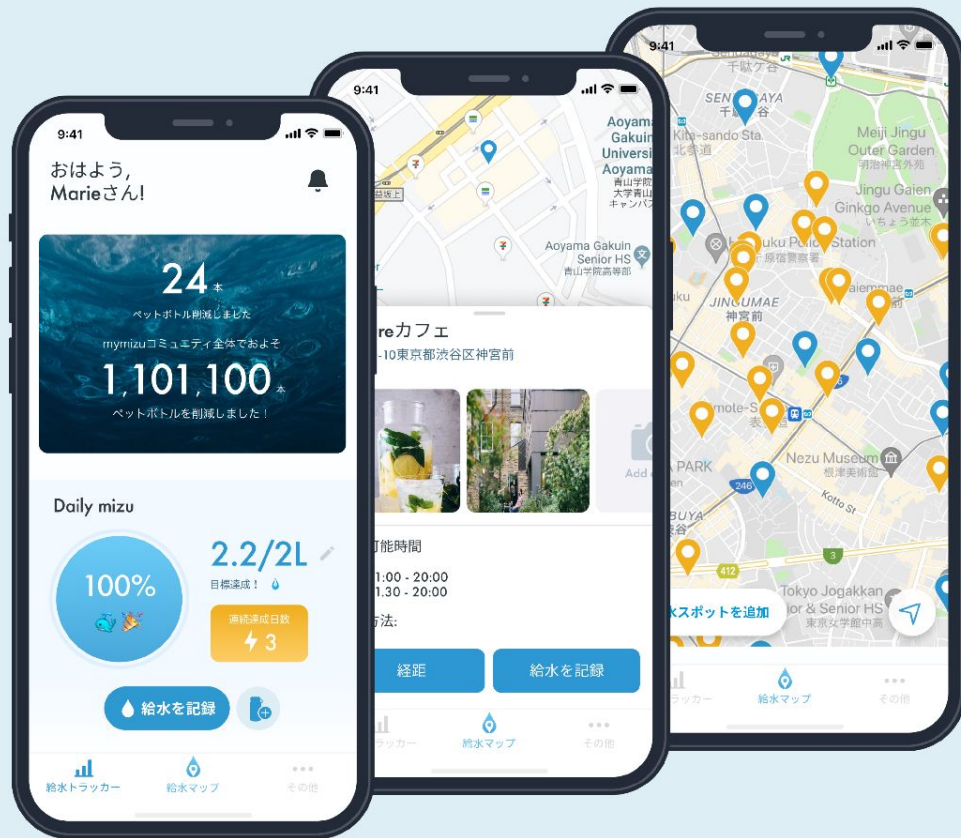
**200,000+**  
plastic-free water points  
across the world



App Store  
からダウンロード



Google Play  
で手に入れよう



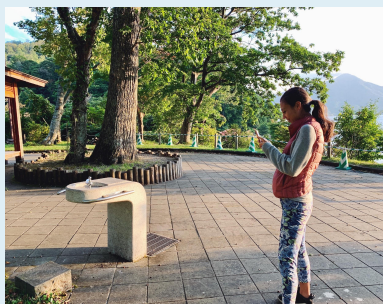


# Technology + Community = Systems Change





# World's Largest Water Database: Crowdsourced & Co-created!



## HOW IT WORKS

1. Users add photos and locations of **public refill spots**
2. Shops and businesses register to become a **refill partner**
3. Our amazing team of volunteers checks, translates and publishes each spot!





**Refill your bottle - for free!**  
of our 2,000+ partner shops,  
cafes, hotels & restaurants.





# Community of 2,000 Shops, Cafes & Restaurants!





# Our Mission = Mission 3.5

## Take collective action with 3.5% of the population

(Based on the “3.5% rule”)



**But there's so much more we  
could do....**



# Your Challenge

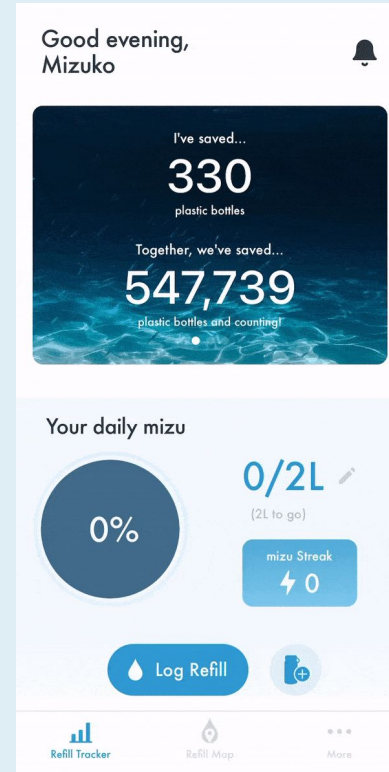


# Increase the mymizu app's user engagement



# What does 'engagement' look like?

1. Searching for a refill spot  
(or a cool place to have lunch...!)
2. Tracking a refill
3. Setting a daily hydration goal and checking to see if you've met it
4. Checking in to see how many bottles the mymizu community has saved





# Why does engagement matter?

1. When we started out, people told us there'd be no demand for refilling, because vending machines and convenience stores were just too...convenient! The number of bottles tracked as saved in the mymizu app shows that that's not the case!
2. Our ultimate goal isn't to have everyone on the mymizu app all day (we're not META...). BUT, we do want to make it a regular habit to look for refill spots when you're out and about, and to track your refills until refilling is so second nature that you never need another PET bottle in your life!
3. Buzz word here is Gamification!!



# Constraints



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We want to avoid motivating people with financial rewards for refilling - it goes counter to the free, open source nature of the platform.





mymizu

less plastic, more fun



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