

STEAM4Sustainability Hack - EcoLink

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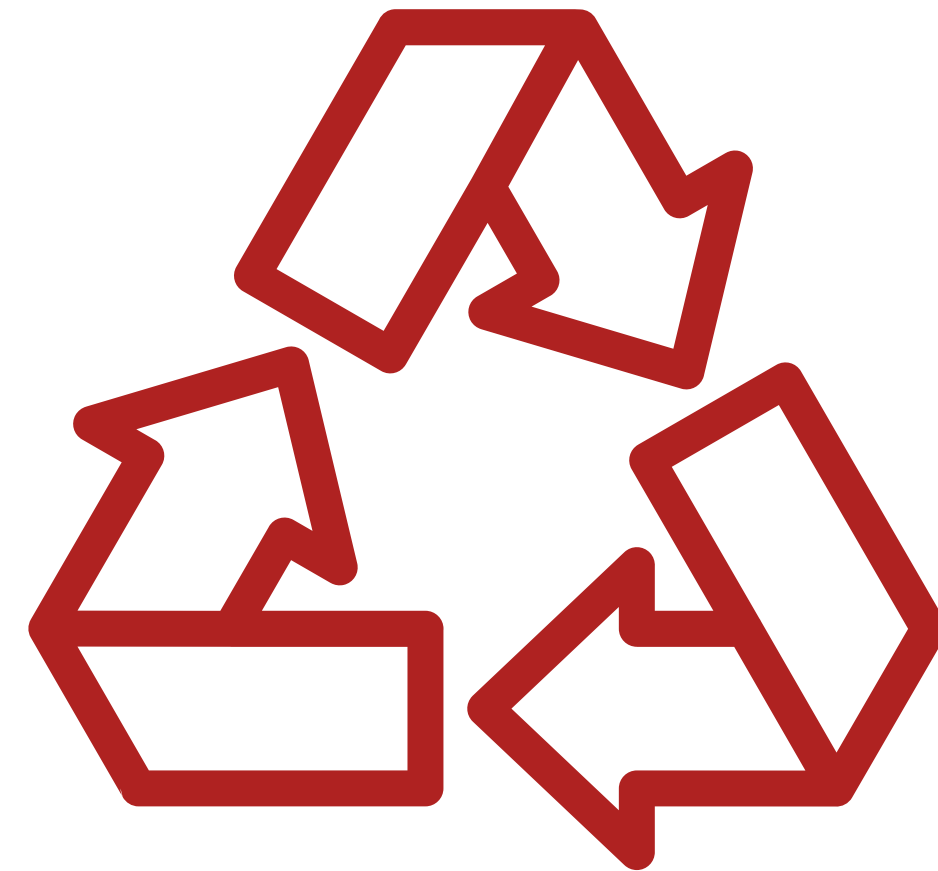
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THE PROBLEM

Pollution keeps rising.

- Every year, millions of tons of recyclable waste still end up in landfills.
- People want to help — but lack motivation, connection, and visibility for their impact.





OUR SOLUTION: ECOLINK

- EcoLink is a social network that turns recycling into points, rewards, and community impact.
- Users scan a QR code or NFC tag when recycling at partner stores (Lidl, Pingo Doce, etc.).
- The system records materials, calculates eco-points, and transforms them into measurable results





HOW IT WORKS

DIGITAL PLATFORM



PERSONAL PROFILE

Track recycled materials and earned points

INTEGRATION





BRAND PARTNERSHIPS

For Partners (e.g., Lidl, Pingo Doce):

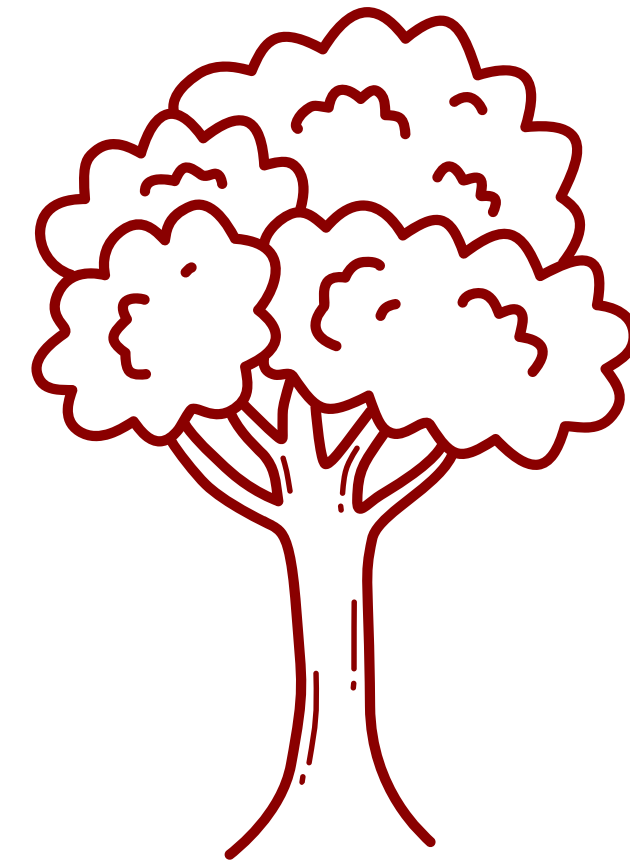
- Stronger green and blue brand image
- Increased store traffic
- Access to impact data (total materials recycled)





BRAND PARTNERSHIPS Co-Branding Campaigns:

- “Recycle and get 10% off”
- “For every 100 bottles recycled, we plant a tree”

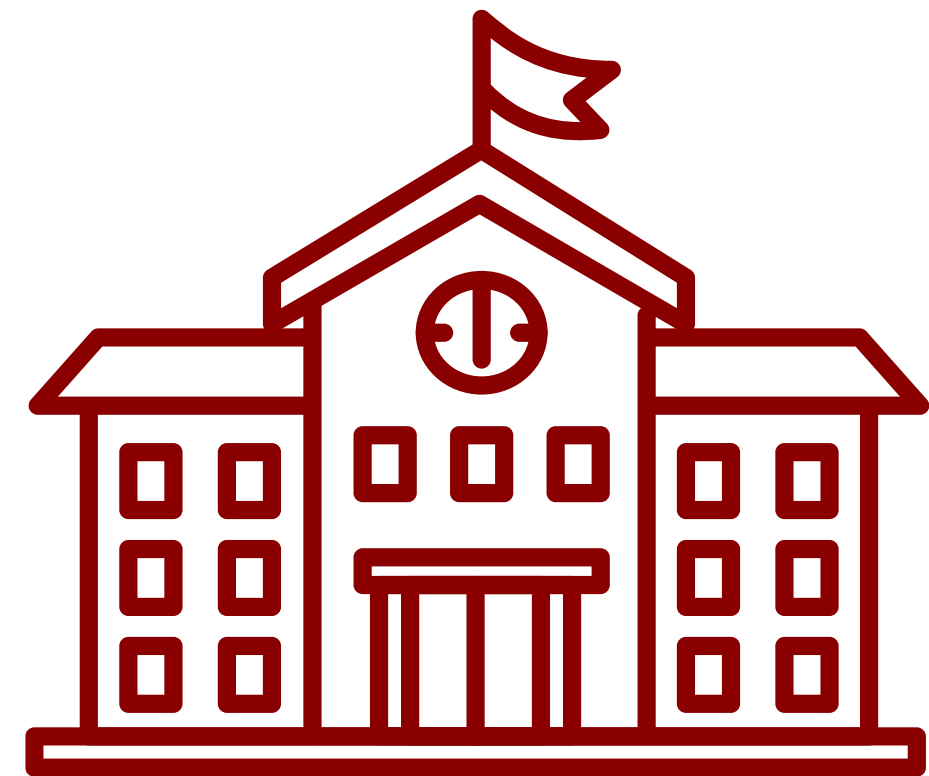




COMMUNICATION & LAUNCH PLAN

Launch Campaign:

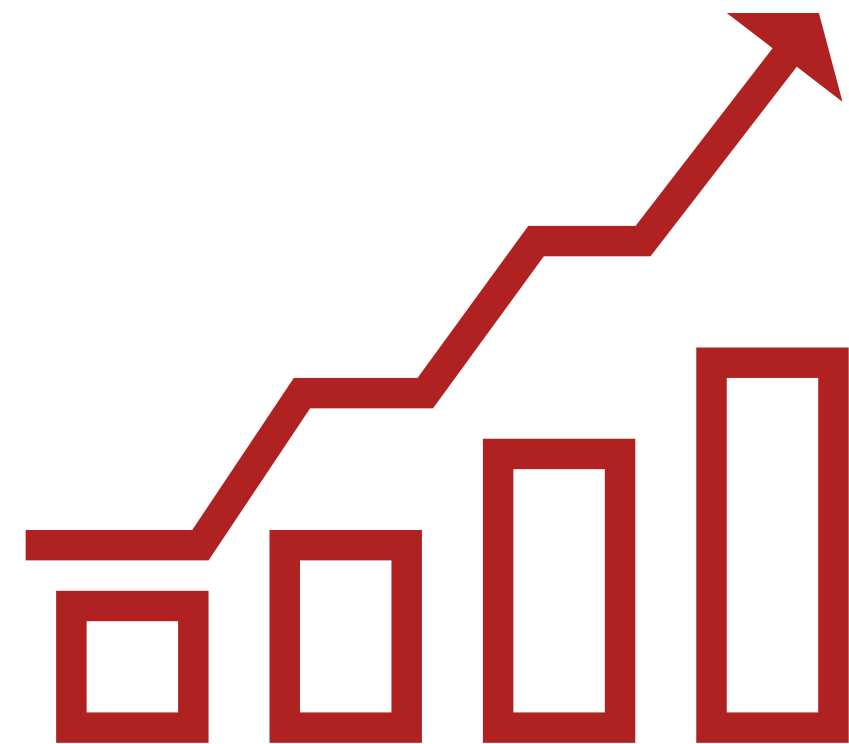
- Events with influencers and eco-ambassadors
- Social media teasers (Instagram, TikTok, LinkedIn)
- Partnerships with schools and universities





COMMUNICATION & LAUNCH PLAN Visibility Tools:

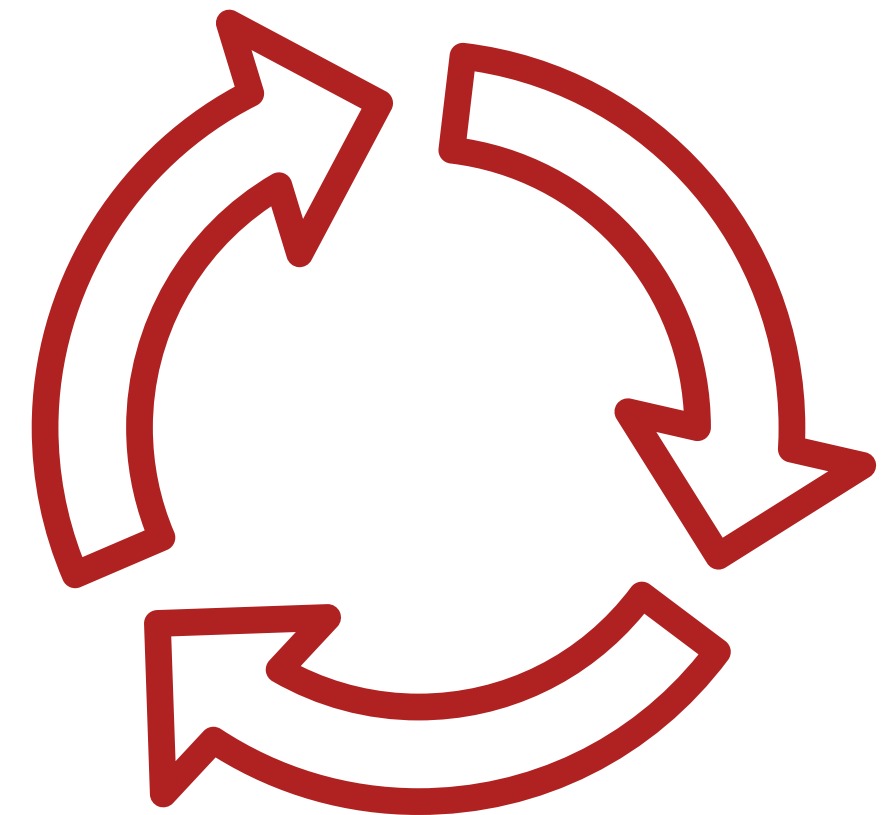
- Real-time recycling counter on website
- In-store screens showing Top Recyclers of the Week





IMPACT & VISION Expected Results:

- Higher recycling rates in Portugal
- Stronger brand ESG engagement
- A connected, eco-conscious community





IMPACT & VISION Vision:

- Start regional — grow international.
- EcoLink will be the first social network built entirely around sustainability.

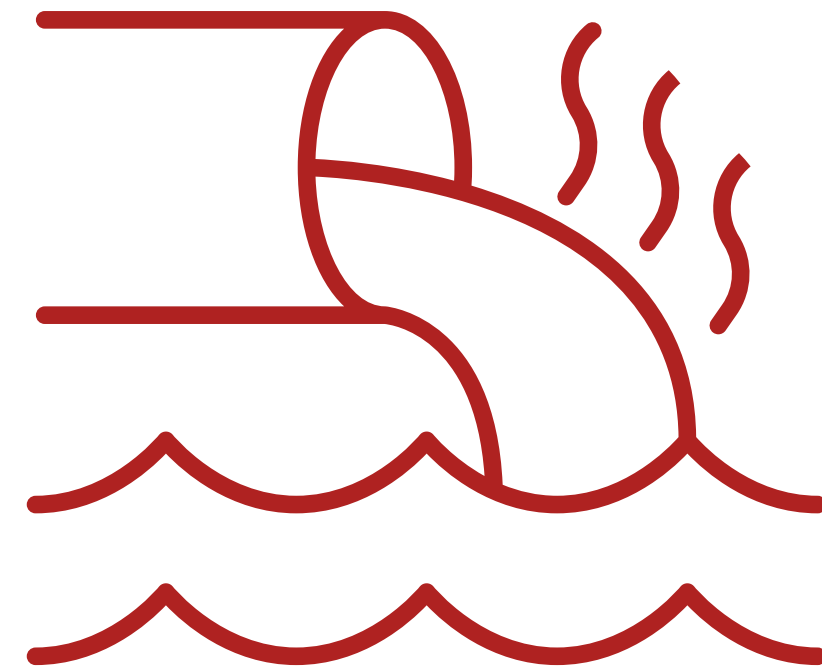


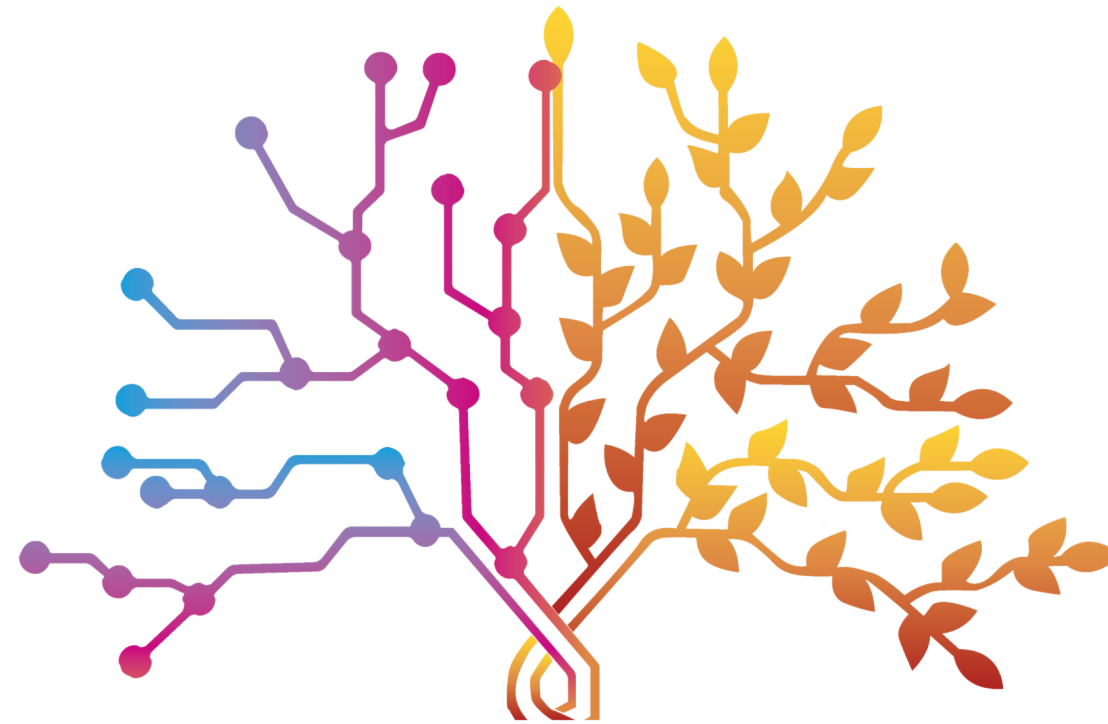


CLOSING MESSAGE

EcoLink – Connecting people, brands, and the planet.

- Together, we turn pollution into participation.





STEAM
BOSS
boosting soft skills

THE BOOST THAT MAKES THE DIFFERENCE



Sapere utile



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UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA



Saaremaa
Gümnaasium



EDUGEP



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