



RENEWING NATURE
REWARDING YOU

an averda service

LARGEST
**ENVIRONMENTAL
SOLUTIONS** PROVIDER
IN THE MIDDLE EAST
& NORTH AFRICA

DELIVERING TOP-
NOTCH
SERVICES TO
**MILLIONS
OF PEOPLE**
EVERYDAY

OVER **4,000 TONS**
OF WASTE COLLECTED
EVERYDAY

OVER **7,500**
EMPLOYEES
AND GROWING



MORE THAN **35**
YEARS OF EXPERIENCE

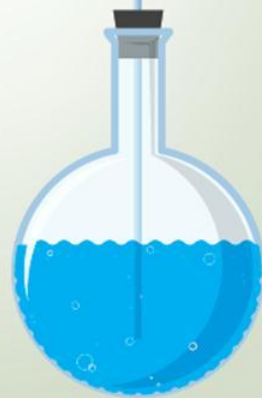
WORKING IN FULL
COMPLIANCE WITH
**INTERNATIONAL
STANDARDS**

WORKING TOWARDS
**A GREENER
TOMORROW**

MOST COST
EFFECTIVE
**& SUSTAINABLE
SOLUTIONS**

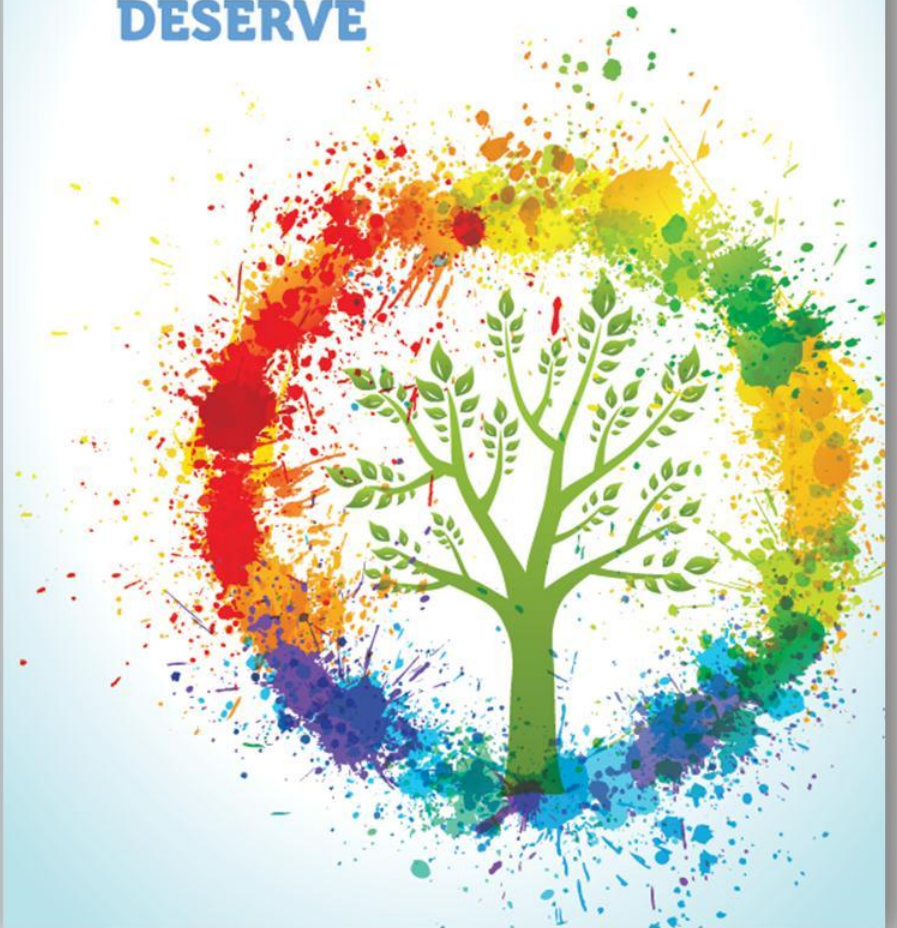
OUR MISSION

TO USE OUR
**SKILL &
TECHNOLOGY**
TO TRANSFORM OUR
INDUSTRY



OUR VISION

TO GIVE OUR
CHILDREN
THE **EARTH** THEY
DESERVE



THE RESOURCE REVOLUTION



DID
YOU
KNOW



One empty bottle in Lebanon...



**... is 1 out of about ~700 000 000 beverage containers
being consumed annually in the country.**



For every empty bottle in China...



...there are more than ~200 000 000 000 others just like it.





Worldwide there are nearly
1 000 000 000 000
BEVERAGE CONTAINERS
being consumed each year.

IN
FACT



A large number of colorful plastic bottle caps are scattered across a white background. The caps are in various colors including yellow, orange, red, white, green, black, and blue. Some caps have visible text or logos, such as "CARLO VASSI" and "V.S. MATURE" on a blue cap in the bottom right corner. The caps are arranged in a dense, overlapping pattern.

**during this presentation 600 000
bottles will be consumed in the U.S,**

A large, dense pile of discarded plastic bottle caps in various colors including red, blue, green, yellow, orange, white, and black. The caps are scattered across the frame, some showing signs of wear and recycling symbols. The text "400 000 will go straight into land fills." is overlaid in white, bold font across the center of the image.

400 000 will go straight into land fills.

**DID
YOU
KNOW**



if those 600 000 bottles were

recycled

the material could be transformed into...



2500

Ski sweaters,



or save enough energy to light up the
Empire State building for ~2 years...



...instead of turning our **nature** into garbage fields,



and **damage** more of our **precious habitats**.



Traditional Way



RETURN TO TRASH
Typical collection rate
~ 20%



DROP-OFF BANKS

Typical collection rate

~40%



OR!

LEGISLATED DEPOSIT REFUND SYSTEMS

Typical collection rate

~80-98%



Data
Collection

Full-wrap
Communication

Space
efficiency



Interactive
Communication

Customized
Redemption
schemes

State of the
art recycling

INTRODUCING THE REVERSE VENDING MACHINE BY ReVa: MAKE A DIFFERENCE, RECYCLE



ReVa ACCEPTS:
Empty plastic bottles
Empty aluminum cans

HOW TO USE ReVa

1. Place  in ReVa
2. Press the green button  to get your coupon.

Available in 116 locations across the UAE in major Malls and Supermarkets, starting with Mall of the Emirates, Deira City Centre and Mirdiff City Centre.

 800-averda | averda.com | ReVa@averda.com

ReVa
RENEWING NATURE
REWARDING YOU
an averda service



HD Video Communication

Charity Donation Boxes

Increased Communication space

www.ReVarecycles.com

Incentive Based Recycling



RECYCLE REDEEM REWARD

WATCH VIDEO

ReVa

RENEWING NATURE
REWARDING YOU
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ABOUT
REVA

LOCATIONS

RECYCLE
REDEEM
REWARD

GET
IN TOUCH



collect points with



Available on the
App Store



1 PET btl.
or Can =
2 Air Miles

ReVa

RENEWING NATURE
REWARDING YOU
an averda service

Receipt 0041

1

8002259090964

PET

1

Get Rewarded!

Collect your Air Miles
48hrs from now @
800ReVa.com
airmilesme.com



1 unit recycled = 2 Air Miles

800 ReVa

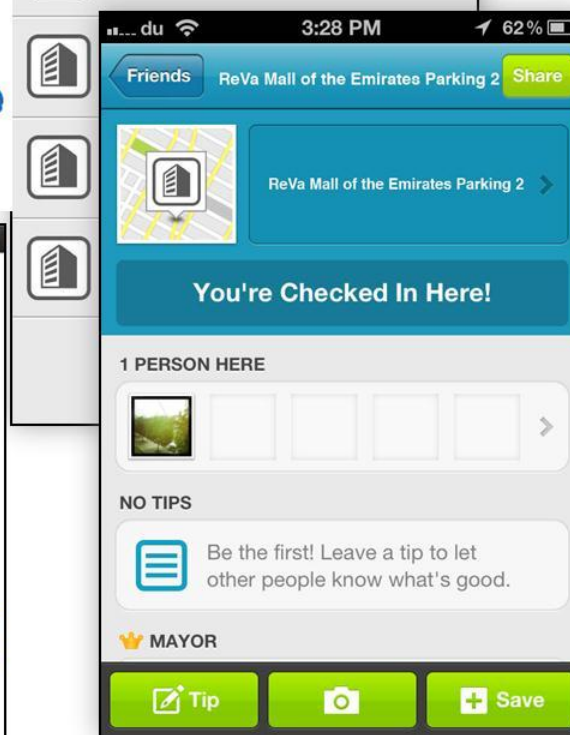
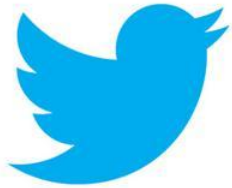
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Online Platform

Complementary service allowing partners to customize & automate their own redemption scheme.

Activation

Social Media



Current and future deployments

Regional Impact



averda

ONE **BIG STEP** ON THE
ECOLOGICAL MAP

ITALY
SPAIN
FRANCE
TUNISIA
EGYPT
LEBANON
OMAN
UAE
QATAR
KSA

RECYCLE. REDEEM. REWARD.

Reva Lebanon

- 32 state of the art Reva machines.
- Located in Prime locations around Beirut, Jounieh & Mount Lebanon.
- Creative communication scheme accompanied with respectable media coverage.
- **R**ecycle, **R**edeem **R**eward
OR
- Donate for a good Cause

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ReVa
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SICPO Sponsorship (KSA)

AlBaik & Jeddah Schools

حملة "البيك" للمحافظة على نظافة البيئة

هذا البرنامج حتى نحقق أهدافنا منه". وأضاف: "لاقت حملتنا لهذا العام تفاعلاً كبيراً منذ انطلاقها، حيث شارك الأطفال في الحملة من خلال توقيع تعهداتهم الخاصة بالمحافظة على نظافة البيئة والمشاركة باستخدام آلة إعادة التدوير، ونحن نأمل أن تبقى هذه التجربة في ذاكرتهم وأن تنعكس على سلوكهم اليومي بحيث يصبحون قدوة فيما يختص بعدم إهمال المخلفات والحفاظ على نظافة وسلامة البيئة".

باستخدام الآلة لإعادة تدوير أكثر من ٧٧٢٠ عبوة مستعملة وقال الرئيس التنفيذي للشركة المهندس رامي أبو غزالة: "إن برنامج البيك للتوعية بالحفاظ على نظافة البيئة بدأ منذ ٢٠٠٥، حيث قمنا من منطلق واجبنا الديني والاجتماعي بعمل حملة تهدف إلى حث الفئة الأكثر فاعلية وتأثراً في المجتمع، وهم الأطفال، على عدم رمي النفايات في غير أماكنها المخصصة، ونمت الفكرة عاماً بعد عام وإلى يومنا هذا ونحن حريصون على أن يستمر

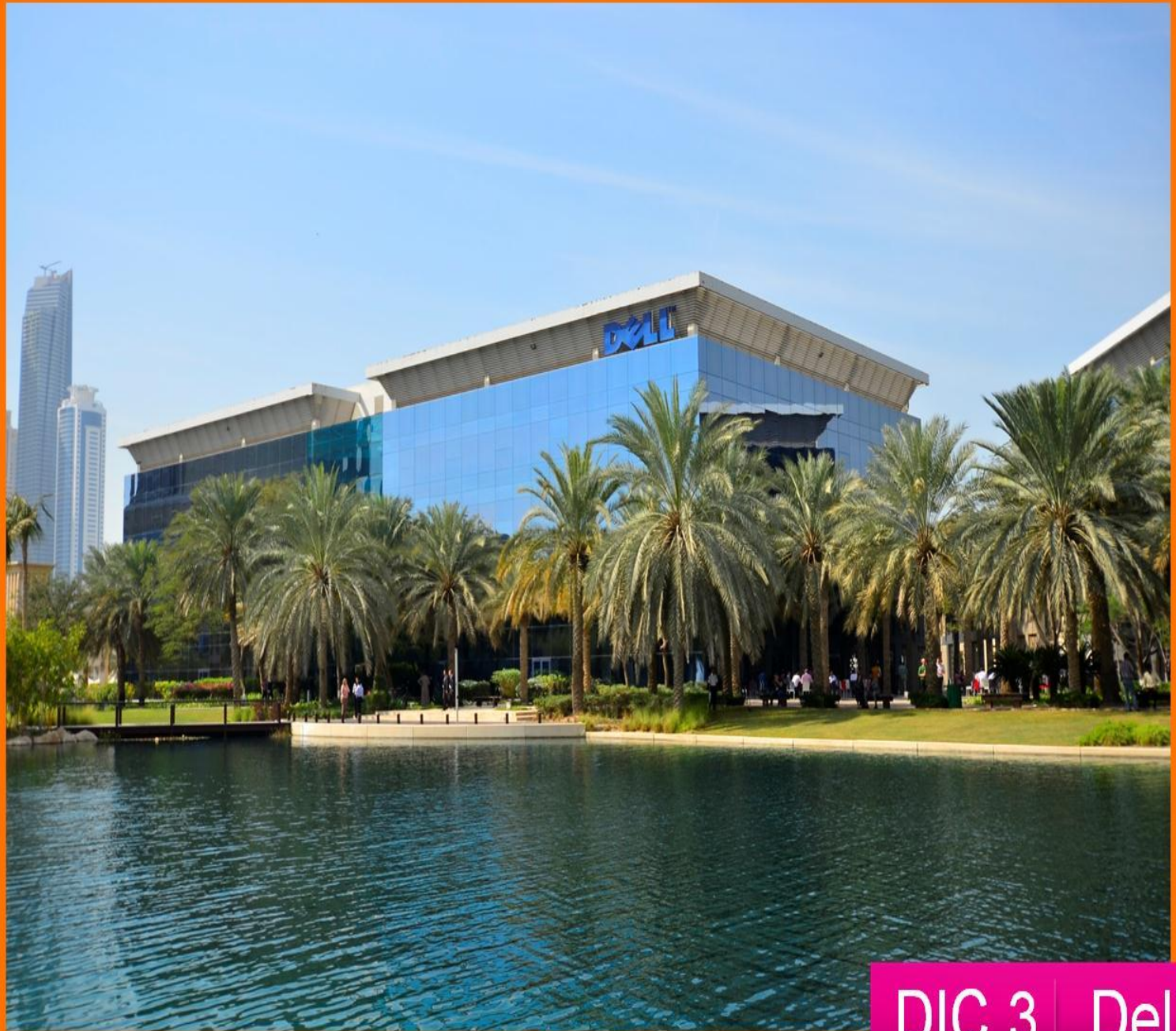
أطلقت شركة البيك للأنظمة الغذائية حملتها للمحافظة على نظافة البيئة لعام ٢٠١٢ من خلال فعالية خاصة لتشجيع النشء على تدوير النفايات، وذلك بالتعاون مع شركة بيبسي كولا العالمية وشركة أفيردا وشركة أسواق البحر الأحمر وإذاعة ألف ألف، وذلك من خلال عرض آلة إعادة التدوير (RVM) في مجمع السردسي مول التجاري بجدة. ولأقت الفعالية، التي بدأت في يناير الماضي إقبالاً كبيراً من الأطفال، حيث قام ٩٦٠ طفلاً وطفلة

Jeddah Schools to date:

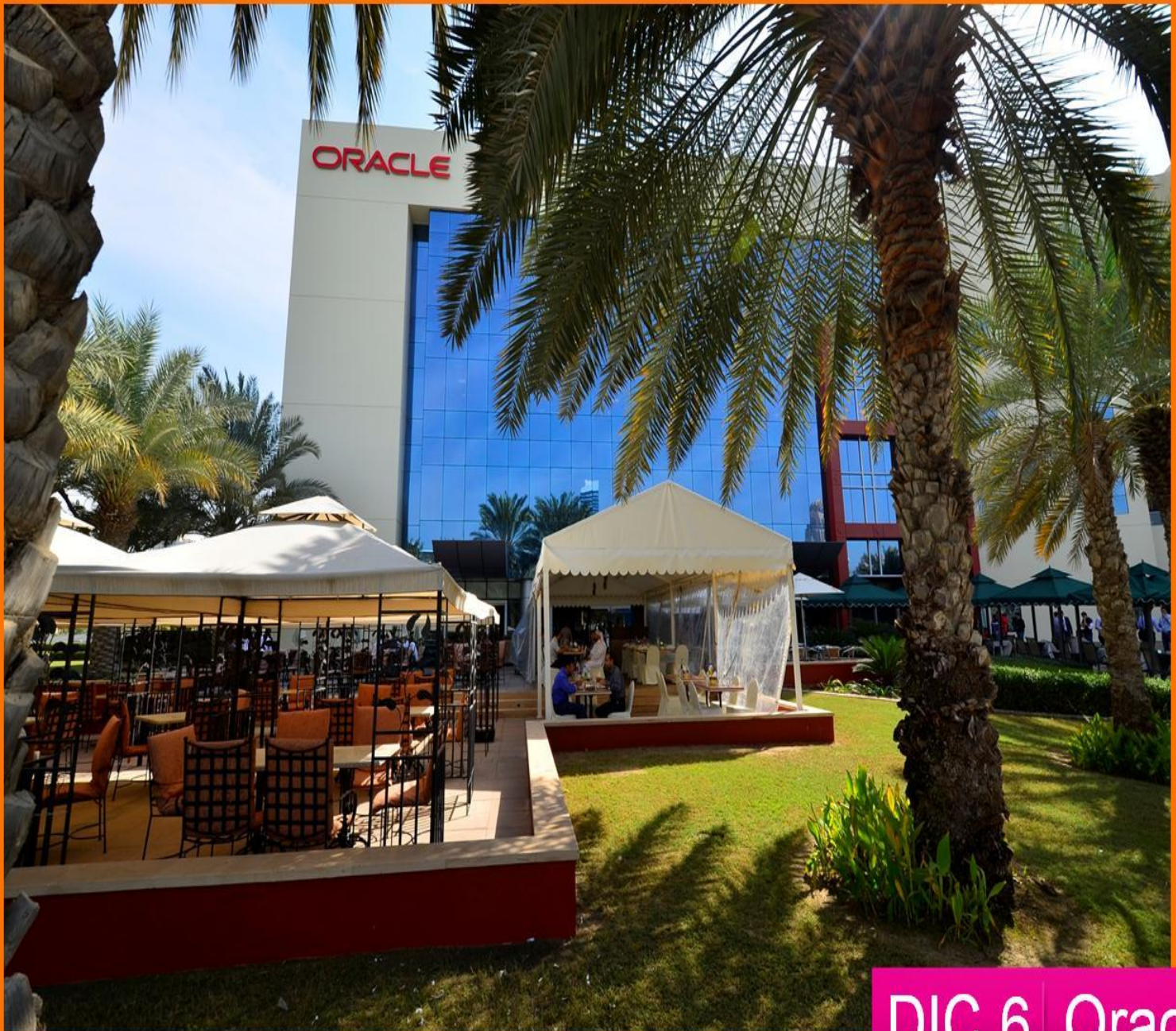
Jeddah Dar Jana Int. School
Jeddah Prep Int. School
Jeddah Continental School
Jeddah American Int. School



Al Watan - Saudi Arabia, 10/2/2013



DIC 3 | Dell



DIC 6 | Oracle





Dubai Internet City 3



Dubai Academic City



Dubai Internet City 6



Dubai Studio City



Dubai Internet City 8



Dubitech



Dubai Internet City 12



Dubai Outsourcing Zone



Dubai Internet City 13



Masdar City



Dubai Media City



Masdar Institute



Dubai Knowledge Village

UAE

The Green Med Initiative (GMI)



“Strategic Project” funded by EU, 12 Mediterranean partners

- **RVMs in 200 Schools & Universities across 6 countries (Italy, Spain, France, Tunisia, Egypt, Lebanon)**
- **Comprehensive Awareness Campaign and Recycling program (Online platform, Events & Workshops...)**

Our role: Design, Development, Technical Consultancy & Implementation Management.

Budget: € 4.5 Million

Granted on 15/06/2012

GMI Partners



Programme funded by the
EUROPEAN UNION



**ENPI
CBCMED**

CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN

Lebanon	CoC* Industry and Agriculture of Beirut and Mount Lebanon
	Averda Servus
	SERVICORP
Egypt	Confederation of Egyptian European Business Associations
	Association of Enterprises for Environmental Conservation
Tunisia	CoC of Tunis
Italy	Regional Association of the Municipalities of Sardinia
	CSPI - CoC OF CAGLIARI
France	CoC & Industry Marseille Provence
Spain	Association of Mediterranean Chambers of Commerce & Industry
	Barcelona CoC
	Foundation for Development Innovation and Technology



*CoC: Chamber of Commerce

Kick-off 10/01/2013

Activation

Community Events



Activation

Exhibitions



H.H. Sheikh Mohammed
bin Zayed al Nahyan
WFES 2012, ADNEC



H.H. Sheikh Hamdan bin Rashid Al Maktoum
WETEX 2012, DWTC

Why Do We Care?

Increase recycling rates – reduce littering

Used beverage containers represents 40 - 60% of litter found in cities and nature. Automated and incentive-based collection systems encourages consumers to return containers for recycling. Reduced littering is good for nature, good for people, and good for the economy.

Improve costumer service - increase customer traffic

Reverse vending machines placed at supermarkets, gas stations, schools or in parks bring citizens and costumers an additional service that allows them to return their empty beverage containers in an attractive and convenient way. Consumer research studies from the U.S show that when shoppers have empty containers to return, they tend to go to the store among their local options that has the best return solution. Up to 22% of consumers are willing to change where they shop if they find a store with a better container recycling solution.

Encourage and reward consumer responsibility

Reverse vending machines encourage consumers to be active recyclers and immediately reward those who take action with an incentive.



Recycle valuable material

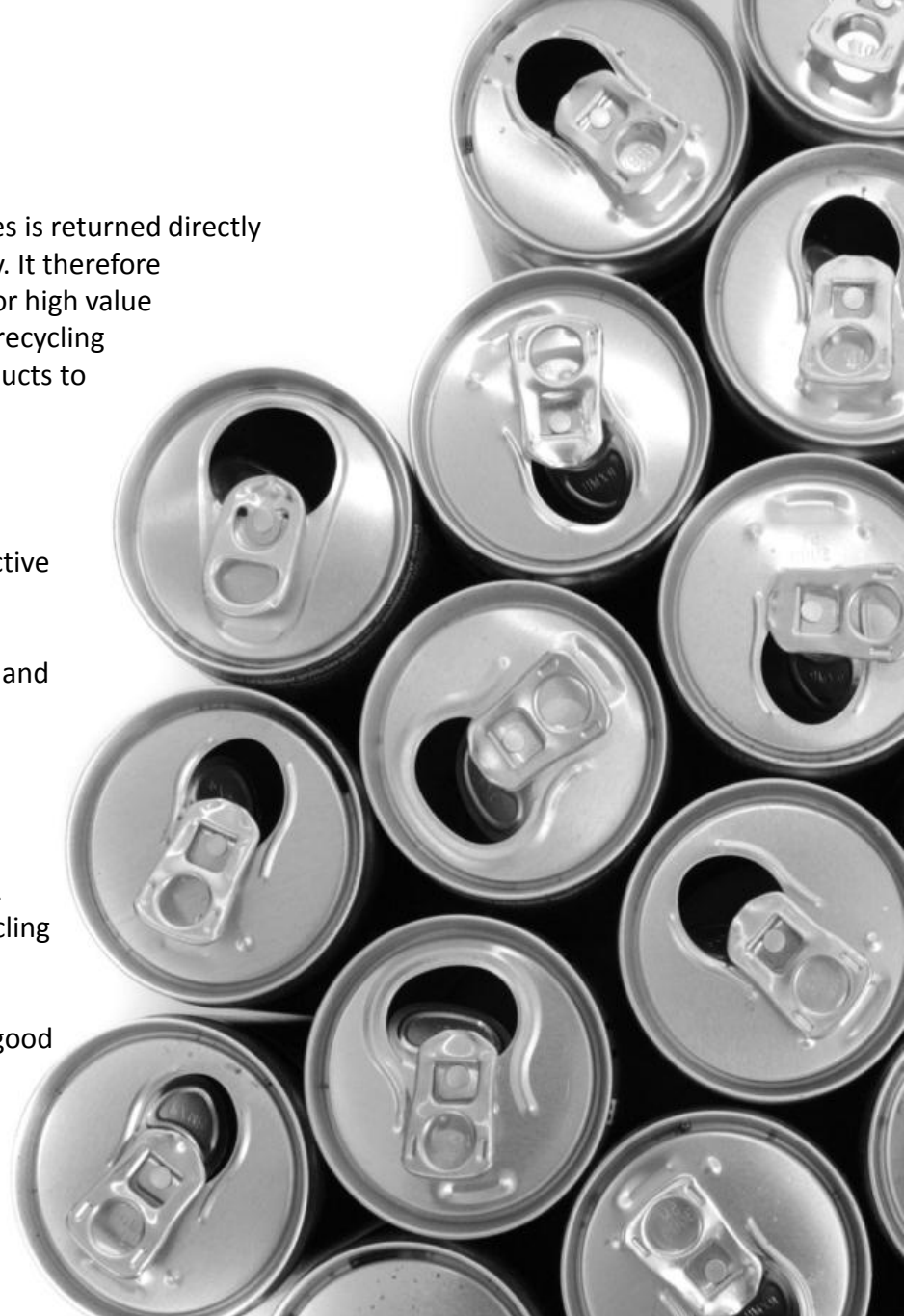
Material for recycling collected through reverse vending machines is returned directly from the consumer, and it is recognized and sorted automatically. It therefore maintains its high value for recycling. The material can be used for high value applications, and therefore provides a valuable feedstock to the recycling industry. The material can be used in manufacturing of new products to replace virgin resources.

Green innovation; use RVMs as an advertising channel

Reverse vending machines interact with consumers and are effective communication tools. Innovative projects using reverse vending machines as an advertising channel are already implemented. Advertising programs can be tailor-made with full-wrap graphics and relevant reward and incentive schemes.

Demonstrate your Corporate Social Responsibility

- **Corporations** can demonstrate their corporate responsibility in practice while communicating their message to consumers.
- **Consumers** engage in the dialogue through an attractive recycling service, and are encouraged by incentives.
- Recycling projects contributes to the development of sustainable practices in **communities** through fostering of good habits and environmental education. They also help to save cost in waste handling.



Thank You