



BrighterBins Route Optimization Software & Mobile App

REVOLUTIONIZING SMART WASTE MANAGEMENT
AND ESG REPORTING

INTRODUCTION

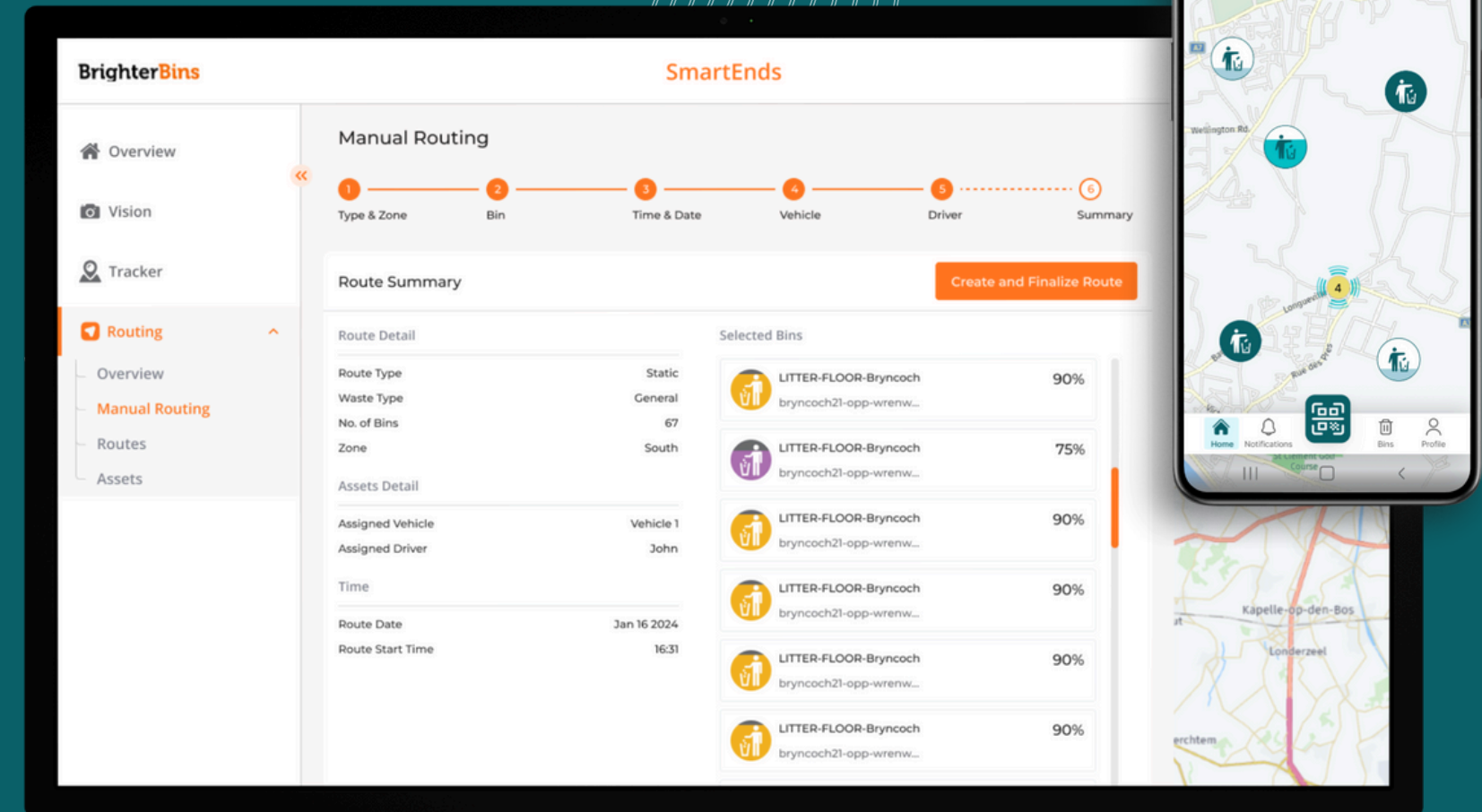
Transforming Waste Management with BrighterBins

Brief Overview

BrighterBins combines IoT technology, advanced analytics, and mobile convenience to create smarter waste management solutions

Why it matters:

- Growing need for sustainability and efficient resource management.
- Global trends: "Waste mismanagement contributes to over **3.5** million tons of CO2 annually"



WHAT IS ROUTE OPTIMIZATION SOFTWARE & APP

Platform Overview:

A smart waste management platform integrating IoT sensors, cloud analytics, & mobile app functionality.

Purpose:

Reduces waste management costs while enabling sustainable practices.

Key Deliverables:

- Real-time waste monitoring.
- Automated route optimization.
- ESG tracking and reporting tools.



ADVANCED FEATURES

Route Optimization:

Static Route | Dynamic Route

Real-Time Monitoring:

Fill levels of bins | Ensure timely pickups
Real-Time Data | Real time GPS Location

Alerts & Notifications:

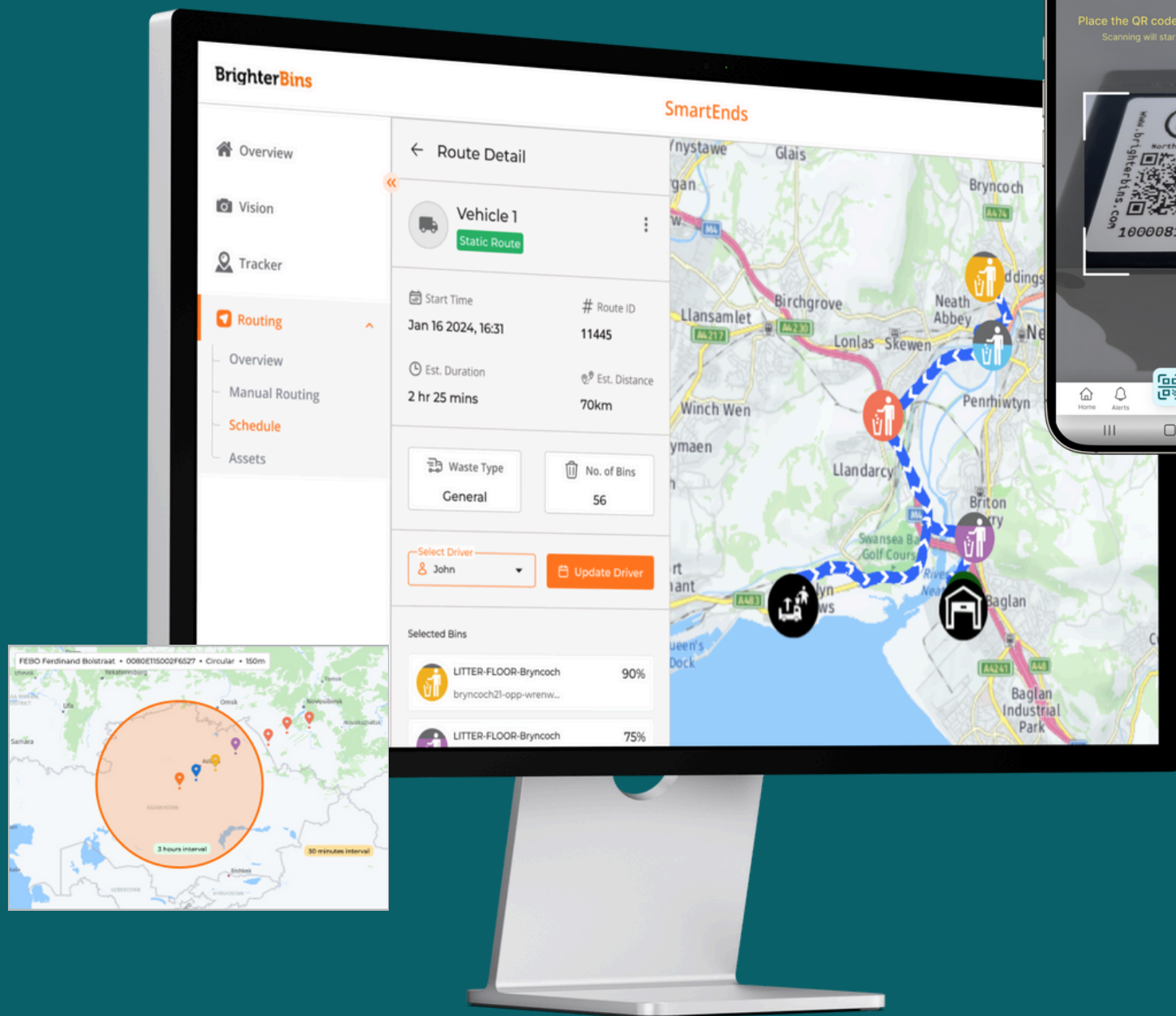
Fill Level Notification | Fire Alert
Bin Tampering Alert | Pickup Alert

Others:

Reports & Analytics | Data Integration API
Sustainability & ESG Reporting

TrackZone Mobile App:

Real time Alerts | Real Time Monitoring
QR Device Provisioning | Report Issues



REDUCE UP TO 45 % LOGISTICS COSTS



ROUTE OPTIMIZATION


MANUAL

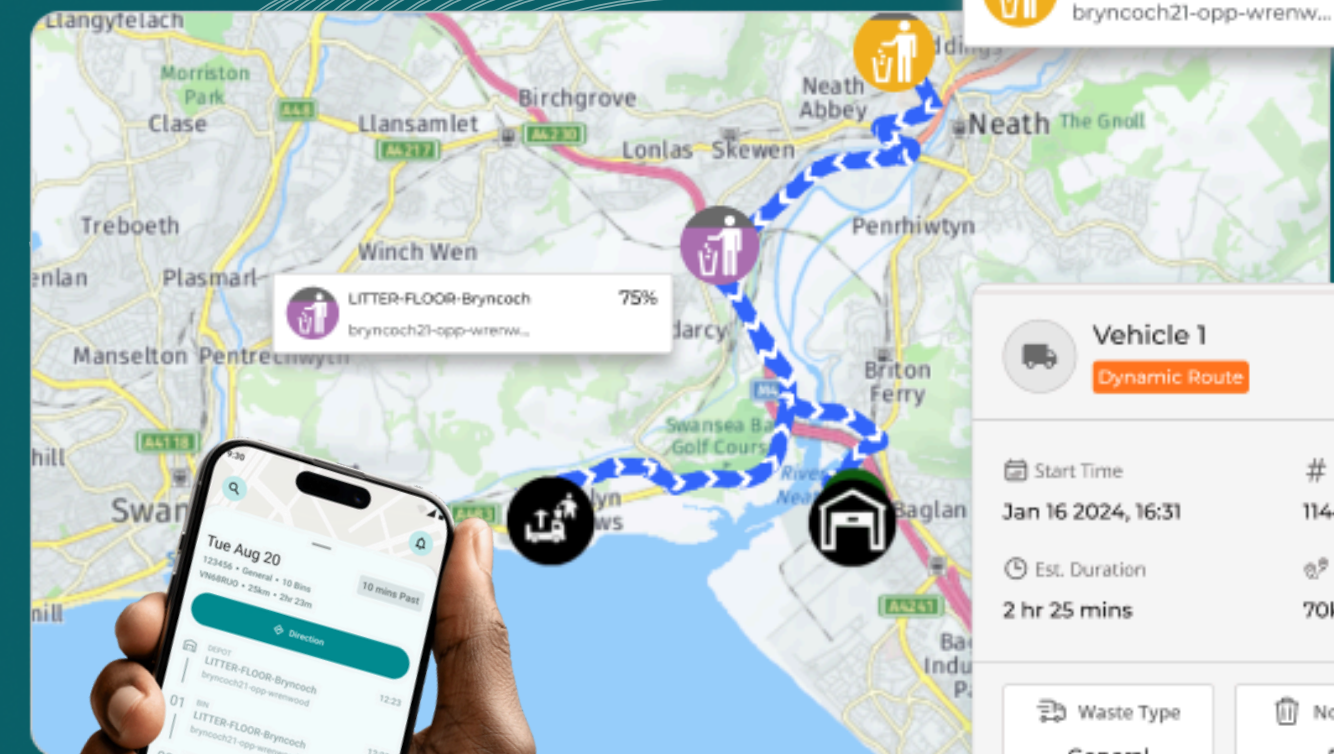
Create Routes Manually Based on
Fill Level Alerts


DYNAMIC




Generate Systematic Routes
Automatically, Based on Fill Levels



 **Vehicle 1** No Driver
General Waste
Jan 16 2024, 16:31 2hr 25 min 




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bryncoch21-opp-wrenw...



 **Vehicle 1**
Dynamic Route

 Start Time	# Route ID
Jan 16 2024, 16:31	11445
 Est. Duration	 Est. Distance
2 hr 25 mins	70km

 Waste Type	 No. of Bins
General	56

Select Driver
 John  Send Route 

REAL-TIME MONITORING & ALERTS

Get real-time data analytics & alerts to make more efficient and informed decisions.

Real-Time Monitoring:

- Bin Fill Levels
- Location Monitoring
- Temperature level
- Battery Level

Alerts & Notifications:

- Fill Level Notification
- Fire Alert
- Bin Tampering Alert
- Pickup Alert



SUSTAINABILITY & ESG REPORTING

Achieve Carbon Neutrality and Zero Waste Goals

- Produce cleaner recycling streams.
- Divert more materials from landfills.
- Reduce your carbon footprint over time.
- Combat climate change and conserve natural resources.



Sustainability & ESG Reporting

HOW IT WORKS

From Sensors to Sustainability

Step 1



IoT sensors installed in waste bins collect data on fill levels and waste type.

Step 2



Data is sent to the cloud for real-time analysis.

Step 3



The dashboard provides actionable insights for collection planning.

Step 4



ESG data is tracked and integrated into reports.

Step 5



The mobile app enables users to manage operations on the go and sends optimized routes to drivers for collections.

BENEFITS

Why Choose BrighterBins Route Optimization Software & Mobile App



Operational Savings

- Reduced fuel consumption and manpower hours.
- Fewer bin overflows, improving public cleanliness.

Sustainability Leadership

- Achieve corporate ESG goals with measurable results.
- Position your organization as an environmental innovator.

User-Friendly Interface:

- Intuitive dashboard and mobile app for easy management

Scalability

- Suitable for municipalities, businesses, and industries.

Our Happy Clients

50,000 Bins equipped in 15 Countries - 100+ B2B Customers.

◆ EDINBURGH ◆
THE CITY OF EDINBURGH COUNCIL

11k Bins

suez

16k+ Bins

quatra

3k Bins

TELUS

15k Bins

invitech

Fife
COUNCIL

Cyngor **Abertawe**
Swansea Council

TORONTO

ALSO

wrexham
COUNTY BOROUGH COUNCIL
CYNGOR BWRDEISTREF SIROL
wrecsam

PAPREC

WAVsmart

Sheffield
City Council

machinestalk
innovation frontier

mangostone

seenons

Alliot
Technologies

IANIC

senet
Connecting the IoT Revolution

connexin

IEG
IMPACT
ENVIRONMENTAL
GROUP

Cloud Clarity

Egbert Taylor



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