



Making sustainability possible

The app for citizens and territories

for



The context



ITALY: a nation set on RECYCLING!

A virtuous circle if:

- **People** knows how to recycle correctly
- **Municipalities** have an efficient collecting system

Otherwise:

- **People** get fines
- **Municipalities** undergo economic loss
- unsorted waste keeps **landfills** and **incinerators** running
- **EU** puts fines on the IT government

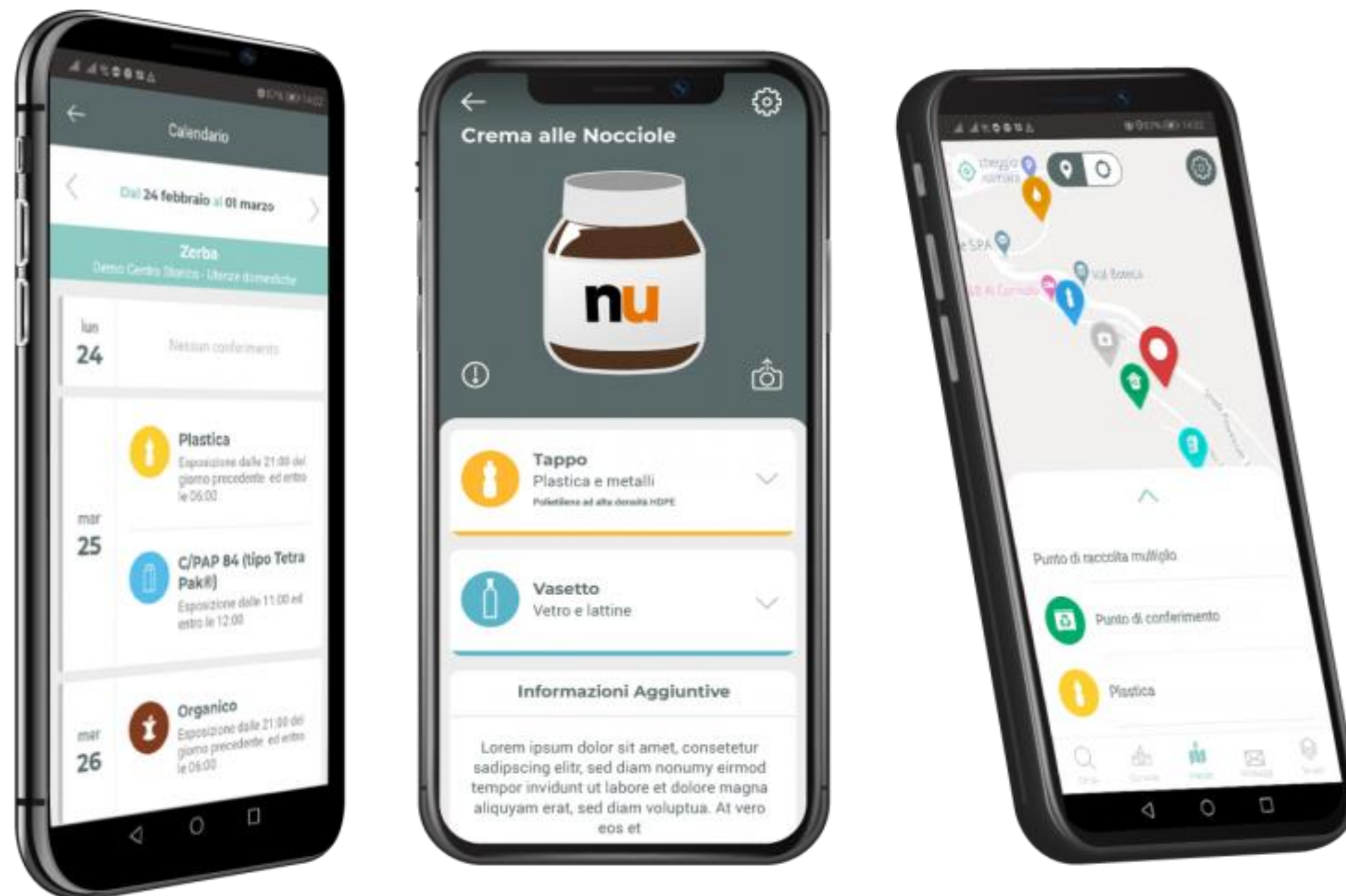


We have a **solution**



To accelerate the learning curve of Italians

The virtual assistant for waste sorting



Simply by scanning the **product's barcode**, you get right away the disposal information for the packaging, **geolocated**



Text search and **symbol search** for those products with no barcode



Unique feature:
image recognition

Unique point of contact for citizens: waste collection information



Local Info &
numbers



Surveys



Direct
messages
from the W.M.



Education
campaigns



Quiz



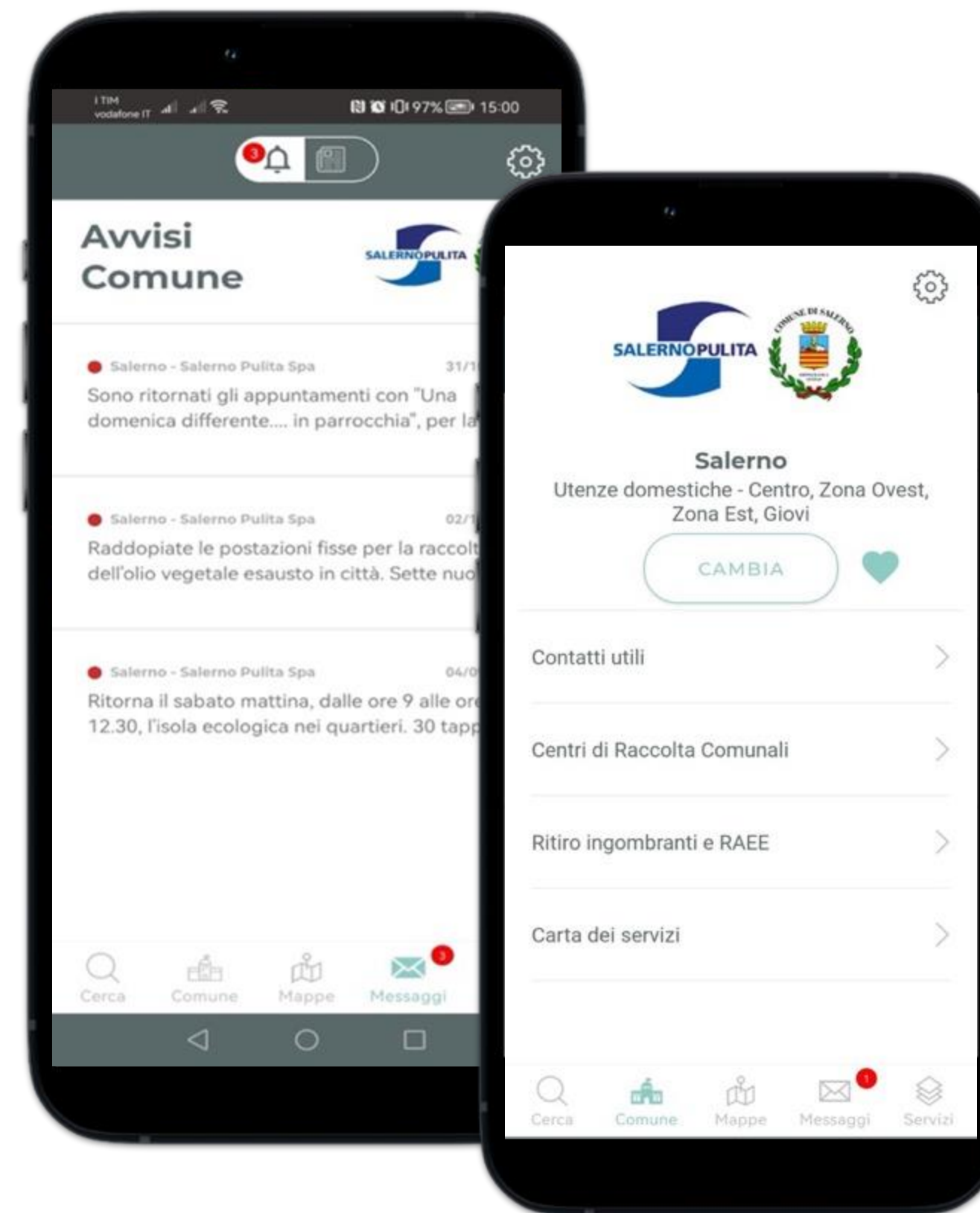
Available
services



Gamification



Special
Collections



Junker: Unique Access Point for Waste Management Services



The person at the heart of the service

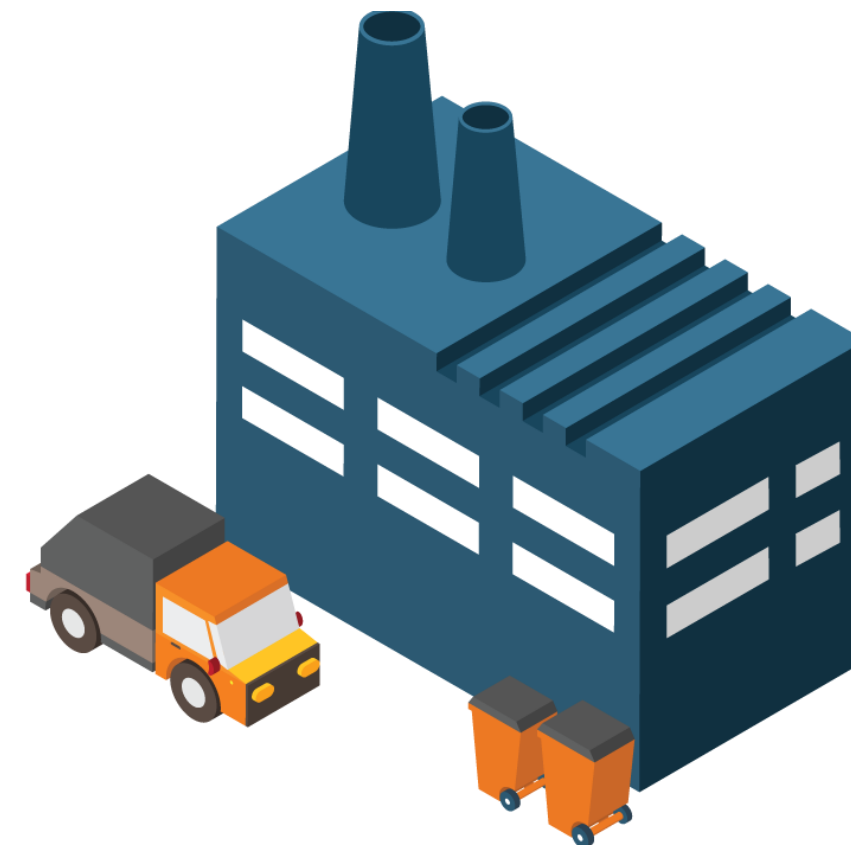


Business Model: everyone wins



CITIZENS

No mistakes,
no fines



WASTE DISPOSAL COMPANIES

Cleaner fractions, without
impurities



MUNICIPALITIES

More revenues and
less costs

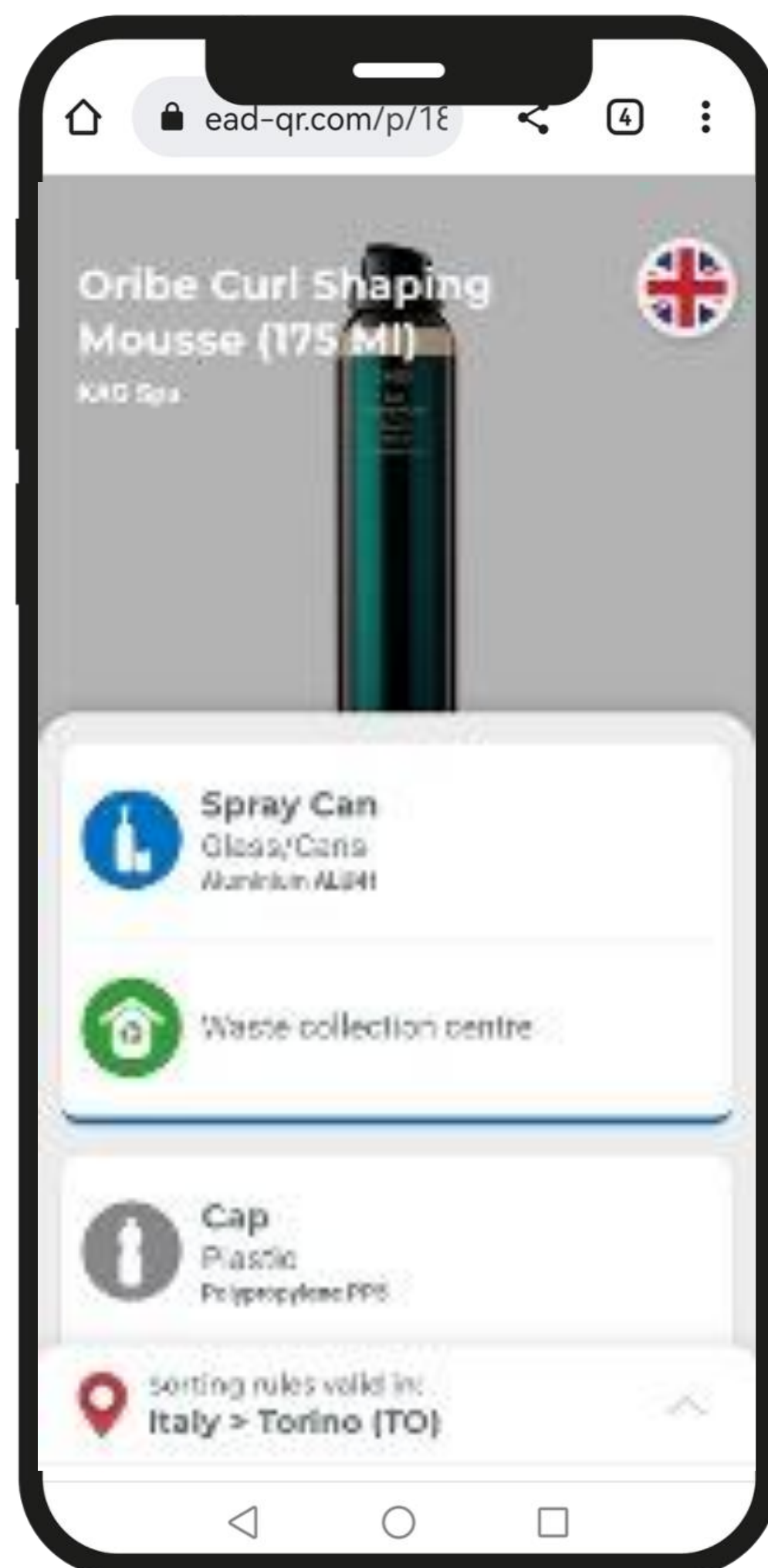
Economic & environmental benefits:

Average 70% separate waste collection rate in municipalities in Junker network.

Correct sorting = municipalities save money on residual waste management and meet EU targets.

Less landfills and increase recycling quality and efficiency.

Increasing circularity by also encouraging reuse, repair, and donation and **green choices**.



Social impact: Collaborative platform

Empowerment of citizens

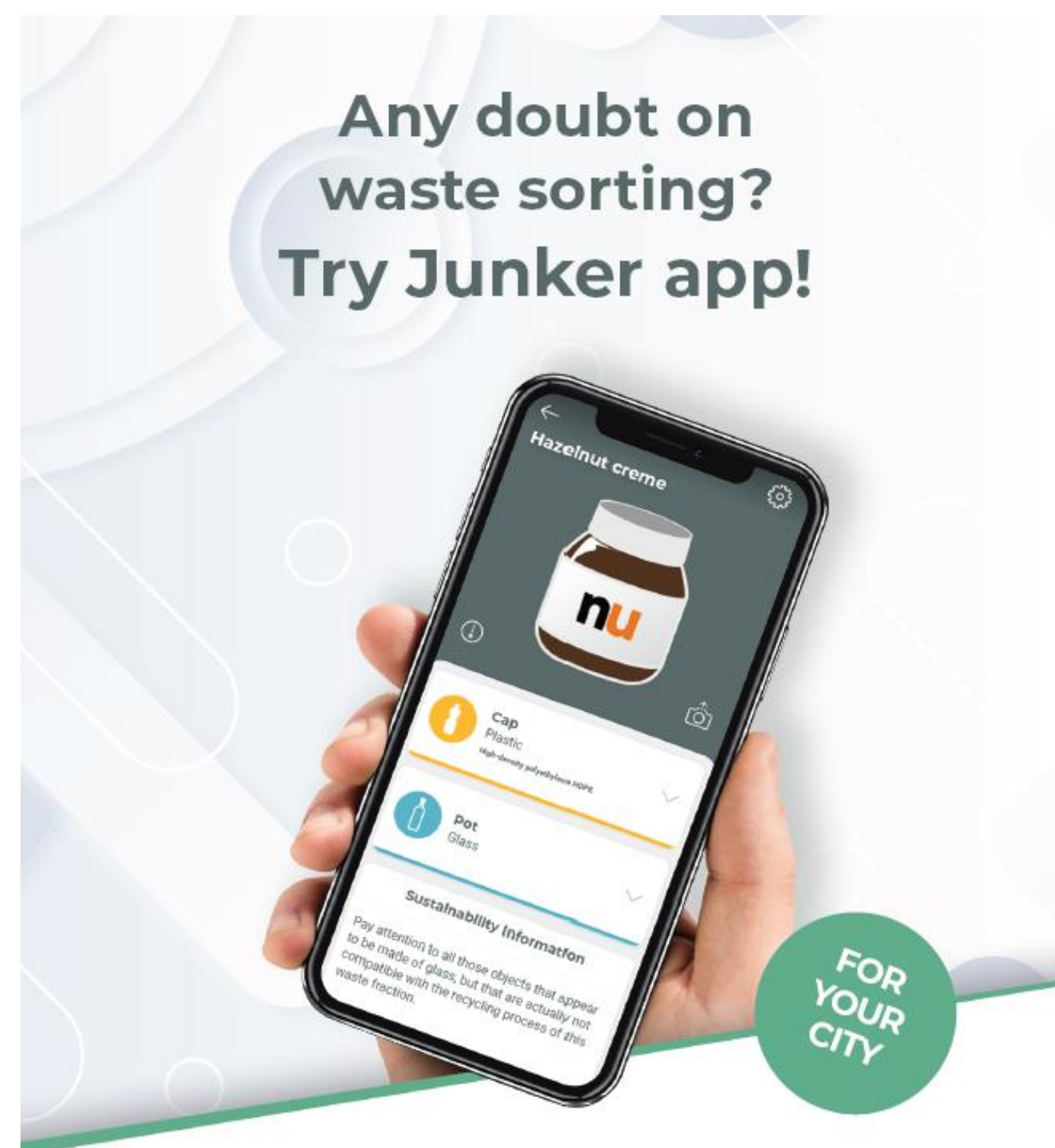
More conscious choices before buying: recycling packagings and possibly bio-based

Better dialogue with municipalities

Results achieved faster & easier

Social benefits: **no barriers**

*Junker speaks **13 languages***

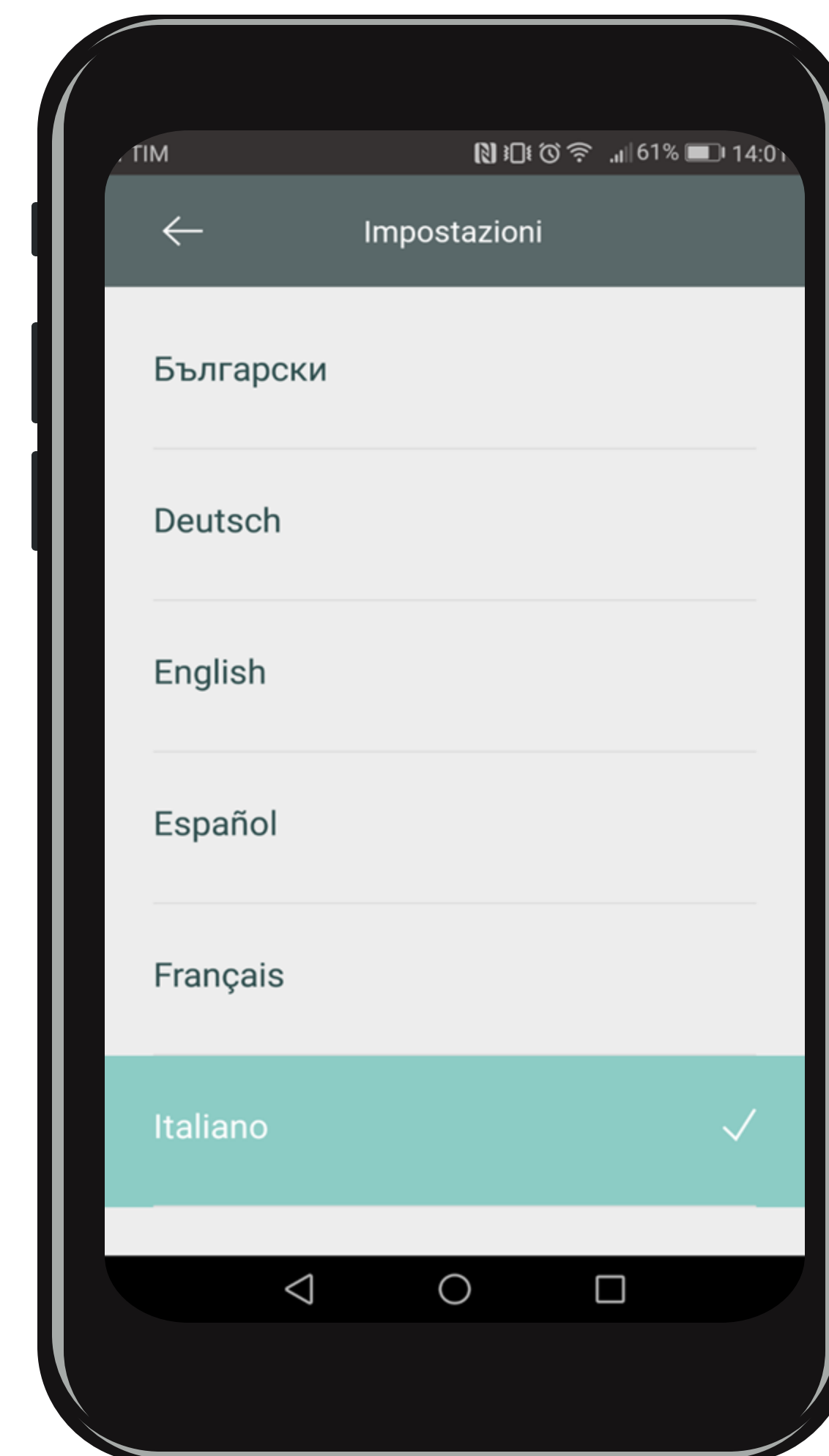


The app **identifies every product**
and tells you **how to sort it!**

Fully translated in **12 languages**, to the benefit of
TOURISTS and FOREIGN COMMUNITIES:

*English, French, German, Spanish,
Italian, Chinese, Russian, Ukrainian,
Bulgarian, Romanian, Slovenian,
Portuguese*

Accessible for **visual impaired** people



A new **standard** in Italy



2 million

Classified products



550k

Products reported by
users



84 million

App searches in the
last 8 years



3500

Italian municipalities
subscribed



4 million

Downloads

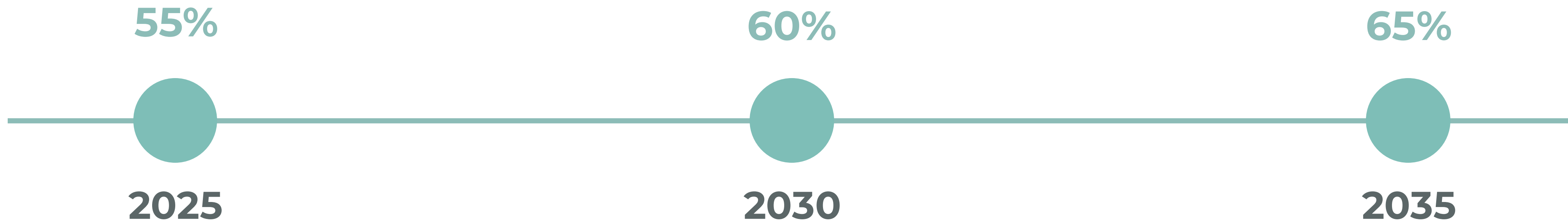


30 million

Reached population

Replicability: Junker helps municipalities meet the EU targets on waste...

EU target for **recycle of urban waste**



EU target for **recycle of packaging waste**





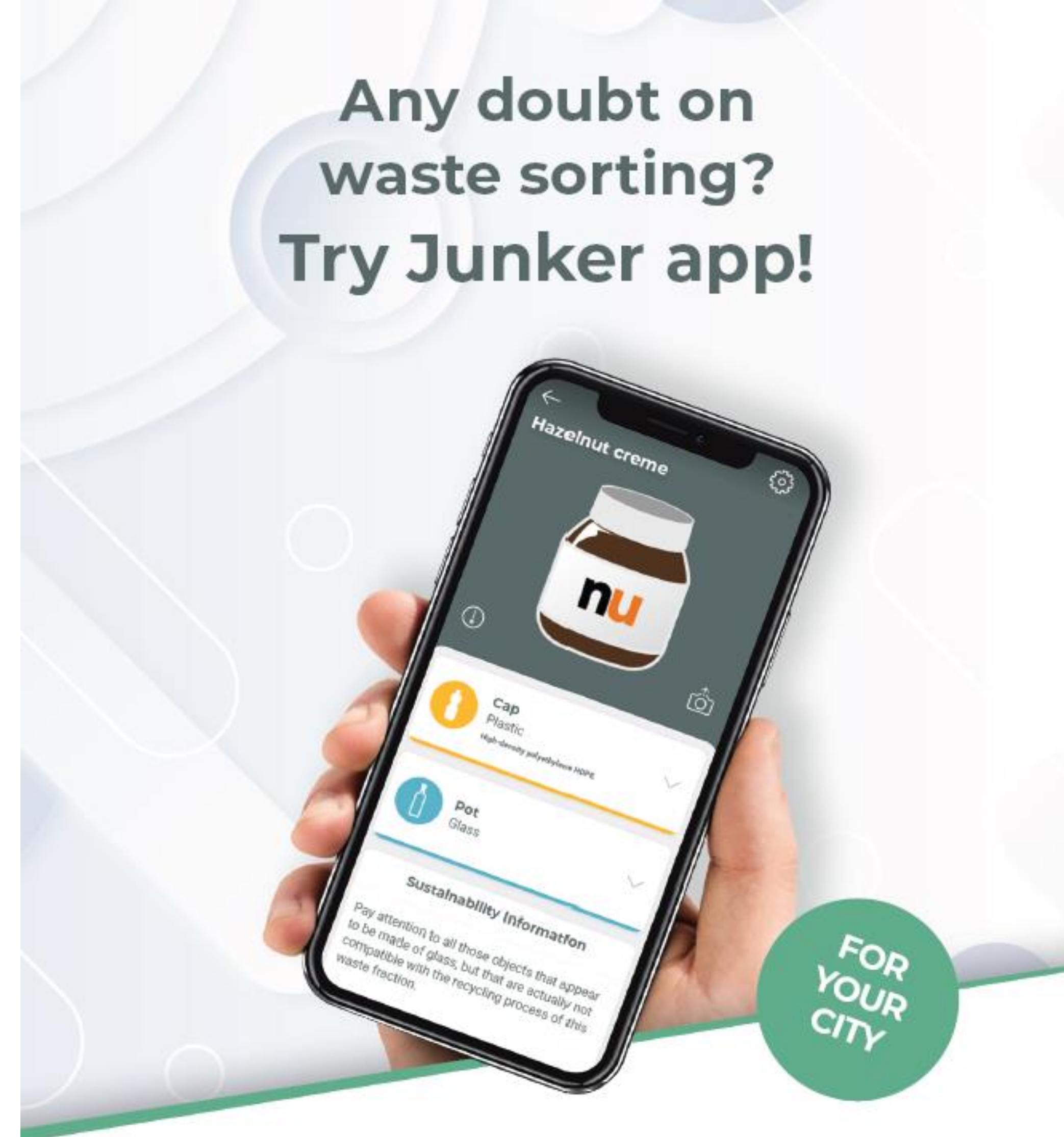
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