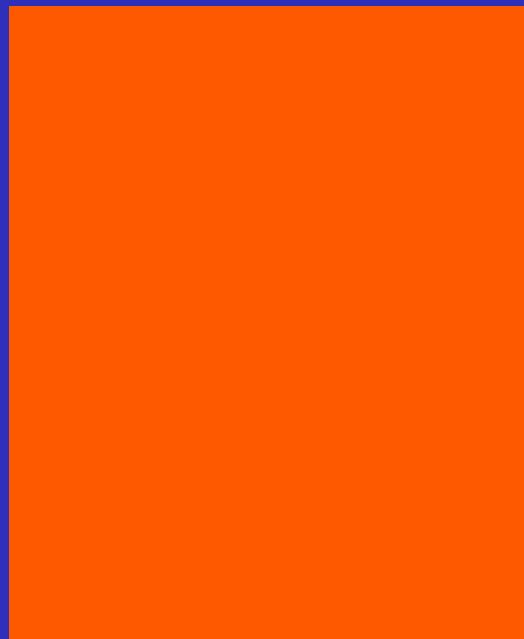
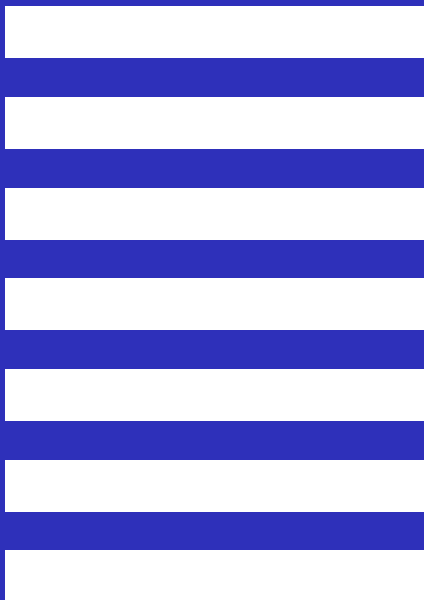


byewaste

# Press Kit



# Hi there!

You are looking at the press kit of Byewaste.

We help citizens to give back to their community and the planet by collecting discarded items from their homes for free.

## We pick up:

- ✔ Textiles and clothing
- ✔ Electronics
- ✔ Books
- ✔ Toys
- ✔ ...and more!



## We are currently active in:

gemeente **Capelle**  
aan den IJssel



**Gemeente Rotterdam**

## Our partners are:



**Boekenbalie**

# Media Kit

Logos:



Taglines:

**#NoTimeToWaste**  
**SIMPLE. USEFUL. NOW.**

Color palette:

 #FFFFFF	 #000000	 #26D07C
 #7A00B5	 #2E31B4	 #FF0000
 #E60086	 #EB5A28	 #FFE732

You can [email us](#) to request visual materials for your article about Byewaste:



Our cargo e-bikes in front of Rotterdam Central Station.



Byewaste employees with Capelle a/d IJssel's alderman.



COO Francisco Rivera in front of our cargo e-bike.



## Who are we?

**We are Byewaste, the free pick-up service that is eliminating waste.**

By collecting the items that people no longer use for free from their homes, we provide our users with an easy solution for a tidier home and a cleaner planet.

Together with our network of partners in reusing and recycling, we make sure that each item gets a second life.

This is how we prevent harmful chemicals from ending up in the environment and help our users to effortlessly give back to their community and the planet.

## Did you know?

Per pick-up, we save around **34 kg of CO<sub>2</sub>** from ending up in the atmosphere. This is more than one and a half times as much as the amount of CO<sub>2</sub> that a mature tree filters out of the air in a year.

## Why is this so important?

**The traditional options for reusing and recycling are quite complicated and time-consuming.**

As a result, many usable items get lost among the residual waste on a daily basis. By simplifying the aforementioned processes, we want to make sure that no valuable materials are going to waste.

**40,000 tonnes**

of household electronic waste **are incinerated annually** in the Netherlands.

Clothing is vastly underutilised, with **70% of textile** lost in the trash.

**Only 35%** of non-traditional waste **is recycled.**

## Our story

Our CEO Tommaso Troiani came up with the idea for Byewaste in a Smart City Hackaton in 2018. In 2019, the company was founded.

During that same year, the first pilot study took place in Delft. To see whether there was a need for a service like Byewaste, we knocked on 500 doors to collect e-waste. In July 2020 we went all-in with another successful pilot study, covering 3000 households in Vlaardingen.

As the results of these studies were promising, we decided to officially launch our service in Capelle aan den IJssel. In this municipality, we have already helped hundreds of customers to get rid of their old items.

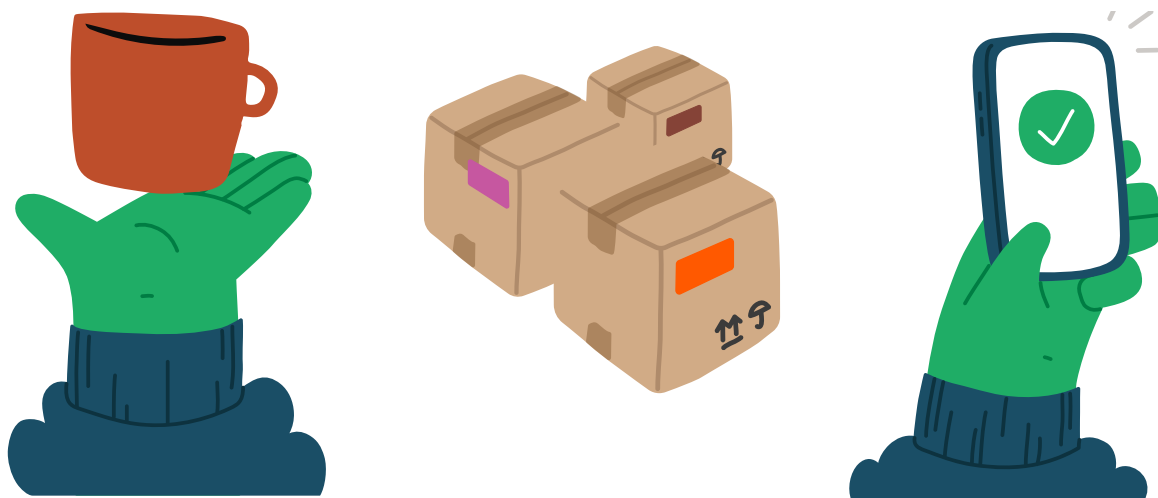
We are now also launching our service in Rotterdam, and are looking forward to expanding to new areas soon.

## How does it work?

With our mobile application, getting rid of your old items is as **easy as ordering a pizza**.

To make use of our service, users only have to sort their belongings into different bags or boxes according to their category (electronics, textiles or mix). Then, they label these bags with our **printable stickers** or pen and paper. An appointment can be made through the Byewaste app.

More detailed instructions on how to use our service can be found **[here](#)**.

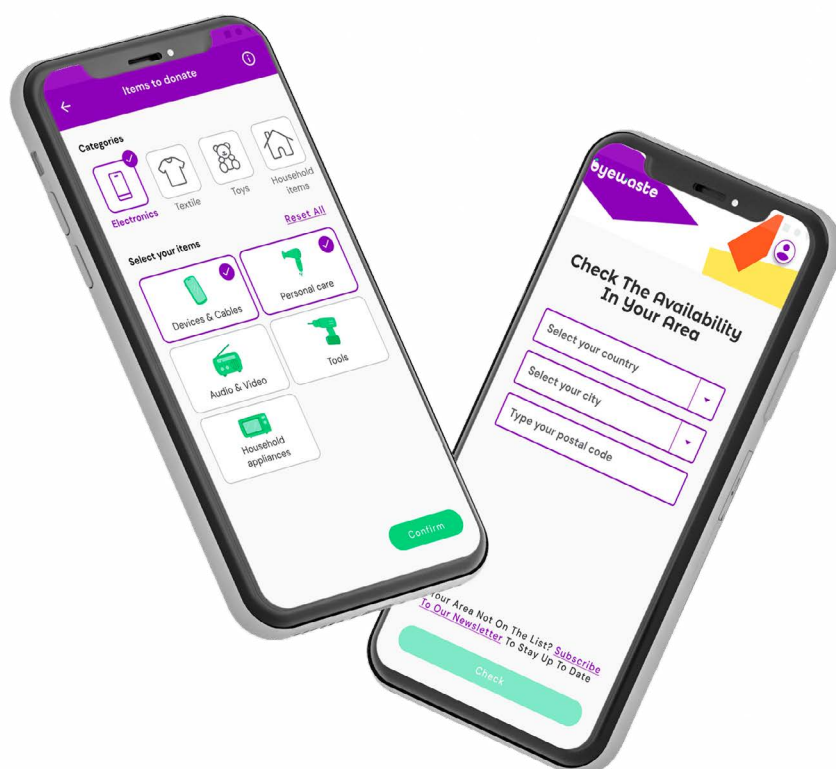




## Our impact

You can find additional information about the environmental impact of our service in the following document:

### **Byewaste Business Report**



## Contact information

Do you want to receive more information, or would you like to speak to us personally? You can reach us by:

Phone: **+31 6 31093575**

Email: **[info@byewaste.app](mailto:info@byewaste.app)**