



cartedo

Scouts | UNICEF | Botnar Foundation | UN Environment
Tide Turners Challenge

Program
Report

A diver's hand is shown holding a clear plastic bottle underwater. The bottle is partially filled with water and has a blue cap. The background is a clear, blue-green underwater environment with light rays filtering through the water. The text 'SCOUTS' is positioned above the main title.

SCOUTS

PLASTIC TIDE TURNERS CHALLENGE



SCOUTS
Creating a Better World

fondation
BOTNAR

unicef 

 **cartedo**



1017
CERTIFICATES

14
COUNTRIES

2.8K
REGISTERED
YOUTH

47
DAYS

COMPLETION RATES
68% **3%**
CARTEDO Vs. MOOCS

5.3K
NEW IDEAS

ZLTOS EARNED
508,500

- ✓ DESIGN THINKING
- ✓ PROTOTYPING
- ✓ SDGs 6, 13, 14, 15
- ✓ CLIMATE ACTION










Tide Turners

A DIGITAL DESIGN THINKING CHALLENGE
FOR PLASTIC POLLUTION SOLUTIONS

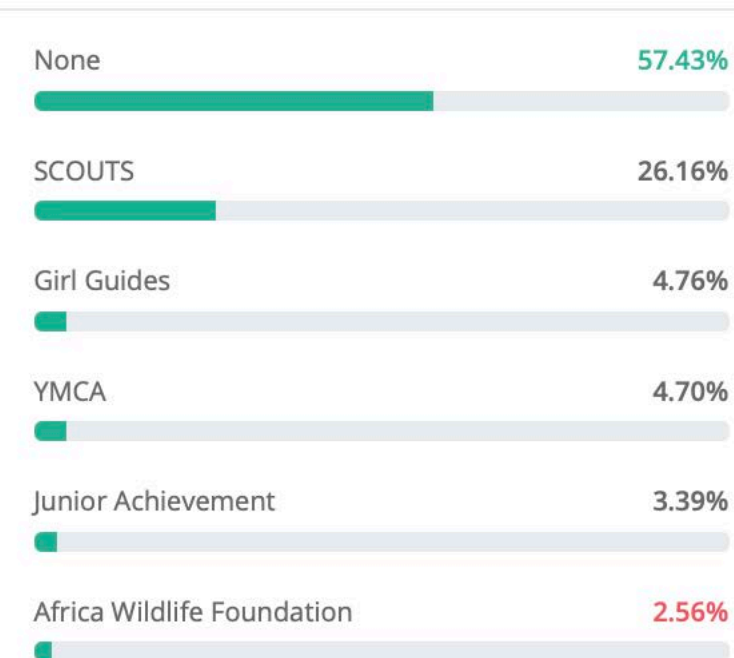
“How might we reduce the impacts
of plastic on land and sea
environment.”

Site Engagement _ by Country & Association

Engagement by countries

Rank	Country	Active Users	Completion %
1	 Nigeria	1568	74%
2	 India	55	50%
3	 Côte d'Ivoire	30	64%
4	 Bangladesh	26	50%
5	 Kenya	26	35%
6	 Malaysia	15	20%
7	 Indonesia	12	34%
8	 Burundi	11	28%
9	 Zambia	9	78%
10	 Malawi	9	34%

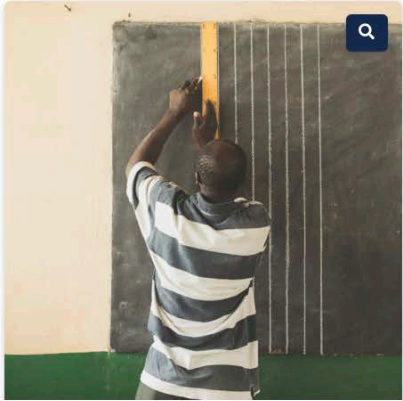
Association



English: 98.3

French 1.7%

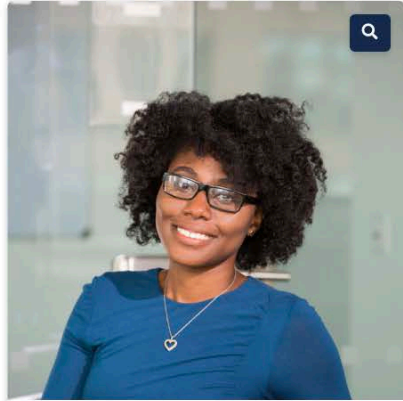
Personas : Solutions were designed for these users



Simon

34, Male

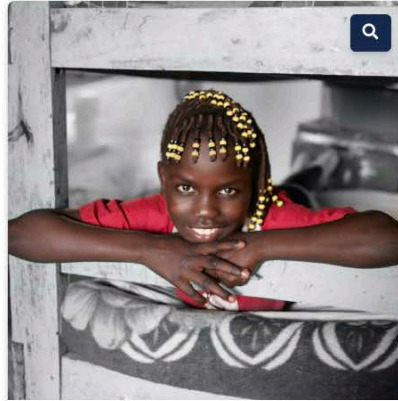
School Principal



Marie

50, Female

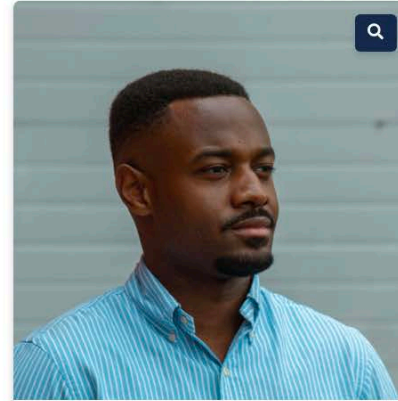
Shopkeeper



Claudia

14, Female

High School Student



John

45, Male

Local Councilor

KEY INSIGHT : My Challenge I want to reduce the amount of plastic waste the school produces but am not sure what kind of school initiative could help.

KEY INSIGHT : My Challenge I would like to reduce my use of single use plastics, but I am worried about a ban on plastic shopping bags if no cheap alternative is available.

KEY INSIGHT : My Challenge I have heard plastic is bad for the environment, and would like to help make the world cleaner, but I don't know where to start.

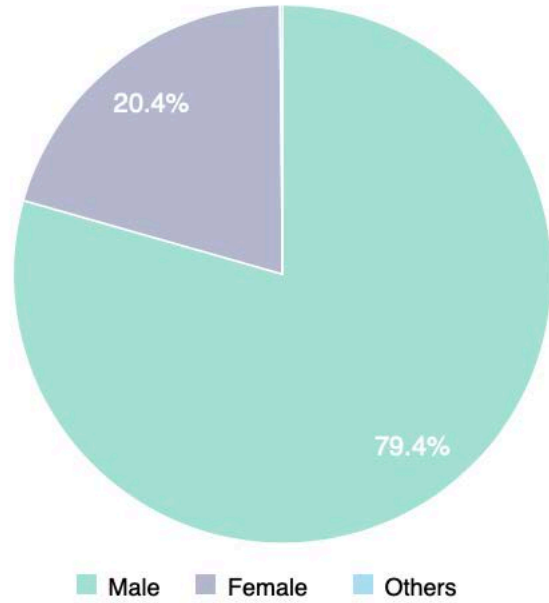
KEY INSIGHT : My Challenge I want to tackle plastic trash to make the area beautiful and encourage tourists. But it's also expensive to provide more trash bins and recycling services.

Most preferred solution themes

Persona	Problem	Total Users	Total %
High School Student	Access to information	513	32.37%
School Principal	Incentivizing change	497	31.36%
Local Councilor	Waste Management	299	18.86%
Shopkeeper	Packaging Alternatives	276	17.41%

Site Engagement _ About the participants

Participant By Gender



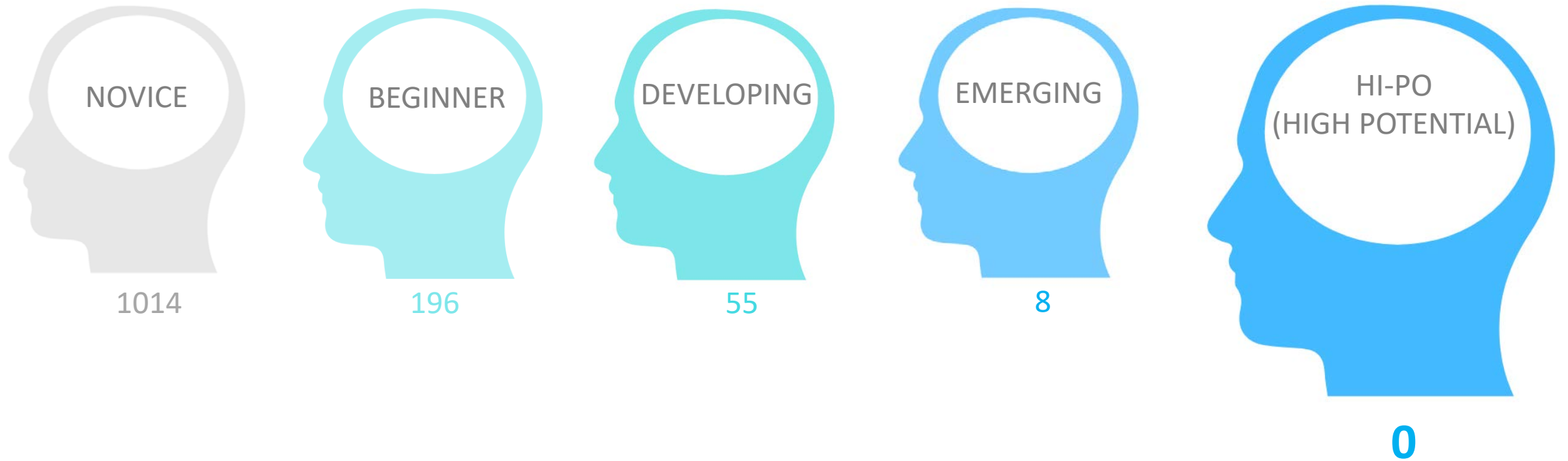
Motivation



Participant Age

Rank	Age Group	Percentage
1	25-29	25.78%
2	20-24	23.42%
3	15-19	15.99%
4	30-34	8.40%
5	35 and above	3.58%

Tedo Points | Algorithms accurately align with expert reviews



Avg: 2185 tedo points

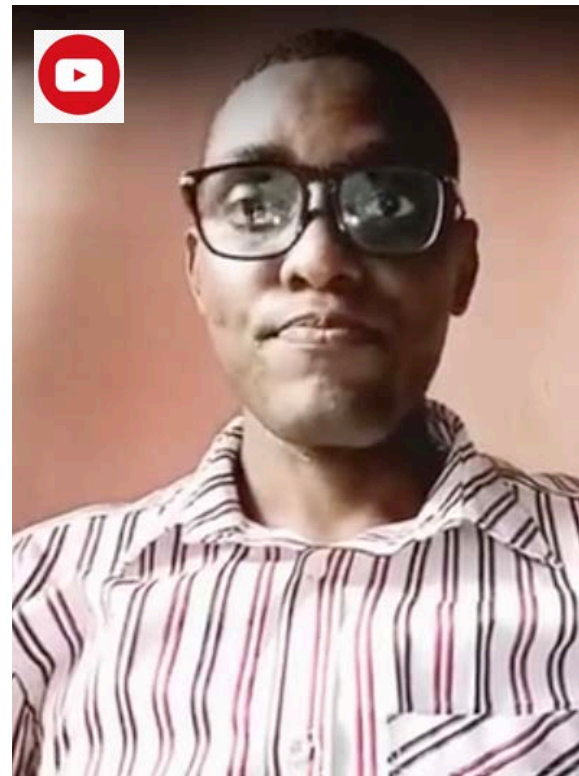
Final Submissions (Top 4)



Recycle CR

Convenient Recycle (CR) will reduce the impact of plastics on the environment by collecting already used plastics and recycling them.

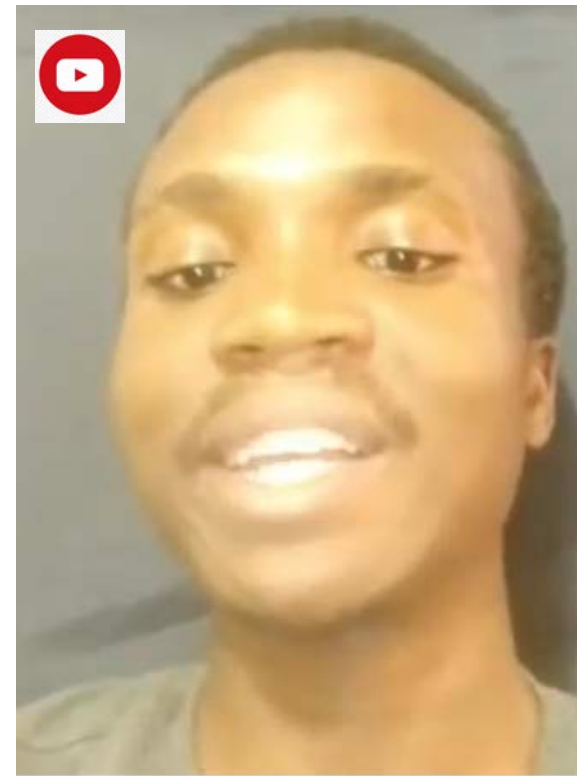
Malawi



Plastic Education

Plastic Awareness and Recycling Week (PARW) - a 5 day program geared towards educating students on impact of plastics, plastic pollution and recycling.

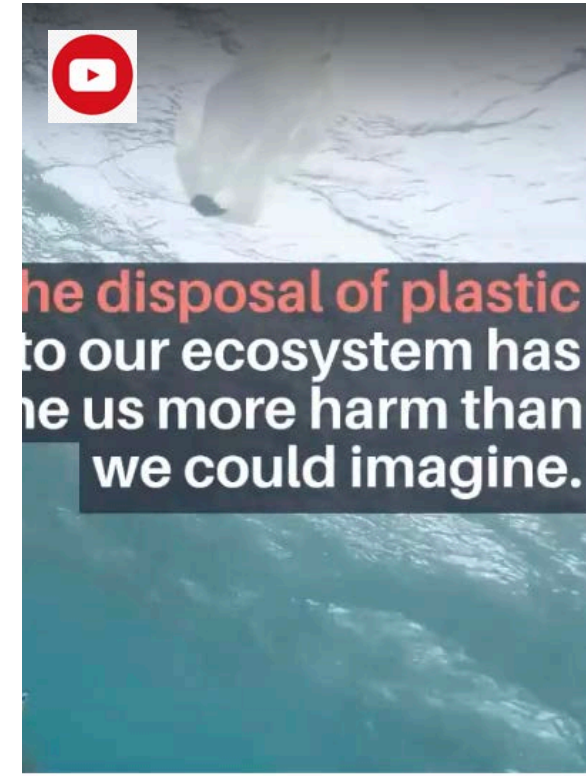
Nigeria



War Against Plastic Pollution

My idea is to open a non-profit organization that can introduce school programs that deals with plastic pollution.

Malawi



Explainer Video

Several ways to rethink plastic waste through recycling and reuse.

Nigeria

Learning Experience – Participant Feedback

Sustainable Behavior

“ I will buy less of plastic products and dispose plastic waste properly ”

- Nigeria, Male

Creative Confidence

“ I have learnt the procedures of developing an innovative idea on how to solve problems ”

- Nigeria, Male

Peer to Peer education

“ I now know various types of plastics and why they are bad for animals (including humans.) Thanks to the knowledge I have acquired during this project I can now better inform others about the negative impact of plastics on our environment. ”

- Malawi, Female

Information Evaluation

“ This process has helped me to improve on my research skills, Because throughout the projects I was doing research on effects of plastics. ”

- Zambia, Female

Transferable Skills

“ I enhanced my graphic design skills and my research skills throughout the whole project. Moreover, I learnt how to review other peoples work. Last but not least, this project allowed me to enhance my time management skills. ”

- Nigeria, Male

Plastics knowledge

“ I never used to sensitize about the effects of plastics on our environment but now I'll start. I want people to know the effects of plastics and how we can combat this problem. ”

- Zambia, Female

Let's transform how Young people impact the *SDG's* Together!

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