

TRAZA360.COM · Air & Environment

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Country: Peru · San Martin **Category:** Air & Environment **Impact Areas:** Circular Economy **Stage:** Launched
Team Size: 3 **Website:** <https://traza360.com/>

Elevator Pitch

Traza360 connects schools, families, waste processors, and partners to turn waste into measurable educational challenges, using EcoPoints, photographic evidence, and environmental impact reports, thereby promoting inclusion and green jobs in the Amazon.

Climate Problem

Traza360 addresses the burning and improper disposal of recyclable waste and upholstery, which generate CO₂ and pollution. It is important because it transforms this problem into an opportunity for education, traceability, and measurable impact in partnership with stakeholders.

Solution

We offer Traza360: a platform that turns waste into challenges through photographic evidence, EcoPoints, and CO₂/e/water reports. In practice, schools, businesses, families, processors, and partners recover, validate, and scale up the impact.

Revenue Model

We will generate revenue through licensing agreements with schools, local education authorities, and municipalities; and through plans for companies that pay to sponsor challenges, activate benefits, manage waste, and receive reports on environmental, social, and brand impact.

Target Market

Schools, local education authorities, and municipalities seeking measurable environmental education; and companies that need to manage waste, sponsor challenges, meet ESG/CSR goals, and demonstrate their climate, social, and brand impact with concrete evidence.

Social Impact

People of African Descent, Indigenous Peoples, Roma - Sinti and Travelers, Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, Migrants, Refugees - Asylum-seekers and Internally Displaced People, People Living in Extreme Poverty, Women, LGBTQI+ People

Demand Evidence

We know this from firsthand experience: schools and local education authorities need evidence for environmental education, municipalities are looking for recycling solutions, and companies want to manage waste and report on their ESG/CSR impact in partnership with local stakeholders.

Competitors

I don't know of any direct competitor in my area that combines recycling, education, traceability, EcoPoints, and reporting. There are recycling organizations, NGOs, and environmental campaigns, but Traza360 brings together schools, businesses, and partners using measurable data.

Founder Expertise

I bring experience as an educator and entrepreneur in the Amazon region, with nine years of experience in upholstery, waste management, and upcycling. Through EcoTapiz, we're already transforming waste into educational products in partnership with local organizations, schools, and UGEL.

External Support

Not a single one.

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