



Supporting a Waste-Free Future

The Startup Lab at GS1 Connect

GS1 Connect® is the annual user conference and exhibition hosted by GS1 US® that highlights the use of GS1 Standards to help drive innovation and business opportunities. Since 2019, the Startup Lab at GS1 Connect has been showcasing emerging technologies that provide GS1 US members with new ideas and solutions.

The Challenge

According to Scrapp, more than 80% of items are recycled incorrectly, resulting in a staggering 94% of waste ending up in oceans and landfills. That's because recycling instructions are often vague or inconsistent, and towns and cities waste millions each year dumping perfectly recyclable material. Global supply chains have a pivotal role to play in supporting the circular economy.

The Innovation

Scrapp is a purpose-led platform on a mission to reduce global waste by helping people recycle correctly. The company has created a free mobile app that scans waste items and clarifies which bin they go in based on local recycling rules. This innovation helps businesses, cities, and campuses adopt circular-economy solutions that protect the future of our planet.

"Reducing contamination in recycling has been tried and tested with smart bins and AI cameras—and those solutions work to some extent," explains Evan Gwynne Davies,

Co-Founder and CEO, Scrapp. "But they don't address the root-cause issue: confusing recycling guidance. Also, while other solutions rely on costly infrastructure and paywall recycling guidance, we've designed our app to be entirely free."

The company's vision is for the Scrapp community to collaborate on building out the unique platform. The approach is like that of Waze and MyFitnessPal, two well-known community-based apps. Scrapp also allows municipalities and universities to connect with the mobile app, speeding time to impact by eliminating the need to build a new version for each new customer.

The Power of Collaboration

Companies like Scrapp can help GS1 US members, solution providers, and partners maximize adoption and use of GS1 Standards, enabling scale, efficiency, and innovation.

Through their mobile app and other education tools, Scrapp offers the following benefits to:



Second-Place Winner

Scrapp™

Scrapp was selected as the second-place winner of the 2022 Startup Lab Pitch Competition, based on product originality, usability, societal impact, and other criteria.

Technology Focus

Artificial Intelligence, Machine Learning, Digital Disruption, Digital Identity

Industry Application

Consumer Packaged Goods, Retail, Food/Foodservice, Grocery

“Scrapp is about education and empowerment. It’s a tool people can use when and where they like. When we work together to improve recycling—one plastic bottle, cardboard box, barcode, or milk carton at a time—we can build a more sustainable future where our most precious resources are reused more and wasted less.”

Evan Gwynne Davies,
Co-Founder and CEO, Scrapp

- **Offices and events.** Scrapp’s Separation Station is a low-cost, high-value investment that benefits employees and office environments. Scrapp makes it easy for organizations to celebrate progress toward low-waste goals, boost corporate and social responsibility credentials, and stand out from competitors.
- **Communities.** According to Scrapp, reducing resident contamination can save the average city \$400,000 per year in contamination fees alone. Scrapp enables communities to set and update local rules instantly; schedule pick-up days and send reminders; and customize local challenges and rewards. The platform also offers a dashboard for tracking and celebrating progress within a community.
- **Brands.** On-pack recycling guidance is outdated. After getting “Brand Verified” by Scrapp (at no cost), brands can use the platform to help their customers recycle correctly. Connecting with Scrapp also helps brands unlock local instructions for repairing, reusing, or recycling their products.
- **Retailers.** Scrapp gives retailers—from local low-waste stores to B Corps and big household names—an opportunity to obtain impact certification. This certification helps retailers celebrate sustainable products and attract more climate-conscious customers.

GS1 US’s Role

GS1 US helps industry standardize the identity of parties, places, and things by issuing unique, persistent, globally interoperable identifiers. Those standards, developed in collaboration with industry, make it possible to provide a consistent, structured way to identify and describe products. GS1 Standards also prepare businesses for the next generation of technology.

Advancements like Scrapp’s platform require large, accurate, and structured data sets to deliver maximum value. To that end, GS1 US reviews and evaluates emerging technologies to put hybrid physical-digital identity concepts into practice that foster the adoption of converged identity across a spectrum of real-world use cases.

“Scrapp is the first recycling app to take a human-centered approach,” says Melanie Nuce, Senior Vice President, GS1 US. “Their proprietary system uses GS1 Standards to provide product-specific recycling guidance, helping educate and empower consumers, brands, and retailers to participate in the circular economy.”

Perfect Your Pitch

Interested in applying for a future Startup Lab Pitch Competition or learning about additional innovation opportunities? The Innovation & Partnerships Team at GS1 US wants to hear from you!

[View the details](#) and email us at innovation@gs1us.org to get started.

About Scrapp

Scrapp was founded on the conviction that small actions can, and do, make all the difference. As of 2022, the use of Scrapp has enabled recycling of more than 12,000 products, has provided 97+ million people with access to local recycling guidance, and has prevented the equivalent of 234 kilograms of carbon dioxide emissions.

To learn more, visit www.scrapprecycling.com

About GS1 US

GS1 US® is a neutral, not-for-profit information standards organization that drives industry collaboration through the use of GS1 Standards—the most widely used supply chain standards in the world. The UPC* barcode, the most recognizable example of a GS1 Standard used to power commerce, is scanned more than six billion times per day globally. More than 25 industries rely on GS1 US to uniquely identify products, places, and other assets, and GS1 Standards to create a foundation for emerging technologies that can improve security, visibility, interoperability, and trust in the supply chain. Unique identification makes it possible to take advantage of the technologies of the future—connecting consumers, patients, businesses, and products.

For more information, contact innovation@gs1us.org or visit www.gs1us.org

GS1 US is providing this whitepaper, as is, as a service to interested parties and does not constitute or imply an endorsement, recommendation, or favoring by GS1 US of any of the identified companies, products, or services. GS1 US does not warrant or guarantee any of the products or services identified here, nor does it assume any legal liability or responsibility with respect to them.

*In this publication, the letters “UPC” are used solely as an abbreviation for the “Universal Product Code,” which is a product identification system. They do not refer to the UPC®, which is a federally registered certification mark of the International Association of Plumbing and Mechanical Officials (IAPMO) to certify compliance with a Uniform Plumbing Code as authorized by IAPMO.

GS1 US Corporate Headquarters

Princeton South Corporate Center, 300 Charles Ewing Boulevard
Ewing, NJ 08628 USA
T +1 937.435.3870 | E info@gs1us.org
www.gs1us.org

Connect With Us

