*environmental sustainability challenge*

# *Less Litter in la Liga*

**LaLiga**

## Mr. FILL
The smart waste solution

# About Mr. Fill

The Mr. Fill Family
*Everything in own house*
- Production
- Development
- Assembly
- Service
- Software development

Year of incorporation:     2018
Nr. of Employees:     14 FTE
Turnover:     € 8,2 million

*"No Litter, Less cost"*
We are **Smart** and **Sustainable**

Mr. FILL



10.000m² production location, equiped with 3.048 solar panels (5.138m²).

Mr. FILL
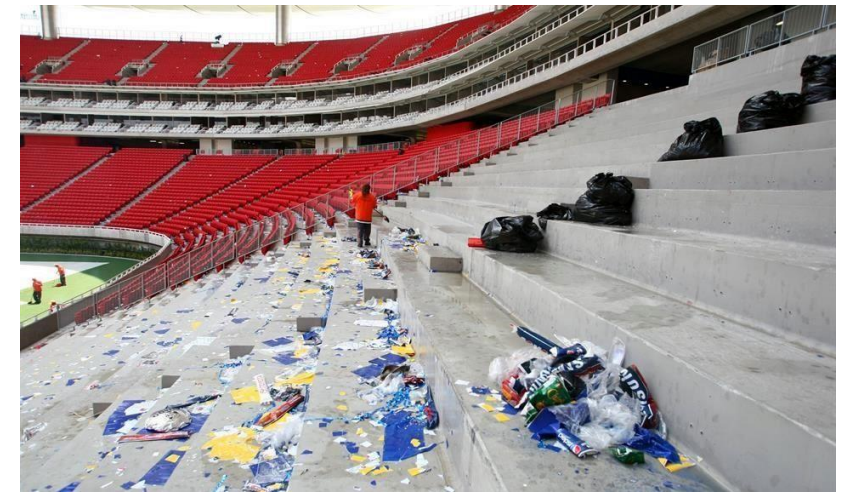The smart waste solution

# Less Litter in La Liga

## Problem to be solved / challenges

- Huge attendance of people in and around stadiums
- More 'on the go' waste, which may result into litter (e.g. cans, snacks etc..)
- Low mobility of service people due to concentration of crowds
- Peak loads before and after football events
- Public awareness and behaviour of football fans



## Mr. Fill is the right player

- Install base > 10.000 products
- Active in over 30 countries
  - Focus in Europe
- Proven track-record





Mr. FILL
The smart waste solution

# Mr. Fill helps to keep La Liga clean and sustainable

## Solar-powered compacting waste bin

- Electronic press with fill sensor
- Up to **7 times more capacity**
  - Huge capacity, small & subtle
  - Compaction 1:5 – 1:7
- Self sufficient due to solar power
- Communication with Online platform & App
- Remote Lock

## Mr. Fill helps to realize

- Happy people
- The least possible mobility on the streets, related to waste collection
- Reduction of time and efforts involved with the waste collection
- Traceability and transparency of waste/resources

# The Ultra Fill – Available in various models



*Ultra Fill 240L, Ultra Fill 120L & Ultra Fill 120L$_{ittle}$*     *Click on photo for video*

# Smart and easy waste collection

## Seperate waste streams possible

- Stickers
- Colours

- Usage is possible with or without garbage bag
- Easy and ergonomic collection with (electrical) truck or bicycle



*World Expo Dubai 2020 - Click on photo for video*
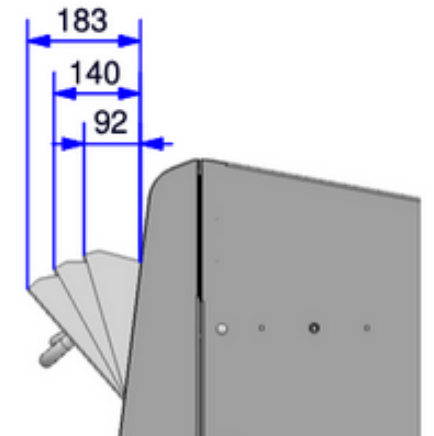
*Easy collection – Click on photo for video*

# Mr. Fill's Throw-in Flap

- Standard Display & LED indication



- Integrated Display provides:
  - Animation, Communication, Information
  - Interaction → QR-Codes
- Automatic Lock when the Fill is full
  - No overflow of waste
- Throw-in Flap can be locked remotely
- Size of opening is adjustable

# Customized for each club, fan and location

- Seperate Ashtray
- Dog poop bag dispenser
- Fire extinguisher
- Sound module
    - Upload your own sounds!
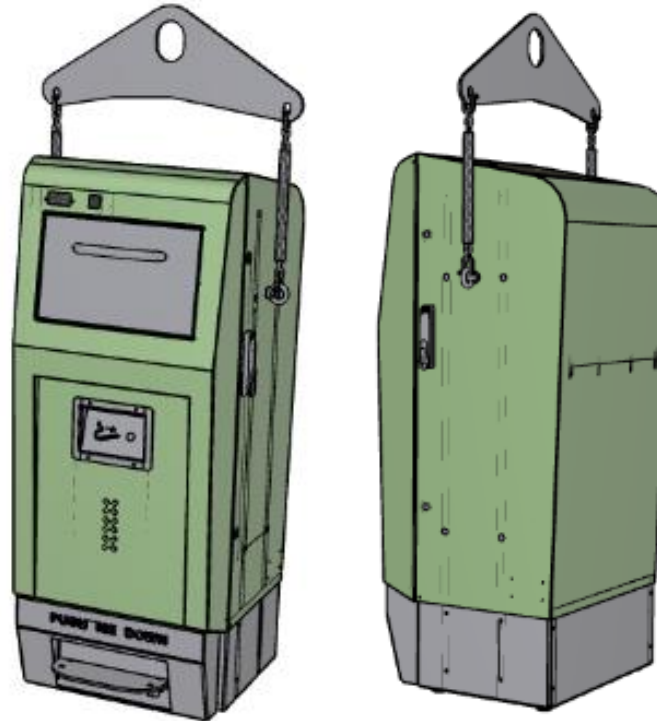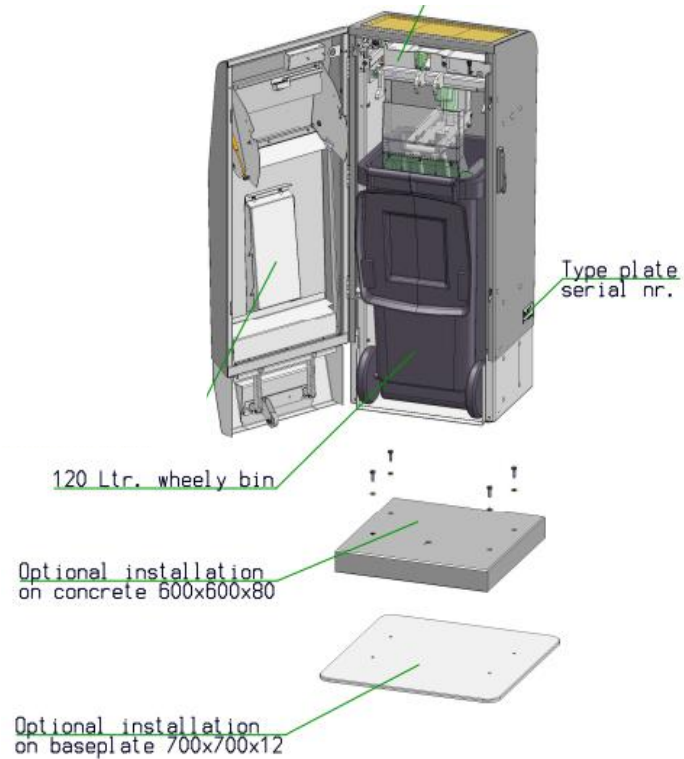- 230V connection for indoor

LaLiga

Thank you!

GOALL!!!

- Colour of choice
- Wrapping
- Logo on the sides
- Poster holder



Mr.
FILL
The smart waste solution

# User friendly and vandal proof

**Easy to lift and re-locate**

# The Ultra Fill communicates with the Smart City Manager

**Manage and monitor your waste flow**

- Real-time data
- Easy insights in costs savings and sustainability gains
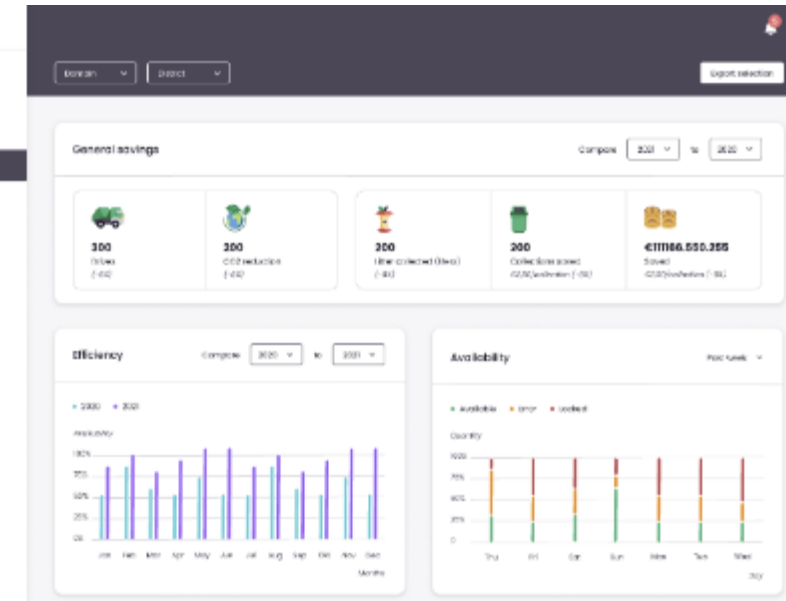- Online Reports

Management & monitoring system

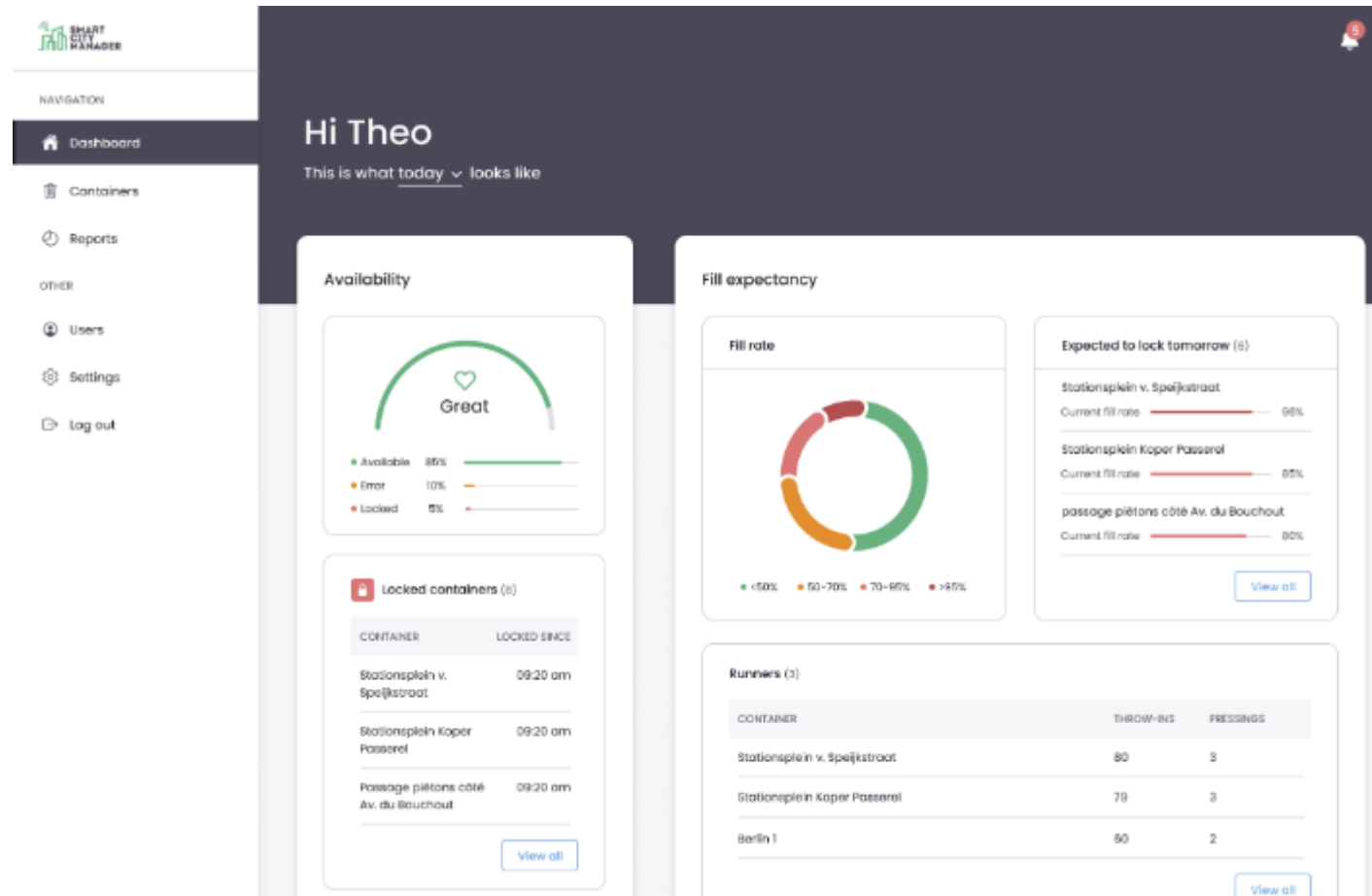The settings of Smart City Manager can easily be adapted to your own wishes using your personal login data.
The waste bin communicates 24 times a day with our platform.

Always and everywhere

Via the Smart City Manager app you always have access to all information regarding the Mr. Fill waste bins.

Mr. FILL

SMART CITY MANAGER

**Always access with:**

- E-mail
- PC
- Tablet
- Phone

Mr. FILL
The smart waste solution

# Smart City Manager insights



- Improve your waste collection each game with useful data

# Smart Cities with Mr. Fill

**Gemeente Amsterdam**
- 400+ Ultra Fill
- Operational since 2015

**Kanton Basel-Stadt**
- 100+ Ultra Fill
- Operational since 2020

**spaarnelanden nv**
- 100+ Ultra Fill
- Operational since 2015

**EXPO 2020 DUBAI, UNITED ARAB EMIRATES**
- 400+ Ultra Fill
- Operational since 2021

**CITY OF BERGEN**
- 35+ Ultra Fill
- Operational since 2018

**Câmara Municipal de Oeiras**
- 100+ Ultra Fill
- Operational since 2021

**STADTREINIGUNG HAMBURG**
- 300+ Ultra Fill
- Operational since 2019

**West Lothian Council**
- 70+ Ultra Fill
- Operational since 2022

**PRIMĂRIA ŞI CONSILIUL LOCAL CLUJ-NAPOCA**
- 90+ Ultra Fill
- Operational since 2019

**MÉTROPOLE NICE CÔTE D'AZUR**
- 50+ Ultra Fill
- Operational since 2022

Mr. FILL
The smart waste solution

# Costs savings on waste collection

**City:** La Liga Stadium

| City Settings | |
|---|---|
| **Current Waste Collection** | |
| Current Nr. of waste bins | 25 |
| Current capacity (in Liters) of waste bin | 80 |
| Current Nr. of Emptyings per day<br>*Example: When emptying 3 times per week, fill in 3/7* | 6,00 |
| **SMART Waste Collection** | |
| Nr. of Ultra Fill replacing old waste bin(s) | 10 |
| Type of Ultra Fill used (120L or 240L) | 120 |
| Compaction Ratio | 5 |

| Financial | Savings | |
|---|---|---|
| Emptying cost per waste bin<br>*Consisting of expenses labour, waste disposal bag(s), machines,* | € | 3,50 |
| Total Savings - Per Match Day | € | 455,00 |
| Total Savings - Per 20 Match Days | € | 9.100,00 |
| Payback Period of Ultra Fills (based only on matchdays) | | 53 months |

**SMART CITY LEASE**

## Save directly with lease
- Starting from €89,- a month

## Use our Ultra Fill implementation model to calculate your own savings:
- Cost and time savings
- Payback period of 3 – 6 years (depending on local settings)
- Lifetime of more than 12 years

## Our project proposal:
- Installment of 10x Ultra Fill on high density location around stadium of LaLiga club

## Scalable business models
- Traditional sales model
  - Selling Ultra Fill hardware
  - Selling software licenses
- Product as a Service model (Paas)
  - Monthly payments of complete hardware + software solution

Mr. FILL
The smart waste solution

# The Ultra Fill as a Reverse Vending Machine for reward schemes



User finds and chooses a container on their App (can be any App of any provider) OR user scans QR-Code on the container in the street.

The App registers the usage.

**SMART CITY MANAGER**

App send through API a message to SCM to open the container

**Realtime**

SCM sends a message to the container to open the lock of the container.

**The lock of the container is opened**

- 2-step throw-in hatch.
- Adjustable to any desired resource flow

LED-Indication for status.
- Red = Standard
- Green = Open

Display for communication

Container detects (QR-Code/Barcode) of item(s) being disposed. The items will be registered under the user who opened the container.

If applicable, deposit fees will be added on the user-account. User can get points or discounts at La Liga.

- *Outdoor and self-powered at key locations*
- *Easy customization of containers*
- *Stations with multiple collection streams*

Mr. FILL
The smart waste solution

Is the future
of La Liga
clean and smart?

"No Litter
Less Costs"

LaLiga

sales@mr-fill.com
www.mr-fill.com

Mr.
FILL
The smart waste solution

PUSH ME DOWN