FIDERE: Circular Economy App to Support Thrift Stores and Women's Associations in the South of Brazil

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The linear economy can be widely seen as an economic system around the world. This system is heading towards economic, social, and environmental collapse. However, another economic model has stirred interest in recent years: Circular Economy (CE). CE is a socioeconomic system of share that promotes more sustainable consumption and more supportive relationships. CE has been studied from two subsystems: Redistribution Markets (thrift stores) and Collaborative Lifestyles (associations). So, the hypothesis was to develop a Mobile App that supports thrift stores and women's associations on the South coast of Brazil, a region that has 55,3 residents per km^2, raising up as a digital alternative to the linear economy. I performed a literature review, followed by a case study. I mapped thrift stores and women's associations. Then I performed Web Survey with consumers and owners and I also interviewed the owners. I applied Design Thinking method to develop the App in three steps: Immersion, Ideation, and Implementation. The App program was made on the Kodular platform. So far, I've mapped and listed 35 thrift stores and 14 associations in the App. Web Survey showed that 98% of consumers are receptive to the App. The interviews showed that the owners are open minded about using the App and see this as a necessity. Moreover, they grasped their role as part of a local circular economy. I had coded 126 frames using the collected data. The App is available on Google Play and well rated for its reliability, stability, security and good implementation. Afterwards, it was tested by the owners. This research proved that the hypothesis was valid and Mobile App can promote positive social, environmental, and economic transformations in the region through the digital incentive to CE.

Awards Won:
Fourth Award of $500