

What is RecircUP?

It's an integral technological solution (IoT + Cloud)

RecircUP consists of a **software platform** and a **kit** that turns conventional bins into smart ones. It is designed to **encourage recycling** and **promote environmental awareness** in a **collaborative way**. It adds value to the actions of citizens who already recycle and motivates those who still don't, so that it becomes a natural and fun habit from the beginning.

It offers multiple advantages to help meet the **Sustainable Development Goals** established by the United Nations for 2020-2030 and the **mandatory recycling rates** set by the EU after 2020:

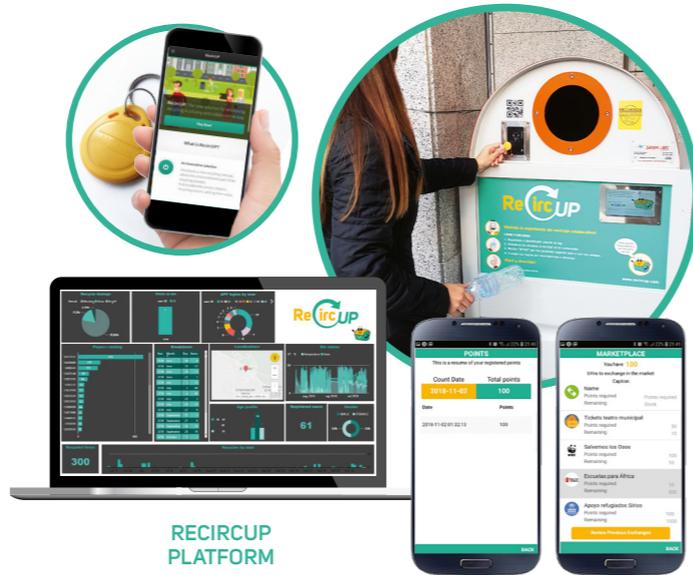
- It's a **versatile tool** that can be installed in **public and private environments**.
- **Encourages** children and adults to adopt **circular consumption habits** through a playful, interactive and educational experience.
- Its **communication channel** allows users to **report incidents in real time**.
- Promotes the **local, sustainable and ethical economy** through its **incentive system and marketplace**.



How does it work?

Using RecircUP is quite easy

For your comfort, we offer a **smart and customizable bin** with our kit already installed (**our kit can also be adapted** to other bins). An **identifier or tag** is required to start using our platform.



- 1 Once you have obtained your identifier, **register yourself** with its code via web or app. **Log in** at the **smart bin** by using your mobile phone or tag and **drop the waste** (the items do not have to be in perfect condition). Barcode reading is not mandatory: this fact **dynamizes and optimizes the recycling process**.
- 2 Earn **virtual points** for each recycled item that will automatically be added to your profile. You can **overcome individual or group challenges, achieve improvements and check your progress**.
- 3 **Redeem your points:** claim rewards, turn them into donations for environmental or solidarity causes, support common objectives or exchange them at the marketplace for discounts on leisure activities, local businesses, sustainable and fair trade products, etc.

In addition...

Additional solutions

We offer several **additional solutions**, such as apps to **manage urban waste collection (route optimization, collection points monitoring, etc.)** and **door-to-door waste collection systems**.



URBAN WASTE COLLECTION MANAGEMENT & ROUTE OPTIMIZATION APP

DOOR-TO-DOOR WASTE COLLECTION SYSTEM APP

Adopt bYn

Kids can adopt bYn, our virtual pet, to take care of and feed every time they recycle. It will teach them to **recycle properly**, give helpful tips for a more **sustainable consumption** and inform about ways to **help the environment**.



OUR VIRTUAL PET EDUCATES KIDS WHILE THEY TAKE CARE OF IT

Zero Waste

After reducing and reusing, recycling is key part of achieving **Zero Waste** goal. **RecircUP** promotes the transition to a **circular economy** in partnership with organizations and companies that seek a **second life to waste**, turning it into **valuable resources**.

Advantages and applications

Governments, municipalities and administrations

- **RecircUP** can improve and coexist with your current **waste management model**.
- **Improve your recycling rates**, show that you are innovating to meet environmental objectives and move towards a circular economy of Zero Waste.
- **Obtain valuable information** about recycling and consumption habits.
- **Receive updates about bins' status** (filling, location, temperature, etc.) and **incident alerts in real time**.
- **Optimize and track urban waste collection routes**.
- Manage **door-to-door waste collection systems**.

Companies

- Improve your **brand image and sustainability policies** by adopting our solution to **promote participatory CSR campaigns and reduce your carbon print**.
- Show that you care about the **environment** and provide **real results metrics**.
- Define your **incentives and customize competitions** among your employees, departments, campuses, etc.
- Stores and retailers can include their **discounts** on **local, sustainable or fair trade products** to become part of our marketplace.

Educational centers

- **Teach how to recycle correctly** in a pleasant and collaborative way, **educate about sustainability and inculcate responsible consumption habits**.
- Create **challenges and gymkhanas** among your students, **establish groups** by class or **compete with other centers**.

Organizations, associations and NGOs

- Promote **initiatives and environmental or solidarity campaigns**, so that users can support you in a tangible way by exchanging their points, to **receive donations**. It will be real support!

