



The Plastic Circular Economy Reward Platform

Petcore Conference – June 3rd 2021
Eric Schaffner



zeLoop.net



@zeLoopApp



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hello@zeLoop.net



ZELOOP || COMPANY PURPOSE



Empowers
Businesses and Institutions
to incentivize end-users in embodying
Pro-Environmental Behavior



For a litter free world!



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Plastic can
end
in nature

Why?



Plastic is not valued enough...

**Would you
litter with
gold?**



We close the loop of the circular economy



By focusing on consumers...

Rewarding them for their participation



And driving higher collection rates



Our Solution :

The first Circular Economy Rewarding Platform

Consumers are given incentives for their pro-environmental behaviours with a first focus on plastic bottle collection

A Platform
built of our reward engine



A Crypto Token



Eco Reward

A game
for an exciting experience



Use of blockchain technology for
a trustable and scalable ecosystem



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A mobile application to reduce plastic littering

Simple to implement

Simple to use

Gamified

Interacting with Social media





Simple steps to make a difference

Users will join ZeLoop community and play a game where :



They collect plastic bottles...



Drop them at nearest collection centre, take a picture, upload it on the App...



And earn Eco Reward tokens that are exchangeable for good, services or even money





Global consumers want
to live
more sustainable and mindful lives.

81%

feel strongly that companies should help
improve the environment by implementing
programs to this effect.

% of respondents of Nielsen global sustainability report



ZeLoop gives visibility for brands through



- Challenges for consumers
- Employee engagement
- Support for communication
- Events
- Market place



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Eco Missions for consumers engagement



Chose :

- Duration
- Territory,
- Participants



Define :

- Rewards
- Winners
- Frequency of challenges



Your Brand Challenge

Start December 1st 2020

December contest

Deposit as many bottles as you can

Challenge open to all users

Awesome Rewards for top 3 collectors !

1st place : Staycation for 2 persons at Funstay resort

2nd place : 4 entrance tickets at Adventure4U

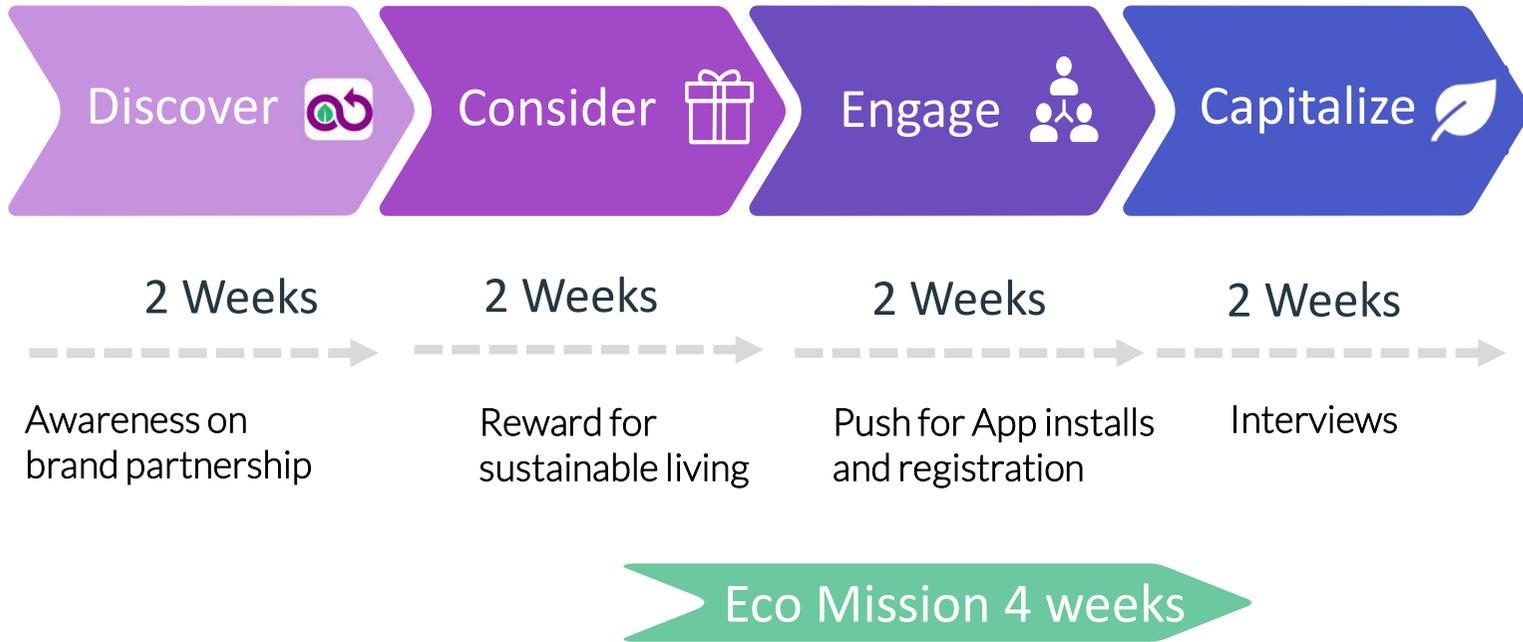
3rd place : 2 tickets at DubaiMovie



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Brand exposure on extended duration



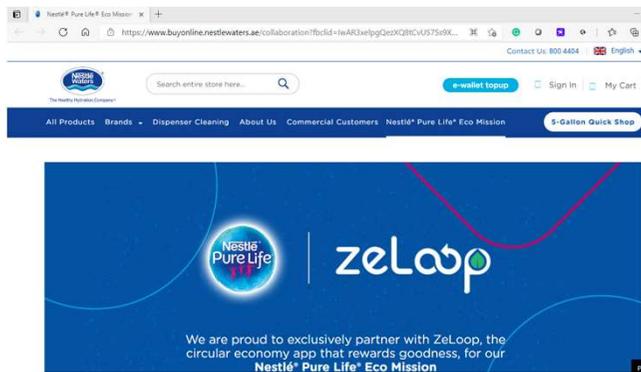


Nestle Pure Life Eco Mission

March 17th to April 29th - United Arab Emirates
7 Weeks Communication campaign



Micro site



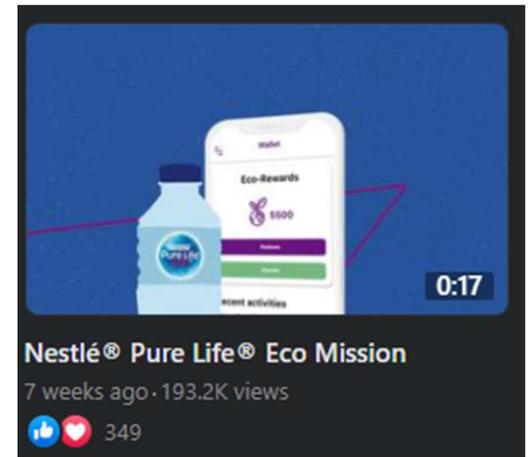
7042 visits

Press release



Reach :
4 Millions views

FaceBook & Instagram posts



Reach :
1,7 Millions views



We can also support specific events



Cleanups

By rewarding participants using the app
(Organisation of clean up not included)



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Redeem program



User can convert Eco Rewards for vouchers from your brand to be used on your e-commerce platform

- Partner Brand visible
- Bring new customers
- Increase loyalty

1 bottle valued up to € 0,25
Discounts up to 50%



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With ZeLoop, plastic is turned into gold !



A smart method to educate consumers



Thanks to an original sorting



For more collection



With a better quality

We help consumers on the go with collection point qualification increasing their trust in the system

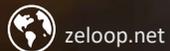


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Let's make a positive impact for our planet
Together
Now!

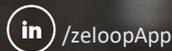
Eric Schaffner
CEO and Founder
+971 55 43 17 808
eric.schaffner@zeloop.net
<https://linktr.ee/zeloop>



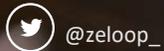
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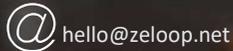
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