

Brand platform



Vision

What's our
utopia?

A world free from trash

Mission

How do we reach
that utopia?

By making recycling a
rewarding no-brainer.

Attitude

How do we need
to act to get the
job done?

Visionary yet Down-to-earth.
Friendly but Straight-to-the-point.

Promise

What do we
offer?

We offer a global recycling
movement.

We help Consumers make
sustainable choices and reward
them for doing the right thing.

We give Partners an opportunity to
get closer to their customers.

Trajectory

What do people say about us now vs. what should they say in 5 years?

From a recycling app to a natural part of everyday life.

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Internal focus

External focus