

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