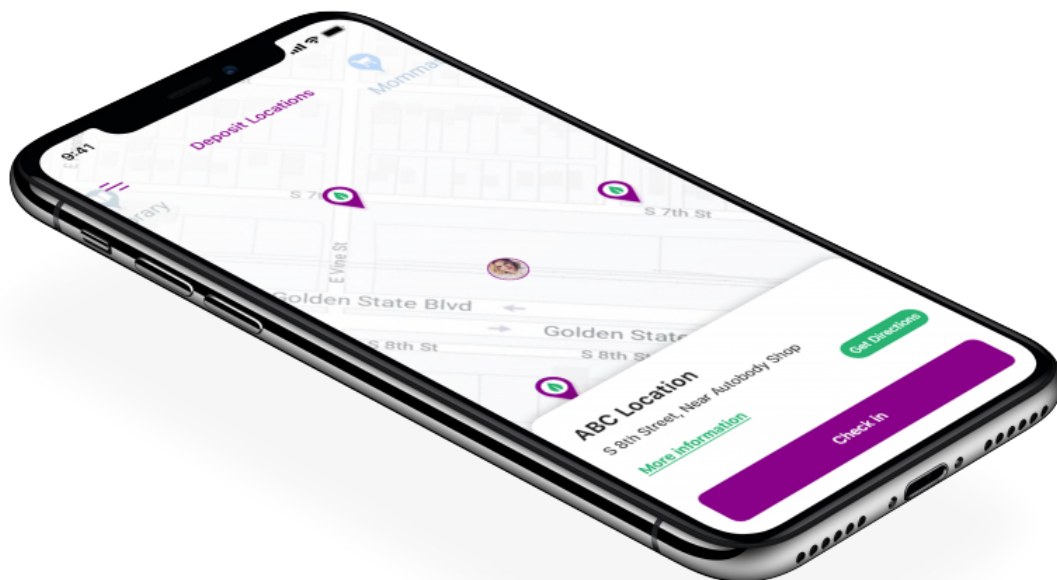


Play ZeLoop: Collect plastic bottles, get rewarded!

The first Circular Economy Reward Platform that incentivizes citizens for their pro-environmental behavior with a gamified mobile application, a cryptocurrency, and prizes making the Earth heathier.



Dubai, Nov 20, 2020 ([Issuewire.com](https://www.issuewire.com)) - Play ZeLoop: Collect plastic bottles, get rewarded!

[ZeLoop](#), a new and innovative app and business platform that rewards users, who proactively help protect the environment by depositing plastics for recycling, is ready for widespread adoption following a successful pilot in UAE.

“With the millions of tons of plastics produced over the years ending up in oceans and landfills, closing the loop on properly disposing of plastics has become imperative. This was our core motivation in creating ZeLoop” says [Eric Schaffner](#), founder, and CEO of ZeLoop. “We want to make the act of recycling plastic fun and profitable for the participants while preventing plastic waste from entering the environment.”

ZeLoop is an eco-focused app created by a team led by Eric Schaffner to reduce the impact we (humans) are having on nature. It allows users to contribute to the reduction of plastic waste (with an

initial focus on plastic bottles), and get rewarded for their efforts. “ZeLoop’s ultimate aim is to stop the planet from being choked with more plastic junk,” said Schaffner.

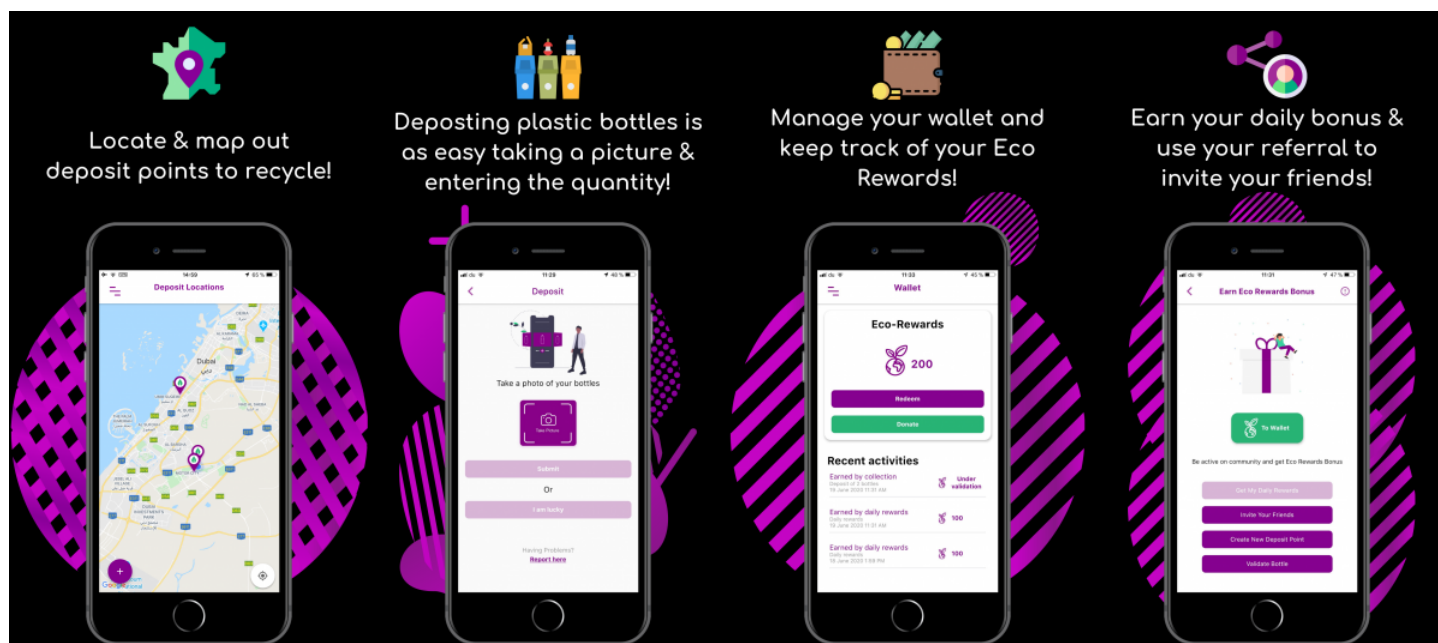
Earth is suffering due to the large-scale use of plastics produced by the food and beverage industries, carefree disposal, lack of consumer awareness, and the lack of proper facilities for disposal. “Producers and consumers are equally responsible,” he added. ZeLoop adds gamification elements such as ranks based on collection activity, cryptocurrency rewards, and even real-world prizes to help motivate and educate consumers.

80 billion ERC-20 tokens have been issued on the Ethereum blockchain and will be distributed through the ZeLoop app. Currently, these tokens can be exchanged for sustainable goods and services, and once ERW is listed on digital exchanges, they will be fungible, creating a secondary market.

ZeLoop is available for download on Android and iOS. People the world-over can download the app and contribute to the reduction of plastic waste by mapping collection points, collecting bottles, and earn tokens for helping to protect the planet. The app also rewards users for successfully inviting others to download it.

Download the ZeLoop App now and contribute towards saving the planet in a fun-filled way by participating in ZeLoop games and win awesome rewards for doing so!

ZeLoop's is seeking sponsors and investors in the packaging, food, and beverage industries, impact investors, and others that support this noble social cause.



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Source : ZeLoop

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