

Press release

Abu Dhabi, 28th of April 2021

Middle East - UAE - Waste - Circular economy - Plastic recycling

Agthia, Borouge, Coca-Cola, Nestlé, PepsiCo, Majid Al Futtaim and Unilever encourage the adoption of free door-to-door recycling with the RECAPP app, launched by Veolia in Abu Dhabi.

First launched by Veolia Middle East, with Agthia Group as a pioneering partner, in November 2020, RECAPP is the UAE's first free-of-charge digital door-to-door service collecting recyclables and rewarding responsible behaviour for its members.

RECAPP is a trustworthy and effortless solution for collection of recyclables, raising awareness and creating a sense of community for a more sustainable lifestyle.

RECAPP has signed a new partnership with Borouge, Coca-Cola, Nestlé, PepsiCo, Majid Al Futtaim and Unilever to support the launch of the application and gain widespread attention and participation from across Abu Dhabi's communities. Furthermore, the Ministry of Climate Change and Environment (MOCCA) endorses the initiative as part of its Sustainable Ramadan campaign. Aiming to showcase their commitment to driving a circular economy in the UAE, participating industry members strive to close the loop for various materials by partnering in an innovative recyclable collection scheme that enables segregation at source and diversion away from landfills.

A major step for communities, the RECAPP service brings along a solution to challenges faced as residents and citizens strive to partake in the circular economy and transition to more sustainable households. RECAPP empowers each individual in their recycling process by offering an easy and efficient way to schedule pick-ups for recyclable material, such as plastic bottles and aluminium cans. It also offers a reward program to incentivise recycling amongst its members. "The more you recycle, the more points you win" is the core principle of RECAPP. Consumers are able to redeem rewards from the online rewards marketplace. Each time a user recycles, points are accumulated based on the weight of the collected recyclables.

His Excellency Eng Saif Al Shara, Assistant Undersecretary for the Sustainable Communities Sector at MOCCA, said: "The UAE government and private sector work hand in hand to develop a circular economy model to combat the issue of packaging waste pollution. Together, we aspire to build a comprehensive circular economy ecosystem that engages all stakeholders in achieving our common goal. In this context, MOCCA is proud to support the RECAPP initiative that seeks to cultivate

responsible consumption patterns and instil recycling habits among the country's population. With its easy-to-book door-to-door recycling service, the solution maximizes convenience and helps overcome the main barriers to recycling. We hope to see widespread adoption of RECAPP, and look forward to its expansion across the seven emirates.”

“**RECAPP** app, launched by Veolia, offers a convenient and rewardful solution to recycle from home, whilst enabling a sustainable lifestyle and circular economy. We are really proud to receive the support of leading Packaging, F&B and retail companies to encourage the recycling reflex all over Abu Dhabi's communities” said Jérôme VIRICEL, General Manager of RECAPP - Veolia Middle East

Working hand in hand with Agthia Group in promoting the recycling reflex and encouraging responsible behaviours with a generous reward scheme, RECAPP has already garnered a community of 1500 users and more than 3 tons of recyclable materials. With RECAPP, the primary objective is to make recycling easy and accessible for the masses. At home, people are one step away from protecting their environment. Users simply visit Apple Store or Google Play, search for Go RECAPP, download the application, and embark with their families on a rewarding recycling journey.

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Veolia group aims to be the benchmark company for ecological transformation. With nearly 179,000 employees worldwide, the Group designs and provides game-changing solutions that are both useful and practical for water, waste and energy management. Through its three complementary business activities, Veolia helps to develop access to resources, preserve available resources, and replenish them. In 2020, the Veolia group supplied 95 million people with drinking water and 62 million people with wastewater service, produced nearly 43 million megawatt hours of energy and treated 47 million metric tons of waste. Veolia Environnement (*listed on Paris Euronext: VIE*) recorded consolidated revenue of €26.010 billion in 2020. www.veolia.com

Contacts

Veolia Middle East Media Relations

Pauline Dumons

Tel. +971561187855

pauline.dumons@veolia.com