



**ree**®  
Recycle | Reward | Reinvent

# **Reecycle.app**

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# WELCOME

Looking to prove your company's sustainability and make the shift towards a circular economy? Look no further than Ree!

We are a recycling software company that offers personalized source segregation systems and detailed data tracking to help companies reduce waste and improve their environmental impact.

With Ree's innovative solutions, you can finally take control of your recyclables and make a real difference for the planet. Join the #Reevolution towards a more sustainable future with Ree today!

# SUSTAINABLE OFFICES

There are several reasons why offices should recycle and be sustainable, including:

**Environmental Impact:** Recycling and sustainable practices can significantly reduce the environmental impact of offices. By recycling paper, plastic, and other materials, offices can reduce the amount of waste they generate and prevent it from ending up in landfills or oceans.

**Economic Benefits:** Recycling and sustainability can also provide economic benefits to offices. For example, recycling paper can save on disposal costs and can provide a source of revenue if the recycled material is sold. Similarly, energy-efficient practices can lead to cost savings on energy bills.

**Corporate Responsibility:** As more and more consumers demand environmentally responsible products and services, companies are under increasing pressure to demonstrate their commitment to sustainability. By implementing sustainable practices, offices can demonstrate their corporate responsibility and improve their reputation among consumers.

**Employee Engagement:** Recycling and sustainability initiatives can also help to engage employees and promote a positive company culture. When employees see that their company is committed to environmental responsibility, they may be more motivated to participate in sustainability initiatives and feel more proud to work for the company.

# REE VALUE PROPOSITION

## “Green is the New Gold: Discover How Our Data-Driven Recycling and Marketing Boosts Your Bottom Line!”

With us at REE, and not any waste management provider, you can get:

1. Higher cost savings- By analysing data we can find higher returns on your waste and recyclables(and rebates)
2. Improved sustainability and systems- With better systems in place, get a competitive edge over your competitors.
3. Use the data to improve your Brand image - Consumers and clients are increasingly conscious of environmental issues, and companies that prioritize sustainability can improve their brand image and appeal.
4. Increased revenue: Data-driven marketing can help companies target the right customers with personalized offers and promotions, leading to increased customer engagement and revenue.
5. Help you create and manage sustainable marketing and events.



With us, now you don't have to have pay different companies to help you with your sustainability, marketing and ESG reports. We can do all of that for you. We make your life convenient by automating everything while letting you focus on what really matters - People. Your employees and guests

# OUR SERVICES



## Waste Management

- Assistance with reducing current costs with current waste providers.
- Waste audit to help you understand your current waste score



## Recyclable Material Management

- Collection of recyclables
  - Personalised source segregation programs
  - Training of employees



## Carbon Emission Avoidance Data

- Carbon Avoidance data to set and improve benchmark
- Carbon avoidance data to help with future ESG goals.
  - Impact reporting to translate carbon avoided to reliable metrics



## Food Waste Management

- Food waste audit
- Food loss programs
- Food waste programs
- Zero waste to landfill assistance
  - Food data
- Personalised food solutions



## Data

- Full data reports
- Breakdown of materials month by month
- Close loop solutions - Where they ended up. What happened to the waste after it leaves your facility
- Recommended changes
- Better landfill diversion opportunities



## ABOUT US

Ree is a software company that helps you better understand, optimise and reduce your waste. REE is the answer for single & multi-location businesses looking for an all-in-one waste and recycling solution. For brands looking to improve their brand image. For groceries and restaurants looking to reduce food loss. And more.

Enhanced visibility into your waste management services means deeper insight into your waste streams, informed decision making, and increasingly efficient action taken across locations. By identifying landfill diversion opportunities and designing and implementing solutions to deliver on them, we will help you save time and minimize waste throughout your organization—whether you are under contract with another provider or not.



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***“Did you know that only 9% of all plastic waste ever produced has been recycled? It’s time to change that and use data to make informed decisions that will lead to a more sustainable future.”***



*Our ultimate goal is to be out of business in Five years*

At our core, our team is a bunch of misfits that got together to solve their own pain point, while trying to change the way people think of waste. A little later, and here we are determined to create a positive impact and change the way people think about waste.

Our go-to statement, “It’s only waste if it’s wasted,” is a testament to our belief that waste can be a valuable resource if we use it wisely.

The urgency of climate change and environmental issues requires swift action. Our main objective is to help you create a lasting global impact in the market by solving the pressing problem of source segregation while contributing to broader systems reset.

Our ultimate goal is to be out of business in five years, as we hope to inspire other companies to follow our lead and prioritize sustainability.

As a team, we are committed to accelerating the UAE’s vision of zero waste to landfill by 2050 by at least two decades. With the upcoming COP28, we recognize that we must act now to make a meaningful difference.

Let’s work together to transform waste from a problem into a solution.



# THE REE PROCESS

## **Before We Start**

Before your bespoke recycling solution is implemented, we like to do the following to understand your waste streams and staff knowledge:

**Site Visit** - This is to identify what waste is currently generated and potential locations for collection points.

**Employee Questionnaire** - We like to gauge your employee's knowledge and commitment to creating a recycling environment. The results of the questionnaire define the onboarding session we develop for you.

## **Set-up & Onboarding**

We like to either have an onboarding session with the staff before or on the day that the recycling solution is put in place. The onboarding session consists of:

- An introduction to who Ree is
- What services we are providing
- Address any issues that arose in the employee questionnaire
- Overview of process
- A best practices guide
- An interactive quiz

## **Post set-up**

**1st collection** - At this point we always check in to see how the initial stage has gone and whether there are any immediate issues that need to be addressed with regards to the set-up.

**1st Analysis** - Thanks to your tracking we are able to analysis your recycling and provide feedback on how to improve.

This is done through the report but can also be follow-up employee workshops.

**1st month report** - You'll receive a report at the end of the month showing your progress. It's at this point where we ask the employees to identify how they would like to view their data (unless you have a Basic Report, which does not include equivalent data analysis)

**Staff interviews and workshops** - We like to conduct interviews and follow-up workshops with members of staff. These are for both promotional and educational purposes.



# ADDITIONAL SERVICES



## Marketing Assistance



We provide marketing metrics that are relatable to your wider community. Our metrics help you market your efforts.

## Sustainable Events



Our systems assist you in running events sustainably while getting data, helping you improve event by event.

## Employee Benefits & Engagement



We provide discounts to employees for our services so they can carry on the good work at home, while getting them involved in the overall discussion process.

## Rewards



Help us help you reduce waste and get rewards for your employees and wider community. OR get visibility for your own rewards.



## COMPOSTING SOLUTION

According to the Food and Agriculture Organization of the United Nations, approximately one-third of all food produced in the world (that's about 1.3 billion tons) is lost or wasted every year. To put that into perspective, that's enough food to feed the 800 million people who suffer from hunger worldwide four times over.

With REE, either through us or our channel partners, we can help you reduce your food waste. Our solutions include an anaerobic process where the end product helps improve the strength of composts and soil with the addition of the final product - Fermented mess, or your more automated aerobic compost solution products. If that is not enough, we can dive deep into our partner list and help you with a more personalised and cost-effective solution.

# REE BINS



## RECYCLING BOX

Material: Recycled Carboard  
Features

- Interchangeable lid for different material
- Sturdy lightweight build
- Customisable design (additional cost)

Price per unit: 100AED



## LARGE COLLECTION

Material: Waste Board  
Features

- 5m<sup>3</sup> Volume
- Made from material we were unable to recycle
- On coasters to allow easy movement
- Customisable design (additional cost)

Price per unit: 1,400AED



## HEAVY CARDBOARD

A more solid version of our usual box, with honeycomb cardboard. Ideal for being temporarily outside.

Volume: 1.35m<sup>3</sup>

Price Per Unit: 200AED



## 3 COMPARTMENTS

Steel metal bin with 3 compartments for different material. Ideal for permanent placement outside.

Price per unit: 1600AED

## CONTACT US

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