



THE JOURNEY OF WASTE: THIS IS HOW OUR CIRCULAR ECONOMY WORKS!



DID YOU KNOW?

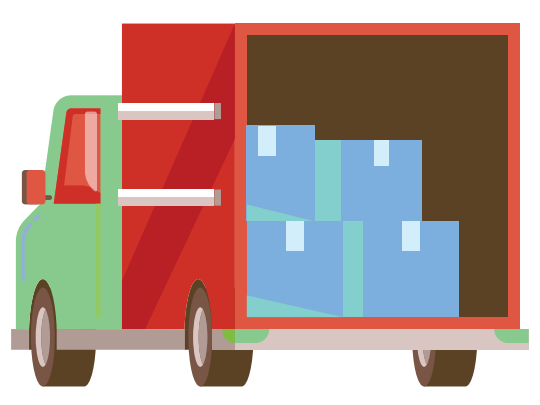
WHAT IS THE CIRCULAR ECONOMY?

Imagine that the things we use (like a box or a bottle) are like colourful building blocks! If you build a castle out of them, but you don't play with it anymore, you don't throw the blocks in the trash, right? Instead, you take them apart and build something completely new from the pieces.

We do exactly the same: we treat waste as valuable raw material. We *"take apart"* everything we can and use it in our own processes, or we ensure that someone else reuses or recycles it. This is how waste gets a *"new purpose in life"*.

Why is this good for you and the world? Because if everyone thought this way, there would be no more huge piles of garbage, our rivers and forests would remain clean, and our Earth would remain healthy for much longer.

Where does the waste come from?



Packaging
from deliveries



Operations



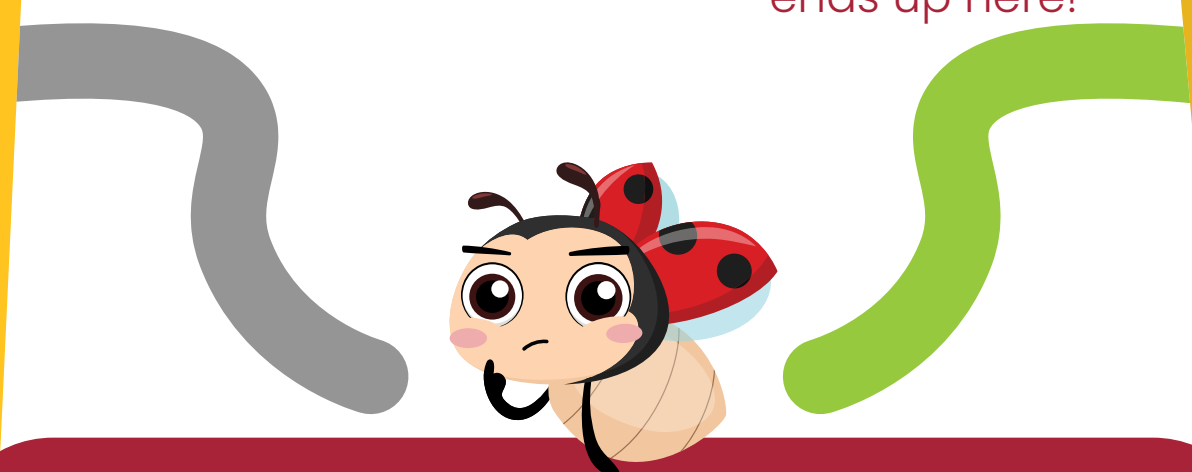
Waste
swap

- Waste arrives at our location in three ways:
- When goods are delivered to us (packaging).
 - While we are working to ensure you have a great time (operations).
 - When you bring us the waste you collected at home (waste swap).

How do we decide its fate?

Only a very small
part is
non-recyclable.

It is part of the
circular economy.
Almost everything
ends up here!



Once the waste arrives, we immediately examine it: can it participate in the circular economy? Most things (90%) can! We only put things on the "grey path" if they really cannot be used by today's technologies.

What is the fate of the waste?

TRANSPORTED AWAY (Others help the circularity)

Batteries, car and go-kart tyres,
PET bottles, detergent bottles.



The distributor or the
recycling company
collects it.

USED ON-SITE (We help the circularity)

Cardboard packaging, food containers,
used advertising banners, waste oil.



We recycle
it on-site.

What remains



At the very end of the waste's journey, only a very small pile remains, which is taken away as residual waste.

This is where the loop closes!
Cardboard packaging and food containers > Heat energy (heating).
Vegetable trimmings > Feed for our animals.
Used advertising banners > Outer protective covering for our games.

As the wheel turns, these materials also go around in circles: what is just an empty box or used oil today might provide warmth for us tomorrow, or become something completely different and useful. **Our process is never interrupted, turning waste into value again and again!**