



Cyclofi

Smart Loyalty to boost Circular Economy

From Idea to Commercialization



Vision



Large Scale Positive Societal
"Behavioral Change"

- ✓ Envisage "To become the ultimate web + mobile app that rewards consumers who practice environmental causes and respect the principles of circular economy in general"
- ✓ Create the largest community with more than 1M eco conscious users

Ongoing R&D

Cyclefi **already** participates on **two (2) research projects** under the General Secretariat for Research and Technology, eligible to receive public funds up to **180.000EUR**. Also, Cyclefi is awaiting from the General Secretariat for Research and Technology, to be awarded on **two (2) more research projects** from the 2nd round of calls, expecting to receive in total about **190.000EUR in grants**.



Lastly, Cyclefi already **submit two (2) more research projects proposals**, on Horizon2020 (<https://bit.ly/3q8Jn6o>), aiming to be awarded with more than **450.000EUR in public grants**.



(See more info: <https://www.cyclefi.com/research-development>)

Patent Strategy

Cyclefi is the owner of the Patent No. 1009483/20.03.2019, which has the following IPC Classification numbers G06K 17/00, G06Q 50/10, G06Q 50/26 και G06Q 10/06, with Diploma Number 3/2019 at 09.05.2019 valid up to 14.12.2037.

Cyclefi also apply for this patent at the North Macedonia' Patent Office (Number of Application: P-2020/433 at 11/04/2020), which is an OECD member country, and according to a Greek Law (4172/13, article 71A), a company that has one patent on the Greek Patent Office and also the same patent active on one more Patent office of a country that belongs on OECD, then this company is **granted with tax free on profits for three (3) fiscal years**, starting from 2021.



In a nutshell

We give away discounted coupons to reward consumers who purchase eco-friendly products.



Cyclefi is a first-of-its-kind **web and mobile application** that is **interconnecting** product owners (brands) of Fast-Moving Consumer Goods (FMCGs) and **e-shops** to reward consumers who support circular economy principles.

4 Ways to get rewarded



Loyal Bonus



Eco Bonus



Referral Bonus

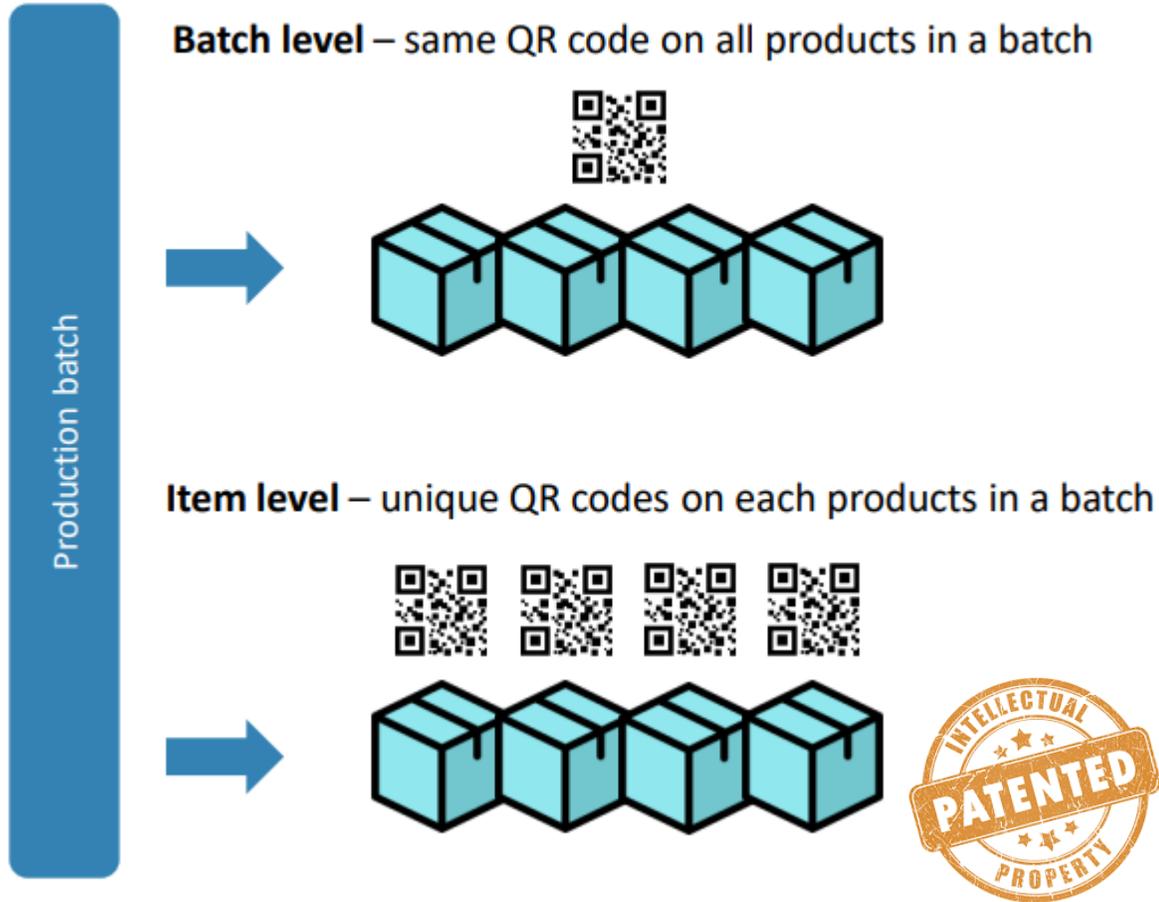


Recycle Bonus



Technology (Tracking at item level)

Product serialization



Solution



3 steps consumer journey



1 Get the Product



2 Activate the code



3 Get Discounts



10 discounted coupons & online deals **per each** product' activation code!!!

ΣΥΝΕΡΓΑΖΟΜΕΝΕΣ ΕΠΙΧΕΙΡΗΣΕΙΣ

Βρες τις καλύτερες προσφορές και εκπτώσεις σε αγαπημένα σου προϊόντα και υπηρεσίες. Μην ξεχνάς να πραγματοποιείς οικολογικά υπεύθυνες αγορές "φιλικών προς το περιβάλλον" καταναλωτικών προϊόντων και υπηρεσιών.

Όλα

Eco

Φαγητό

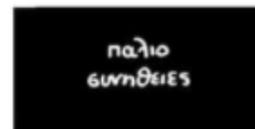
Διασκέδαση

Ομορφιά

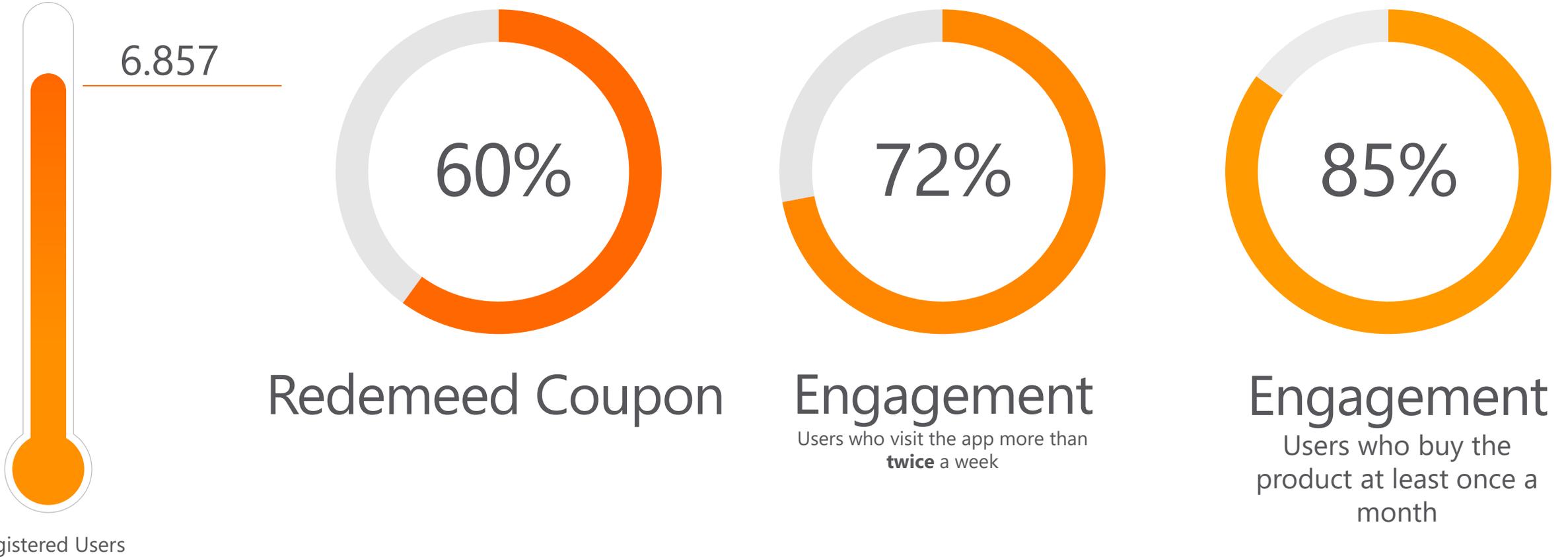
Ένδυση

Προϊόντα

Υπηρεσίες



Performance



Churn Rate: 2% (High retention due to gamification)

Recycle-Bonus



Recycle-Reward (Business Cases)



Problem



The current European recycling value chain for PC-FC-PPW has not reached its full circularity potential, rather presents a really low performance as is apparent from two Circular Performance Indicators (CPIs):

- 1) net packaging recycling rate and
- 2) the recycled food grade plastics produced.

Problem

Due to mixed post-consumer (PC) food-contained plastic packaging waste (FC-PPW) recovered materials are only applicable in non-food packaging and applications

(determined and governed by legislative constraints REACH requirements, Waste Framework Directive (WFD) for the use of recycled plastics as Food Contact Material (FCM) and above all European Commission's published Regulation No. 282/2008.)

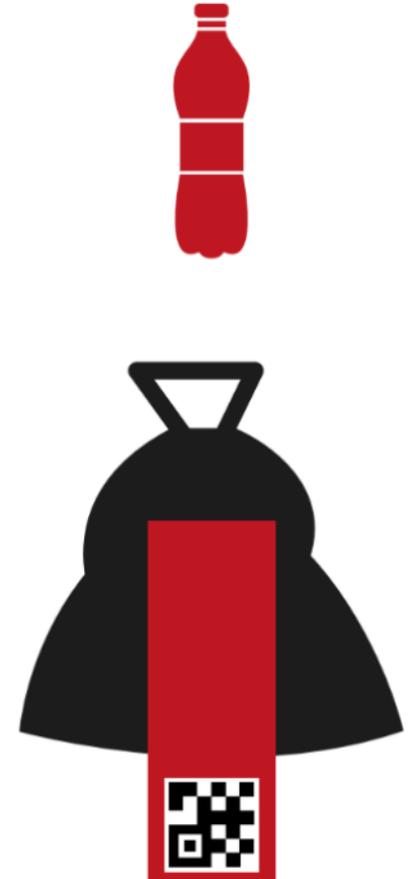
European Food Safety Authority (EFSA) requires the food grade recycling to come from the food-contact market, making apparent current circular value chain inability to effectively separate plastic packaging once contained food



Sorting @ Households



- ✓ Demonstrate a self-explanatory, easy and economical sorting technology, to transform separating of **food-contained (FC) post-consumer plastic packaging waste (PC-PPW)**, into an easier and pleasant process that guides citizens the use of intelligent bag label stickers based on color-coding of material type.
- ✓ The system represents a new and innovative take on the logistics used for sorting, transporting, and processing household waste.
- ✓ The color-coded label stickers are associating a refusal bag filled with **food-contained (FC) post-consumer plastic packaging waste (PC-PPW)**, materials, with a corresponding user.
- ✓ Citizens will receive unique label stickers based on color-coding, on which a personal QR-code ID is written on. The information on the tags would be the resident's name, address and house/apartment number. This means, all **food-contained (FC) post-consumer plastic packaging waste (PC-PPW)** have a designated owner.



Empowering refusal bags



Tool to Sort



Tool to Sort

The image shows three vertical sorting panels. The left panel is blue and labeled 'PMD' (Plastic, Metal, Glass) with icons of a bottle, can, and glass. The middle panel is red and labeled 'Πλαστική φιάλη (Plastic Bottle)' with a bottle icon. The right panel is yellow and labeled 'Χαρτί/Χαρτόνι (Paper)' with a paper icon. Each panel features the Cyclefi logo and a QR code at the bottom. Below the QR codes are the alphanumeric codes: A90060L20020, CB90060L20040, and B90060L20030.

PMD
Άλλα Πλαστικά, Μέταλλα, Τετραπάκ
Διαλογή στη Πηγή (ΔσΠ)
με χρωματική κωδικοποίηση

Cyclefi
Διαλογή στη Πηγή (ΔσΠ)
με χρωματική κωδικοποίηση

PMD
Άλλα Πλαστικά, Μέταλλα, Τετραπάκ

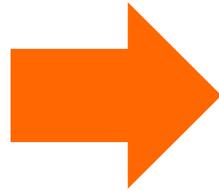
Πλαστική φιάλη
(Plastic Bottle)

Χαρτί/Χαρτόνι
(Paper)

A90060L20020

CB90060L20040

B90060L20030



A 5x6 grid of QR codes on a red background. Each QR code is accompanied by a small icon of a bottle and the alphanumeric code A37770046721. The QR codes are arranged in a grid with dashed lines separating them.

Plastic bottle - Πλαστική φιάλη
A37770046721

Tool to Sort

1 Βάζω τον «Κάστορα» στο σπίτι μου



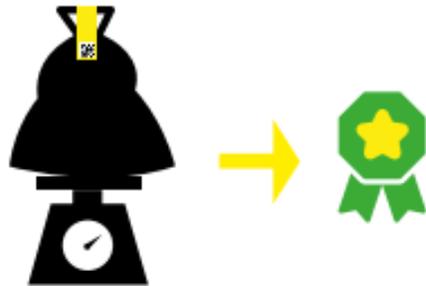
2 Ταίζω τον «Κάστορα»



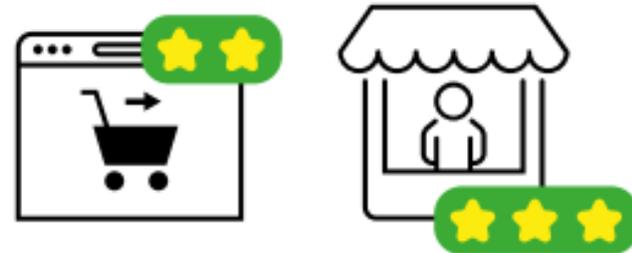
3 Βγάζω τον «Κάστορα» βόλτα



4 Ο «Κάστορας» ζυγίζεται



5 Ο «Κάστορας» επιβραβεύει

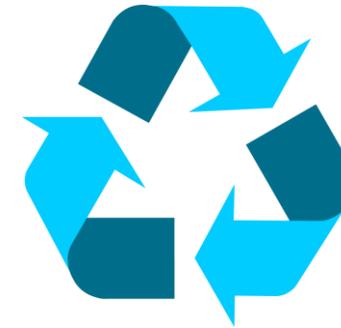


Cyclefi created the 1st of its kind, waste measuring technology

Metering in Consumption

The diagram illustrates three types of utility meters. On the left is an electricity meter labeled 'KILOWATTHOURS' with five small circular indicators and two rectangular display windows. In the center is a gas meter labeled 'CUBIC FEET' with four sub-dials for '1 MILLION', '100 THOUSAND', '10 THOUSAND', and '1 THOUSAND' PER REV, and a larger dial with a blue star. On the right is a water meter labeled 'Cubic Feet' with a large dial and a digital display showing '012355'.

Electricity **Gas** **Water**



RECYCLING

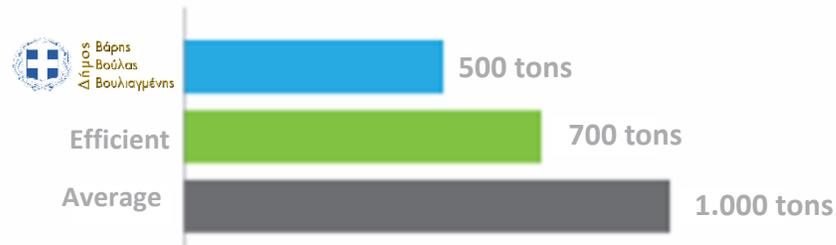
**Measurable with
Cyclefi**

Comparisons

Comparisons with similar Municipalities

Recycling Performance at your City compared to similar cities

5 October '19 – 5 November '19



How you are doing?

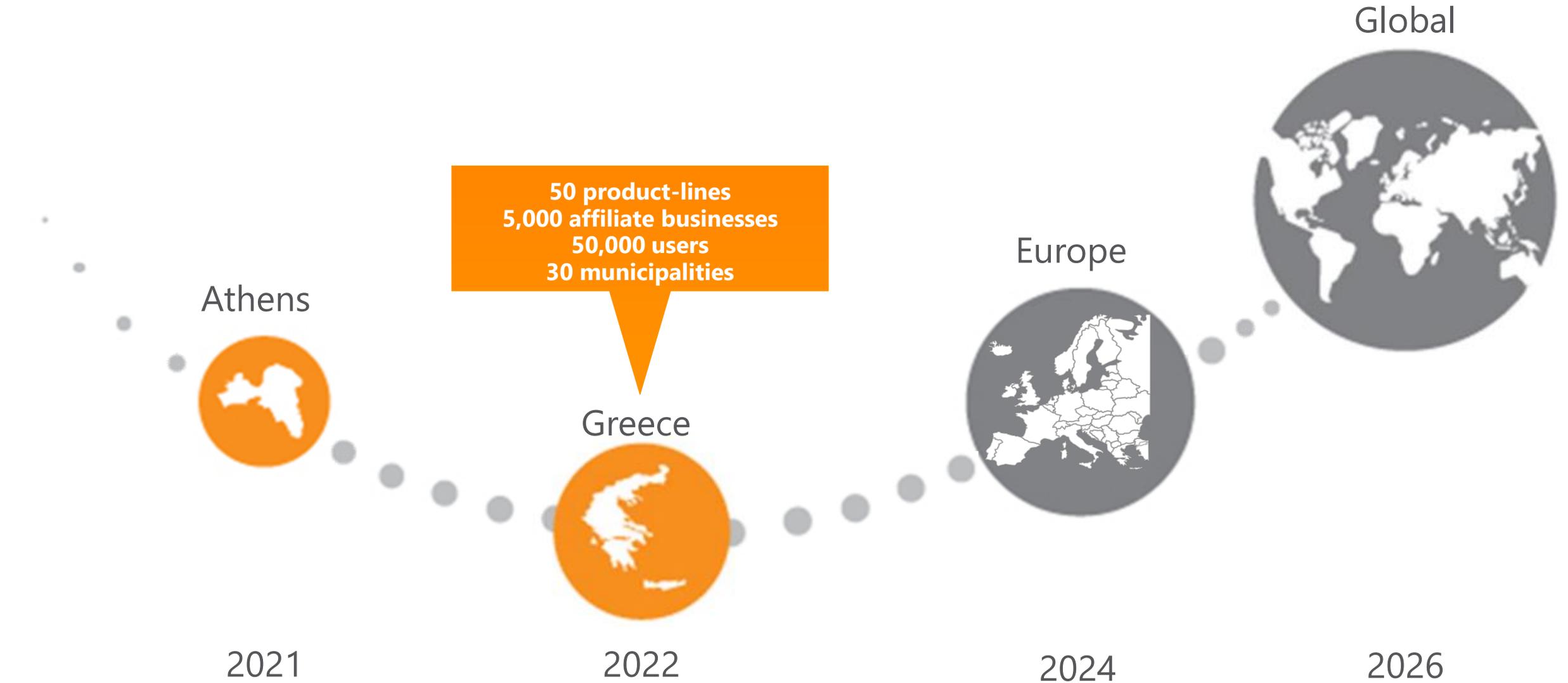


How is this calculated?

Your recycling performance is compared to approx. 18 similar-sized cities



Ambitions & Goals



**Thank you for
your attention!**



Cyclefi

Join the movement and help us boost a great positive behavioral change

Contact us



facebook.com/cyclefi



[@cyclefi](https://twitter.com/cyclefi)



24, Melissou str., 11635,
Athens, GR



216.8090.274

Q&A

