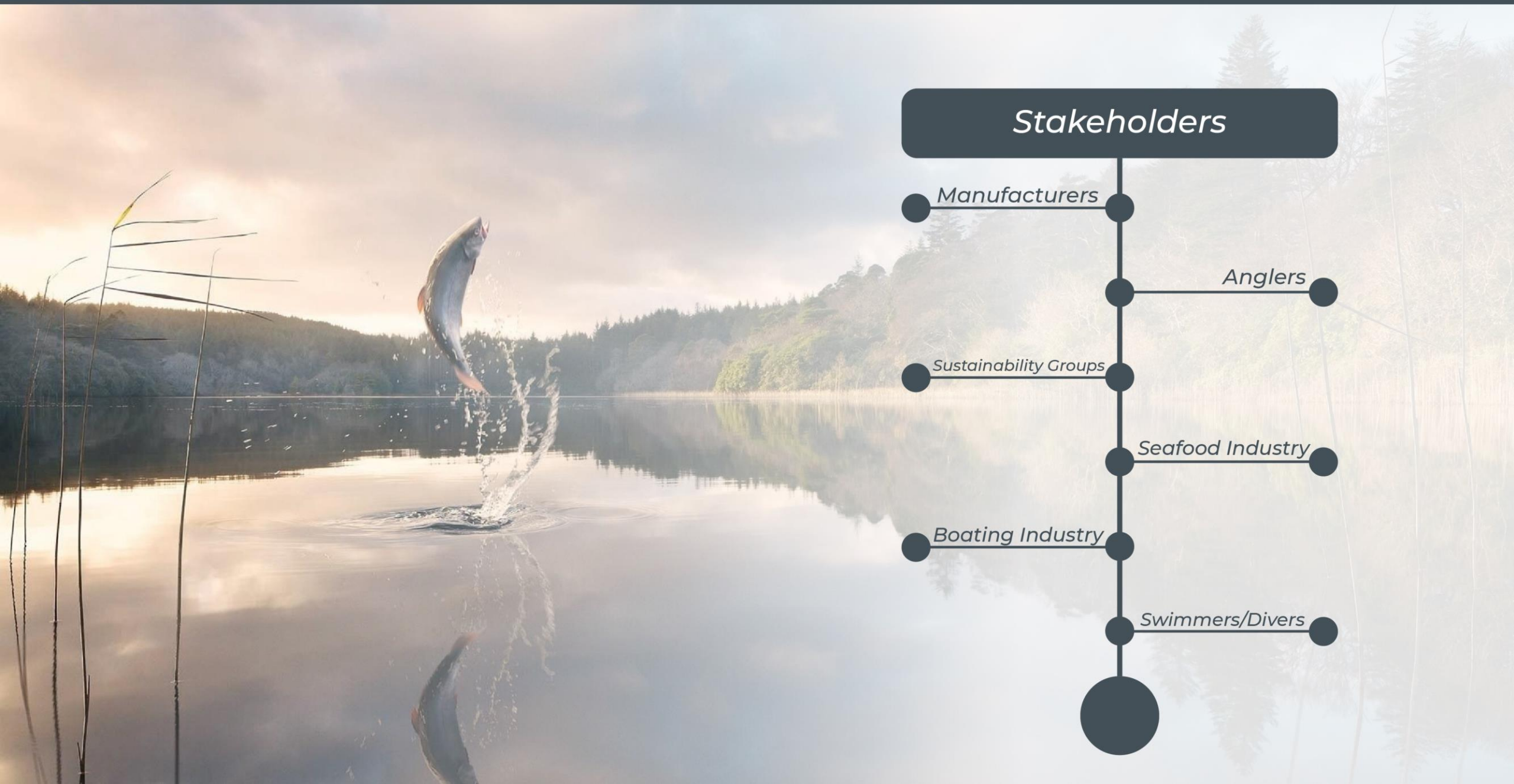




ReCAST Final Presentation

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01 Stakeholder Analysis



*Kalamazoo River
Watershed Council*

*The Kalamazoo
Nature Center*

*Asylum Lake
Preservation Association*

Hope for Creation



*Advocate long-term solutions for a
safer and cleaner environment*

*Host community
clean-up events*

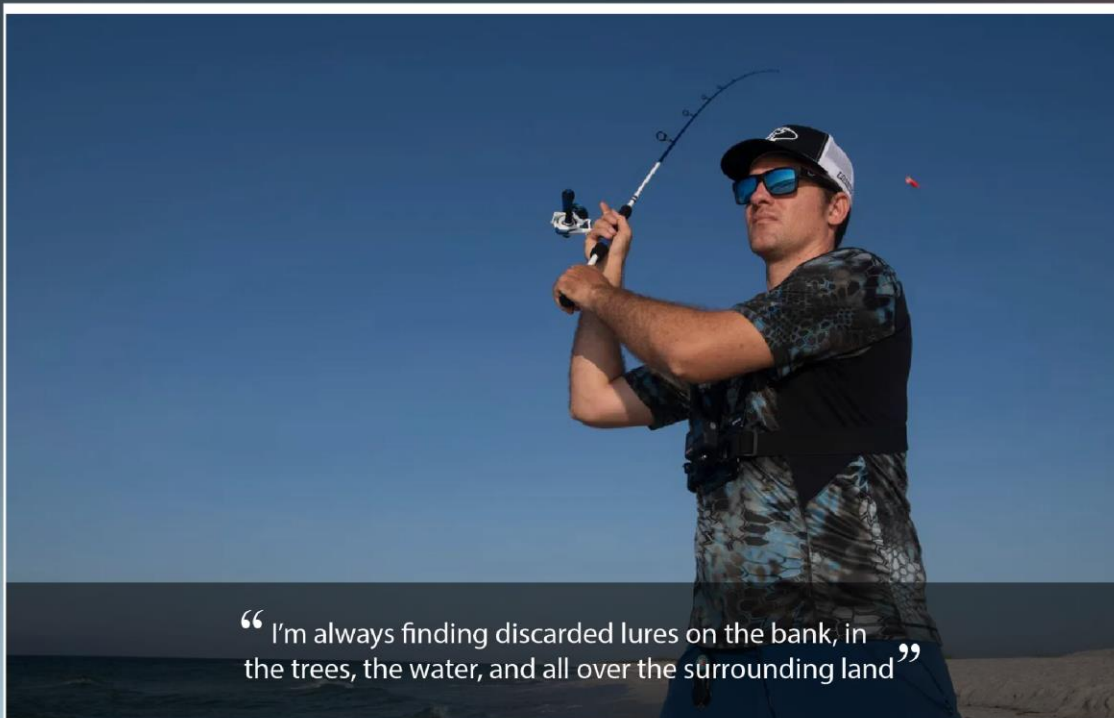
*Implement ecological
enhancement projects*

*Offer certain
ecological services*

Promote wise stewardship

Work to prevent pollution

03 User Persona



“ I’m always finding discarded lures on the bank, in the trees, the water, and all over the surrounding land ”

NAME	LOCATION	GENDER	AGE	INTEREST
Jordan	Roundhead, OH, Midwest	Male	33	Bass

BIO I love the outdoors. I’ve been fishing since my father took me on my first outing when I was 8 years old. Ever since then I fell in love with the outdoors and the sport of fishing. I usually go on fishing outings around 40 times a year. I love the beauty of nature, however, it’s unfortunate that trash mucks up the environment we all use. I’m always finding discarded lures on the bank, in the trees, the water, and all over the surrounding land. I try to pick up all my broken lines while I’m fishing, and I usually throw them in the trash.

FISHING HABBITS

LURES

Soft Baits



Live Baits



Crank Baits



Jigs



LURE SWITCHING

Every 11-30 min



Every 31-59 min



Every 1-2 hrs



DISCARDING LURES

Leave them where they are



Throw them away



Recycle them



04 Journey Mapping

Soft Bait Journeymap

Purchase

Traditional Soft Baits -

- Found in almost all sports stores and even in most convenience stores.
- Sold in packs, typically found for \$4 - \$8

Biodegradable Soft Baits -

- Scarce variety available if any at most fishing stores.
- Bio-Bait, one of the leading edge Biodegradable soft bait companies sells an 8 pack of tube baits for \$6.

Set-up

Set-Up is the same for both traditional and biodegradable baits.

Due to the naturality of bio based baits, the user does not typically need to use any extra products such as scents to get the most from their bait.

First Cast

Traditional Soft Baits -
Upon first cast, the soft bait begins its lifecycle in the body of waters ecosystem, at this point, the risk of detachment from the hook or the chances of being ripped apart are ever-growing the more time it is in the water.






Biodegradable Soft Baits -
Much like traditional baits, the first cast marks the bio-baits lifetime in the ecosystem. The apparent risks of losing the bait to ripping or it coming off altogether are still there, but there is a comforting factor that it is based off of materials that do NOT pose a threat to our bodies of water.

Later Life

Traditional Soft Baits -
Most commonly, anglers will take their old baits that have not fallen in the water and melt them down to mold new ones.

For the baits that have fallen, they spend the remainder of their lifetime sitting at the bottom of the water body until they fall into a phenomenon known as ghost fishing.

Biodegradable Soft Baits -
at the end of their life, Bio-baits can be thrown away or left in the body of water where they will dissolve in two years or less.

	Buying the Fishing Line	Use of Fishing Line	After Line is Worn Out	Impact on Environment
 <p>Traditional Fishing Line</p>	<ul style="list-style-type: none"> -Available in bait and tackle shops and sports stores everywhere with a variety of brands -Every main type of traditional fishing line is made of plastic which will not naturally break down 	<ul style="list-style-type: none"> -There is technically no expiration date, but they do go bad -Fluorocarbon keeps strength for 7 years or more -Traditional monofilament spool keeps its strength for 3 to 4 years and lasts on the reel for a single season -UV rays harm monofilament line -The most common type of fishing line's (monofilament) durability: <ul style="list-style-type: none"> -Heavy fishing: 4-6 months -Moderate fishing: 1 year -Occasional: 1 year -On the shelf: 3 to 5 years -Functional life span on reel: 2 years 	<ul style="list-style-type: none"> -Most outdoor stores and fishing supply stores offer recycling for used line -Fishing line typically can't go into most regular household recycling bins -Braided fishing line, fishing line made with wire, and fishing line with plant material mixed in cannot be recycled -Leaving fishing line behind after fishing is inevitable -Fishing line found in the water is the result of hooks getting snagged on unintended objects or larger fish breaking the line -Some people simply throw line into the water when finished 	<ul style="list-style-type: none"> -Standard monofilament line left in the environment can cause damaging effects for up to 600 years -Once line goes into landfills, longer pieces can be picked up by animals and brought back into the environment -Fishing line is difficult for animals to see, so they easily become entangled which results in injury, drowning, strangulation, and starvation if ingested -There is a relationship between line presence and damaged coral colonies and benthic fauna -Ghost fishing: when lost or discarded fishing gear traps and kills marine life after the fisher is no longer present
 <p>Biodegradable Fishing Line</p>	<ul style="list-style-type: none"> -Found in few stores and under few brands -Not well-known due to the fact that they aren't available in most stores -Two companies: Bioline by Eagle Claw (out of production due to complaints of line breaking with light use, made out of biodegradable polymers) and Fieldmate by Toray (based in Japan, not available elsewhere) 	<ul style="list-style-type: none"> -Will have to be re-spoiled every 10-12 months -Anglers won't usually notice the difference in strength of the line compared to non-biodegradable line if they change it out at least once a year -Bioline fishing line is stiffer than monofilament traditional line and ties knots just as well -Is not as transparent as traditional line 	<ul style="list-style-type: none"> -Biodegradable fishing line can be recycled or will eventually biodegrade if left in the environment 	<ul style="list-style-type: none"> -Biodegrades after 2-5 years of being in the environment -Bioline will degrade after five years of being exposed to the elements with the help of sun, bacteria, and moisture -Fieldmate decomposes through the enzymatic reactions of naturally occurring microorganisms after only 3 months in the water
<p>Qualities of both types of line</p> 		<ul style="list-style-type: none"> -On the reel they are exposed to wide range of abrasion from rocks and other natural elements -Chips in fishing guides can break the line -Kite clips and outrigger dips can cause line damage 		

Life cycles of traditional and biodegradable fishing line



How Might We

Promote the *recycling of traditional fishing gear*, and inspire the use of *sustainable alternatives*





*Our
Solution*



Incentive Progress Tracker

Journal & Social

Map

Home



APP BREAKDOWN

Rewards

- Recycle lures and fishing lines at recycling centers
- Record what you recycled by scanning your QR code to link amount recycled to your account
- Get rewards after reaching each milestone (all rewards are eco-friendly fishing supplies chosen based on your selected fishing style)
- Track your progress and view past and future rewards



Posts

- Make posts viewable by friends
- Include information such as pictures, fish caught, lures used, date, and your location (all of this info is optional)
- View your own posts, your feed, or your direct messages



Fishing Journal

- Keep log of your fishing expeditions
- Location, number of fish, type of fish, lures used, date and time of day
- You can keep this private or let friends view it



Map

- View what's being caught, what lures are working, and where in real time on a map feature
- This is based on your friends' posts



Hook Bait

Questions or Comments?

Thank You