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› [Blog](#)

› [Connections and the Iterative Nature of Impact](#)

Connections and the Iterative Nature of Impact

Mikey Pasciuto '21, Co-Founder, Scrapp and Clara Richards '23, Economics: Public Policy and Sustainability

FRIDAY, NOVEMBER 04, 2022

[Scrapp](#) is innovative platform with a mission to reduce recycling contamination. Created as an app to assist consumers with sorting waste materials, it provides valuable education towards the recycling industry. For Michael "Mikey" Pasciuto '21 (Mechanical Engineering and Sustainability dual major), co-founding Scrapp was a significant part of his student journey. In a conversation with the Sustainability Institute, he and Clara Richards '23 (Economics: Public Policy, dual major in Sustainability, Business Administration minor) reflect on the experiences that led them to Scrapp.

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You were a winner in the 2020 SVIC, can you speak to your experience and the impact it had on you personally and on your career?

Mikey: The [SVIC](#) was an amazing experience for us at Scrapp. We had the chance to participate in both 2019 and 2020. Even though we lost in 2019, it gave us great feedback to improve Scrapp into what it is today. In 2020, that win in the SVIC made us realize that Scrapp was something very real and tangible. My career path has completely changed since Scrapp, as I went from a career in renewable energy to a career in data and recycling. As a freshman in college, I never would've thought I'd be doing what I am now.



Mikey Pasciuto '21, was the winner of the 2020 SVIC, and co-founded Scrapp

How did you become involved with Scrapp?

Clara: This past summer, I had the privilege of being selected as a [Sustainability Fellow](#) through the Sustainability Institute. While searching for internship opportunities over the course of the year, I came across the program, and it stood out to me as an extremely valuable experience and a way to get more involved in sustainability at UNH.

Can you speak about your involvement within the Sustainability Institute?

Mikey: My involvement with the Sustainability Institute really started with the SVIC. I was a [Sustainability dual major](#) at UNH but I didn't get really involved with the SI until after the SVIC. Once I got more involved, I ended up becoming a Sustainability Fellow and worked for the New Hampshire Businesses for Social Responsibility. Now, I frequently

attend alumni events and do my best to visit the SI or the ECenter.

Clara: I began my involvement at the Sustainability Institute during my Sophomore year when I

discovered the [B Impact Clinic](#). I had heard some things about the B Corp movement, but I was never aware of the magnitude of impact the community has had. I was extremely interested in learning more about the movement and was drawn to the hands-on atmosphere to learn from. This fall semester, I am now taking on the role of a Peer Mentor in the Clinic within my team of student consultants. The program has been an amazing opportunity to take on leadership roles, work with a team to meet objectives on real life projects, and network within the Sustainability Institute. I was also involved in the Sustainability Fellowship this past summer which is how I became connected with Scropp. I worked on sales and outreach as well as sustainability efforts through analysis of the B Impact Assessment. There is a great network through the Sustainability Institute that allows you to build connections. With the help of the community I have been able to continue my work with Scropp and continue building these connections within the company as the Institute entirely.



Clara Richards '23
interned with Scropp as a
summer Sustainability
Fellow

Do you have any advice for current competitors in the SVIC and for students looking for careers of impact?

Mikey: The best advice I can give to students competing in the SVIC is that true impact is iterative. "Rome wasn't built in a day" so every step you take is one towards progress. Focus on what you can build now and develop a plan about what you can do in the future. As long as you have a plan around what you want to do the judges will appreciate that.

As far as an impactful career goes, it's hard to have an impact when you're working on something you don't truly enjoy or are passionate about. All I can really say is dedicate yourself to something that makes a difference, and the impact will follow.

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