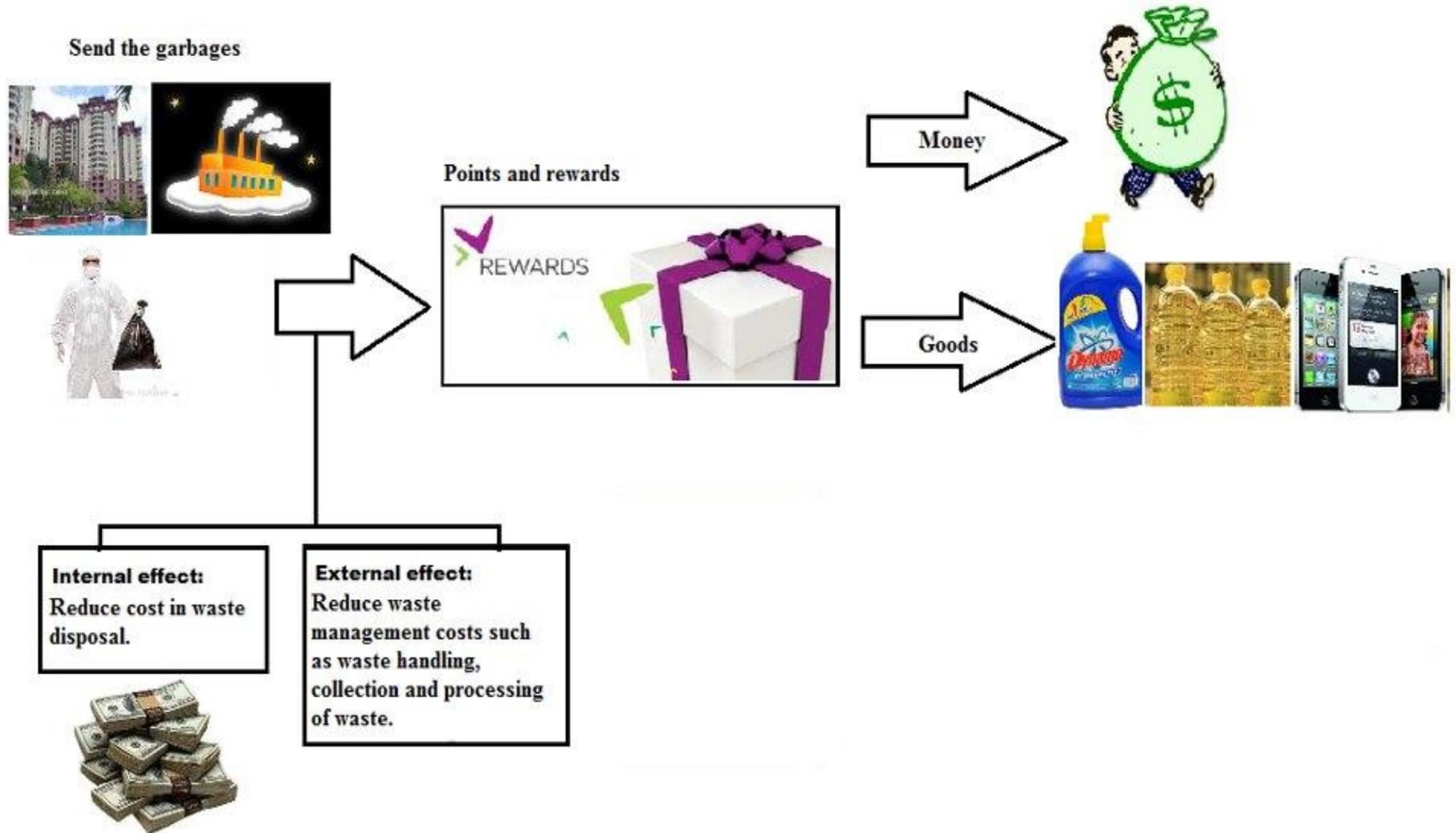


# *Junk Man*

Community Recycling and Education Center

*Visual  
Explanation*



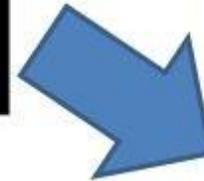
*Business Operation*



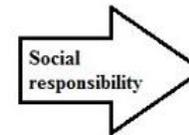
Recycling Center



Industry



Advertising Space



**Problem Statements**

Nowadays, a lot of small town in our country is changing with rapid development occurring. One of the social disasters is many conversation has failed due to that person was too busy playing with their phone or their game consoles. Technology has changed the way we interact, we are effectively cut off from others by technology and we do not see technology as the real cause of lack of interaction.

In the future, we cannot continue the same consumption patterns of our fore-fathers. We are living in a throwaway society on a finite planet and waste is the evidence that we are doing something wrong. The depleting quality of our environment should be conserved as to prevent the decreasing in number of our natural resources. Recycling has seen as an effort to reduce the extraction of our natural resources; however the effect is not obvious as people awareness is too low.

**Fact**

One of the biggest efforts is by the Ministry of Housing and Local Government has taken the lead in promoting and establishing recycling system, however the Malaysian data shows that the rate of recycling of solid waste remains at about **2 to 5%**. (From report “The Study on National Waste Minimisation in Malaysia”). According to Aneki.com, the country who has the highest recycling rate is Switzerland which is 52%. Following by Austria (49.7%), Germany (48%), Netherlands (46%), Norway (40%), Sweden (34%) and United States (31.5%). Besides that, based on the article in zerowastesg, Singapore has 59% of recycling rate in all waste, which is one of the world’s highest recycling rates. Therefore, the low recycling rate in Malaysia shall be increased in order to preserve our natural resources and also to practice environmental friendly policy in our country.

## **Business Plan**

Sustainable development refers to development which caters for the need of today's generation without compromising those of the future generations. The three core criteria which must be balanced under sustainable development are the economy, social and environment.

The zero waste concept is one of the answers to sustainable development. Zero waste definitely helps to preserve the environment since fewer burdens is imposed on our Mother Nature to absorb all the waste created by human activities. In terms of economy, waste reduction will cut costs and increase profit while in terms of social, more land and resources will be available for better use and more jobs will be created in the green business. Besides that, residents can gain knowledge and skill on recycling and composting in the future since they will be exposed to education of recycling in Junk Man. With that, the Zero Waste concept is a path towards sustainable living and development.

My idea plans to set up a community center to function as a central hub to link nearby neighborhoods. This idea is based on a concept to link people together and build a broader connection between people. A Community Recycling & Education Center (CREC) will be the center hub for the communities to learn or to be educated on recycling. This center will be named as "**Junk Man**" and its caption will be Community Recycling & Education Center. Besides that, it will also be a place for residents to discuss environmental issues and provide a platform for development of environmental leaders. The current situation is that residents have knowledge on recycling but they do not know how to source separate according to the categories of recyclables. The existing facilities do not do enough to raise public awareness, so this CREC aims to help with regards to this issue. The design and interior of this center will help residents to understand more about recycling as this building will be built by using recycled and reused materials.

The CREC is made by recycled materials and its electricity will be generated by renewable energy. Solar Photovoltaic systems will be installed on these buildings in order to cut costs and increase awareness of the public on the global energy crisis issues. By the installation of a PV system on these community buildings, the cost of operating will be self-sustained since the Feed-in-Tariff introduced by TNB will allow for rebate by selling electricity back to TNB. By this, residents exposed to this policy will slowly be converted to renewable energy users.

Our main business is to play role as recycling agent to collect recyclables from communities and sell to recyclers. The main profit will come from selling recyclables, we are collecting recyclables not only from household but we also accept recyclables from condominium and industrial. We accept recyclables from public. However, we are not just selling recyclable but we also focus on social responsibility. Some part of our profit in our business will be used back on community. Any representative from community can send in their fund application for community works such as community based project or refurbish of infrastructure and etc. Besides that, we may also donate the money back to orphanage or old-folks home.

The recyclables that we will accept and collect are papers, plastic bottles, E-waste, metals or aluminum cans and hazardous waste container. But in the future, we might expand our

center so that we can accept more recyclable or reusable waste such as renovation waste, and furniture. Then, we can sell this reusable furniture to public and industry in low price. But, that is not enough to increase the recycling rate by this facility. A Merit system called “Junk Man Rewards” will be implemented to attract public and commercial or even industry to recycle in our center. In this system, residents or group who do recycling will get merit in our computer system. Each of the residents or group who come to recycling will get a member card and used for recording their points based on the weight of recycle items. The accumulated points will be used to exchange reward such as daily necessities (detergent, kitchenware, grocery and even electronic gadgets) and they can also redeem in terms of money. Besides that, there will be Lucky Draw held annually to reward residents who took part in recycling and their names will be recorded in our system. However, annual lucky draw is only eligible for people or groups who do constant recycling and achieve certain amount of recyclables monthly.

In addition, for those residents who interested to be volunteers for this recycling center, merit will also give to them and their merit point are higher than the public who do recycling. This is to encourage people to volunteer in environmental program in order to enhance their knowledge in recycling and environmental program. In the other hand, there will be a corner for advertising purpose. Companies who are interested can advertising on that particular space and the money charged on them will be used to operate the facility.

In 5 years’ time, we will expand our business by establish a composting center for organic waste and yard waste. In Malaysia, organic waste is found to be one of the largest percentages in our waste stream that is about 40%. Therefore, our next target is to compost the organic waste and yard waste. The compost acts as a soil conditioner and hence, we can sell the composts for agriculture use.

### ***Stakeholders***

The stakeholders involved will be residents, recycler and donors. By the merit system, residents will be encouraged to do recycling more than what they doing now. Recycler will be happy to come and collect the recyclable since the recyclable is clean as they are separated at source. By the source separation, their cost on separate the commingled waste will be reduced and thus the saved money can used on other operation costs. For the daily necessities that used for reward purpose, we will seek donation from corporates that are doing Corporate Social Responsibility.

### ***Implementation Schedule***

Main Activity		Month					
		1	2	3	4	5	6
1	Survey present solid waste operations	■					
2	Open tender and Construction of Facility	■	■				
3	Contact Recycler for quotation	■	■				
4	Contact Corporate for Donation of Daily Necessities	■	■				
5	Equipment	■	■				
6	Marketing / Promotion on Merit System		■	■			
7	Opening of “Junk Man”			■			
8	Open tender for company on advertisement corner			■	■		
9	Education materials			■	■		
10	Monitoring Period and Feedback			■	■	■	■

Main Activity	Milestone
Survey Present Solid Waste Operations	Conduct survey on satisfaction of current waste management method to public (100 survey forms on a particular community)
Open tender and Construction of Facility	Open tender in order to get a low and reasonable cost
Contact Recycler for Quotation	Negotiate with recycler to provide recycling bin and weighing machine
Contact Corporate for Donation of Daily Necessities	Negotiate with company to provide or sponsor partly on daily necessities and advertising their goods at the same time
Equipment	Ask quotation for equipment such as desk, table, education materials and advertisement board
Marketing / Promotion on Merit System	Promote merit system “Junk Man Membership” on social media and enlist others to help spread the word
Opening of “Junk Man”	Promote Junk Man business to community and industries
Open tender for company on advertisement corner	Touch base with companies who are interested on advertising on their service or consumer goods
Education materials	Sourcing for books, articles and photos for exhibition
Monitoring Period and Feedback	<ul style="list-style-type: none"> <li>- Increase the recycling rate by monitoring the amount of recycled item monthly</li> <li>- Increase the group of communities who aware on environmental issues by monitoring the number of people who come to recycle</li> <li>- Achieve 1000 members in Junk Man which means 1000 people do recycling in our center within 3 months after Junk Man is opened</li> </ul>

***Short and Long Term Impact***

	<b>Short term</b>	<b>Long term</b>
Job opportunity	Our recycling center will need workers for daily operation and management.	As our business is expanding, the demand for manpower is also increasing. More job opportunities especially service sector will be offered and the community will be benefited.
Cash flow	In our recycling center, the points will be collected according to the weight of recycle items. The points will be accumulated and exchange for a free gift. However, for the big factory which may produce a huge amount of garbage, they can sell their recyclable waste to our center with points collected. (Based on terms and conditions).	In long term, we will expand our business to food waste and yard waste composting. This is not only reducing the garbage charge for the particular apartment, also reduce the waste management costs such as waste handling, collection and processing. Furthermore, this can help to reduce the land field for waste processing.
Reduced expenses	Reduce the garbage charge for the apartment and reduce the waste management costs for State government.	Decrease the waste processing land field for every states, air pollution and water pollution recovering expenses.
Saving	Increase the saving for every individual, due to the reasons of garbage charge reduction and get an attractive free gift from recycle. Furthermore, save the money for state government to employ a waste management company or waste management costs (processing and storing)	As our business is expanding, more citizens will be benefited from recycle center with their attractive rewards, therefore more environmental awareness will be generated among the citizen. Moreover, this can help to improve the financial status of state government and provide a healthy balance sheet for them.

<b>Short term</b>	<b>Long term</b>
Public: Create awareness among public, know more about recyclable items.	Public: Improve quality of life and our environment at the same pace with an economic growth.
Individual: Learn how to identify the recyclable items and able to source separate the waste.	Individual: Create a common practice of recycling among individual and upgrade the practice to be a culture among Malaysians ethnic.
Residential: Enhance the source separation practice among the residential area. Segregation of items should not only the recyclable item but the organic waste such as food waste and yard waste.	Residential: Create a clean residential environment, as the reduction of waste. Meanwhile, implementing recycling and composting can help to reduce the garbage charges from waste management company.
Industrial: Encourage the practice of product life-cycle management among the industry. Learn how to reduce bad environmental impacts at end of life for every product.	Industrial: Stimulate the eco-manufacturing industry, high biodegradability and recycled product specifications will be concerned.

	<b>Short term</b>	<b>Long term</b>
Resources and assets:		
Human	Improve people's recyclable practices and knowledge. Moreover, strengthen public awareness in 3Rs concept which is Reduce, Reuse and Recycle. Next, create job opportunity in the particular business.	Whole community (public, industrial and individual) able to link together and develop strategies for well-being environment. Furthermore, create a better quality of environment for our next generation.
Social	Relate the networks and social relations people using social media and mass	Social assets act as a protection film to ensure survival of environmental

	media and draw to pursue our waste reduction objective. This able to create a mutual understanding among media and society.	awareness in 3Rs concept. Therefore, the social assets give the people a sense of community, family, and social networks.
Natural	Reduce methane gas emission, land field size and energy consumption.	Protect forest from being cut off, marine and wild resources from being extinction, water and air resources from being polluted. Restore a better environment for our next generation.
Physical	Create a clean and safe environment for our country.	Develop a good image for our country in international. Besides, act as role model in green development.
Economy	Income gain from recycling and composting or exchanging services.	This business requires a significant amount of time and energy. Despite increasing difficulties in obtaining income for the initial state, due to the reason of education is needed to alter the current mindset. However, we strongly believe that this is a novel business in Malaysia and have its potential in Malaysia market.