



“THE WATER REVOLUTION”

*Innovate the way drinking water is consumed and distributed at YOUR destination.*



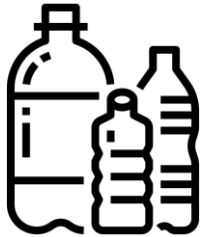
# THE PROBLEM

Today a million plastic bottles are bought around the world every minute and the number will jump another 20% by 2021.



## THE PROBLEM

People don't know where to refill their reusable bottles and some are very skeptical and do not trust tap water even though it is safe to drink in some destination.



### CONSUMPTION

Europe produces 62 million tonnes of plastic.  
Italy is the 1° in Europa e 2° in the World for the consumption of bottled water per capita.



### RECYCLE

All over the world only 15% of the plastic is collected and in Italy only 25% of the plastic sold is recycled.



### CASE STUDY ELBA ISLAND

In 2018, around 450 thousand travelers visited the Island of Elba, consuming around 5 million plastic bottles.



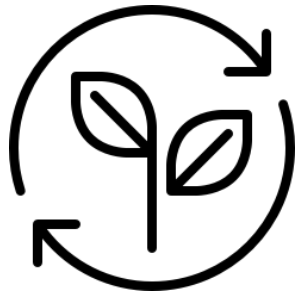
### COST INCREASE

Negative impact on the environment, increased costs for waste disposal



## MISSION

Innovate the way drinking water is consumed and distributed in a destination.



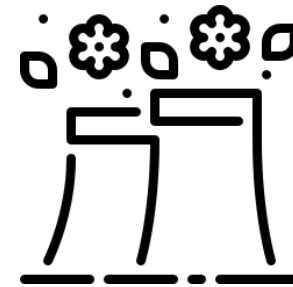
### REDUCE

Reduce the consumption of single-use plastic water bottles and materials caused by the tourism sector and everyday life by encouraging the use of reusable water bottles and accessories.



### REFILL MAP

Facilitate the location of drinking water points in the destination through the QR Code, NFC Tag linked with the Refill Map.



### DEVELOP

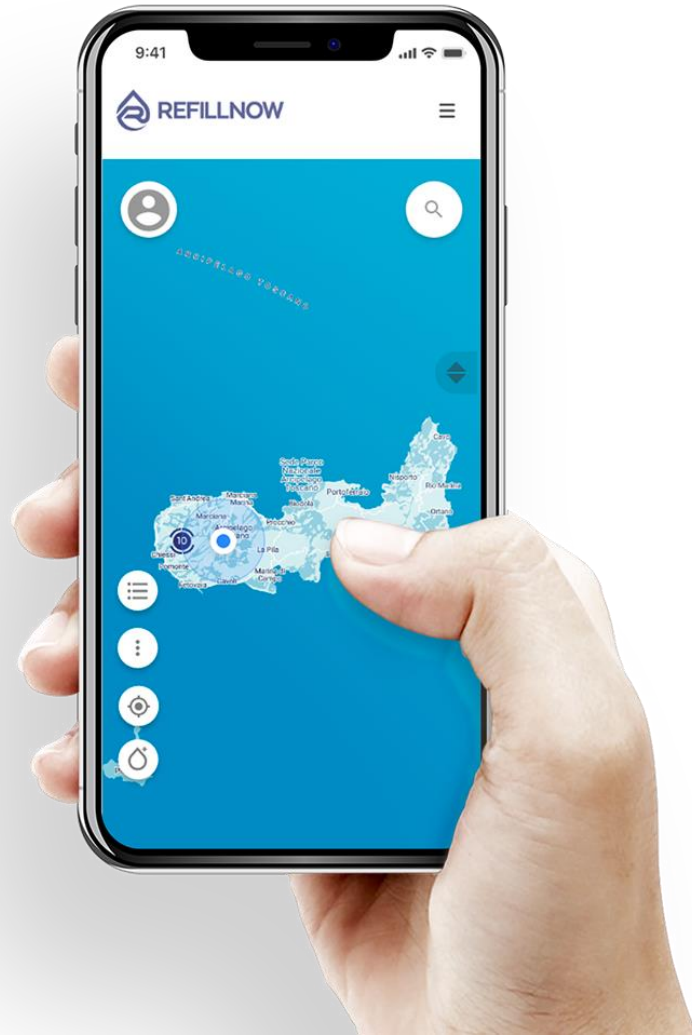
Encourage the development of public and private water points in each destination.



### SUSTAINABILITY

Promote responsible tourism and lifestyle in the destination, reducing the impact on the environment.





# THE SOLUTION

Refill Now, the digital platform connected to smart accessories that facilitates localization and shares the quality of drinking water points in a destination.





# PROJECT INTRO

Our mission is to innovate the way drinking water is consumed and distributed in a destination developing cities where we can drink and purchase water without using any single-use plastic water bottles.

Our goal is to help cities, destinations, National Parks, private companies to reduce their consumption of plastic bottles and minimize the impact on their environment thanks to the following actions:

1. **Facilitate the location** and share the quality of water points available thanks to the interactive Refill Now Map linked via QR Code & NFC Tag
2. **Help to develop new drinking water points**, public and private, within the destination
3. **Educate and encourage citizens and tourists** to use reusable bottles and refill them to the water points
4. **Promote a more responsible way of traveling** and living reducing our impact on the environment



# PROJECT'S CHARACTERISTICS

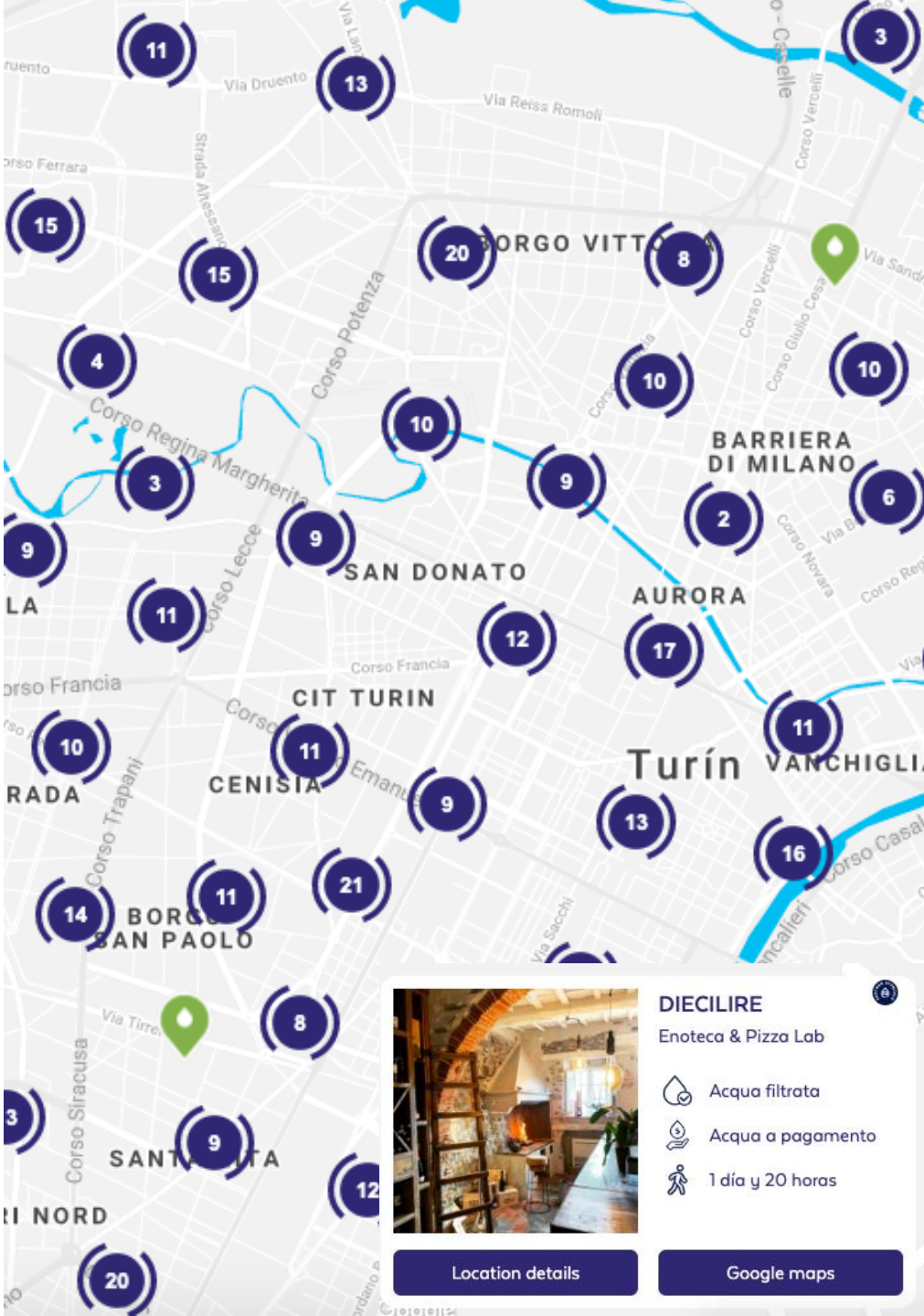
Refill Now Team has designed a stand-alone map that shows all public and private drinking water points available in a destination.

Its specific design was created with the aim to differentiate public water points (**green icons**) to private water points (**Blue icons**) in order to **promote** private companies which **fight against the single-use plastic water bottles and plastic pollution** encouraging more responsible behaviors.

Furthermore, the Refill Now Map design allows to share information about the quality of water available and helps to reach the nearest water point via navigations system.

Another important characteristic and advantage of Refill Now Map is the accessibility. Thanks to the Refill Now QR code and NFC Tag the Refill Map is linked to different accessories such as reusable bottles, leaflet, cards giving the possibility to everyone to access to it with a simple scan or touch without downloading any application and in total privacy.

To conclude, the Refill Now Map thanks to the **private API** can be easily installed on different websites and can even be tailor made for our partners.





# WHY TO PARTICIPATE TO REFILL NOW

Today a million plastic bottles are bought around the world every minute and the number will jump another 20% by 2021.

One of the reason of the increase is the tourism industry. On average a person consume 2 plastic water bottles per day, if we take as example a family of 4 people traveling to a destination for 10 days, it is able to consume a minimum of 400 plastic bottles during its vacation. Imagine what happen in a small destination such as Elba Island, which receive yearly 450.000\* travelers with an average stay of 6 days, about 5 millions plastic bottles are consumed every year.

Thanks to Refill Now we are able to reduce the amount of single-use plastic bottles consumed in a destination, encouraging citizens and travelers to use reusable bottles, developing and facilitating the access to the refill water points, all reducing our impact on the environment and saving cost for the community.

To conclude, Refill Now and its digital platform aim to connect people with the destination promoting sustainable travel, a more responsible way of living encouraging people to change their behavior respecting the destination and nature we are living and visiting in.

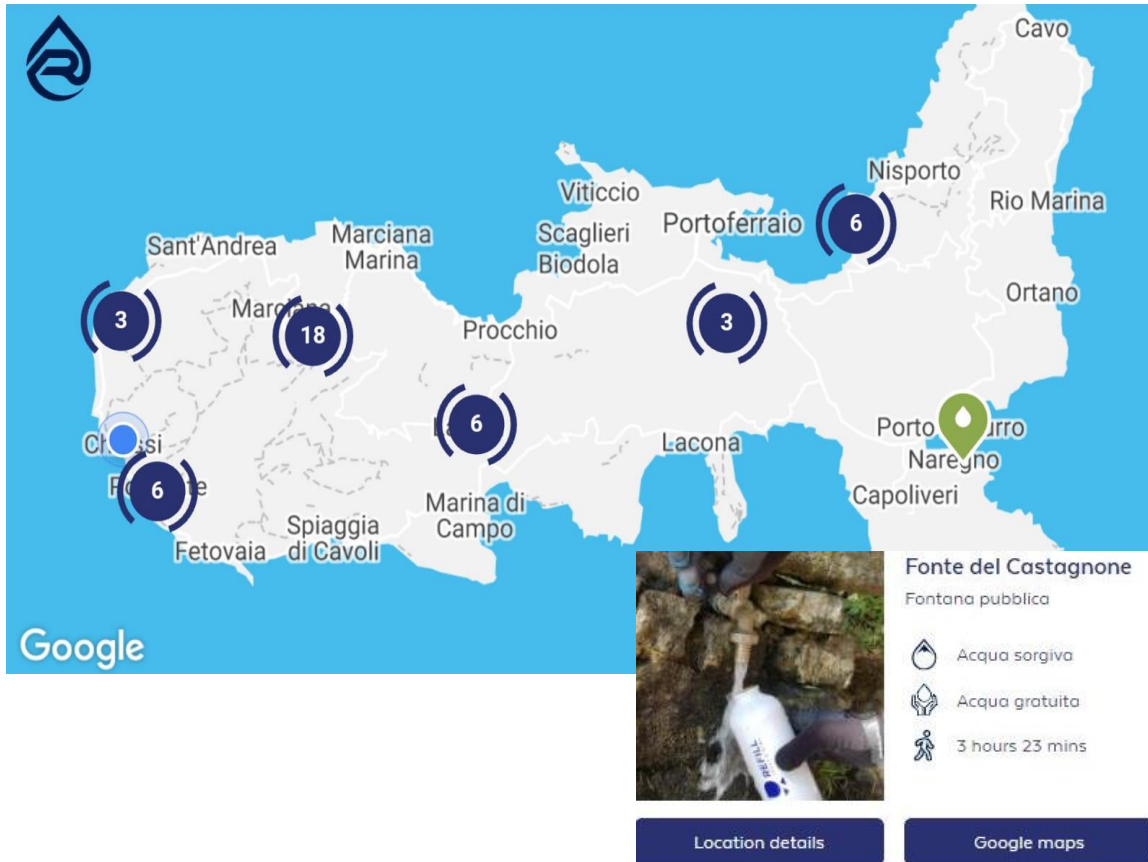
*\*Number of people who overnight in accommodation facilities*



# REFILL NOW, WORKING WITH US

Refill Now and its technology help on reducing the consumption and distribution of plastic bottles cause by the tourism industry and our daily life by working with you on various steps:

1. Mapping all the Public and Private Refill Water points on your destinations
2. Upload them on the Refill Now Map
3. Install the Refill Now Map on your Website if needed and customize the Map if requested
4. Create a tailor made QR Code and NFC Tag if requested linked to the Refill Map
5. Order and design Personalized Reusable bottles with the QR Code linked to the Map
6. Share with you Yearly Report with Statistic about the use of QR Code and Refill Map on your destinations monitoring the impact of the project
7. Promote a more Responsible tourism and lifestyle reducing our impact on the environment and cost for the community





## HOW DOES IT WORK?

- Get a Refill Now reusable bottle or accessory or take a Refill Now Leaflet.
- Open your smartphone camera, point it at the QR Code and scan it.
- Or position your smartphone near the NFC Tag.
- In both cases, on your device will open rapidly the Refill Now Map.
- Use the navigation system to get to the Refill water point.
- Refill and Go!

Refill-Now.com



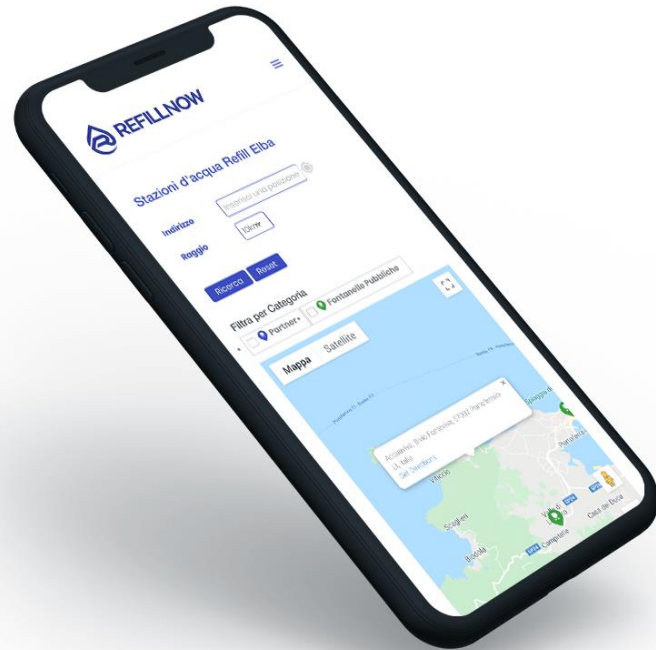
# OUR TAILOR-MADE SOLUTIONS

We offer tailor made solution for destinations, National Parks, events and private businesses.

We design innovative solutions to reduce the consumption of single-use plastic water bottles caused by the tourism industry and our everyday life.



Refill-Now.com



## INNOVATIVE & PERSONALIZED REUSABLE BOTTLES

We offer stainless steel bottles, BPA free, easy to carry and perfect for any situation.

Each bottle can be customized with the logo and slogan of a destination, event or a business and include the QR Code connected to the digital platform that helps to locate the water points in each destinations.

Price depends on the quantity ordered. Minimum order 100 pieces.





## INTERACTIVE REFILL MAP ACCESSIBLE TO EVERYONE

We offer the possibility to install the Refill Map on your private website.

Services included:

- We locate and add all the water points present in your destination
- Access to the API
- We install the Refill Map on your website
- The Refill Map is linked to a specific QR Code
- Annual report about the use of the Refill Map and QR Code in your destination

Check out the Refill Now Map

- [click here](#) -





## PERSONALIZED TAG NFC e QR CODE

We offer personalized NFC Tag and QR Code connected with the Refill Now Map.

Every destination, company or partner can order its personalize NFC Tag or QR Code and link it with the Refill Map installed on its private website.



Refill-Now.com



**Less Plastic  
Less CO2  
More Trees**

REFILL-NOW.COM

**SCAN | REFILL | GO!**

## CARBON NEUTRAL REUSABLE BOTTLES

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The Refill Now project is even more sustainable.

To minimize even more the impact on our planet we decided to **calculate and compensate the CO2 emissions** caused by the production and transport of the bottles by planting trees and supporting reforestation and sustainable agriculture projects.

Each Refill Now Bottle includes an ECode that can be used to plant a tree!

Learn more: [www.refill-now.com/carbon-neutral/](http://www.refill-now.com/carbon-neutral/)





## THE FUTURE

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“To make sustainable travel and responsible lifestyle easy and accessible to anyone”.

Our goal is to expand the Refill Now Elba model in other destinations developing an updated digital platform which is able to locate all the private and public refill water points and it is accessible to anyone via QR code or NFC tag.



# OUR PARTNERS

Since the launch of the project we have received support from various local entrepreneurs and public and private entities.

+4000

REUSABLE SMART BOTTLES  
HAVE BEEN DISTRIBUTED IN  
ELBA

25

PARTNER ARE PART OF THE  
REFILL NOW IN ELBA.

+4000

WATER POINTS ARE MAPPED  
IN THE DESTINATION

1820

PERSONALIZE REUSABLE  
SMART BOTTLES



# TEAM

“To make zero impact travel and living easy and accessible to everyone”



**MATTEO GALEAZZI**  
**FOUNDER & PROJECT MANAGER**

Founder of the project.  
Background in Business Management  
and various international experience  
working in the tourism industry in  
Africa, Europa and Southeast Asia.



**MIRKO COMFORTI**  
**DESIGNER & WEB DEVELOPER**

Designer with 5 years  
experience as Branding and  
Logo designer and Web  
developer..



**ERIC MARINI**  
**RESPONSIBLE AREA NORTH EU**

Founder Italia-Svezia and with 5  
years experience in International  
Business consulting in Europa.



**DAVIDE PEDROLLI**  
**RESPONSIBLE NORTH ITALY**

Founder Dolomita and with 5  
years experience in International  
Business consulting in Europa.



Are you interested?  
Contact us!

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#RefillYourFutureNow

[www.refill-now.com](http://www.refill-now.com)

