



## QWASI TECHNOLOGY COLLABORATES WITH THE COUNCIL OF RESPONSIBLE SPORT TO BRING #BYOC SOLUTIONS



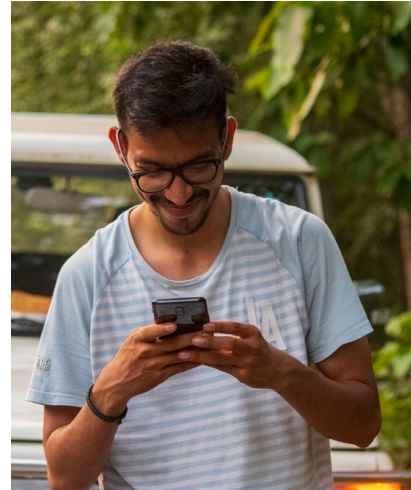
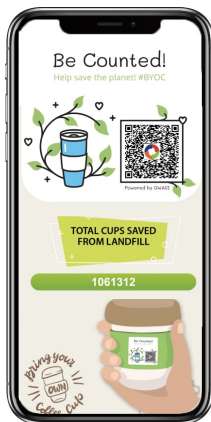
*QWASI IMPLEMENTED A BRING YOUR OWN CUP SUSTAINABILITY INITIATIVE TO MONITOR WASTE REDUCTION AND INCREASE DATA INSIGHTS AROUND ENGAGEMENT FOR SPONSORING BRANDS*



### CHALLENGE

*Monitor the impact of single-use cups and bottles to support sustainability and product re-use at sporting events*

As in-person events return, one time use cups and bottles are contributing to growing global waste issues. Additionally, overprinting is commonplace because printing is not digitized. Lastly, there has been no way to track the data around waste or create an ecosystem to return products for reuse.



"What began as a conscious, planned initiative to improve our sustainability efforts, has evolved into an infectious way of thinking within the organization top to bottom, and now it is inherent when planning and executing the event."

**WADE MOREHEAD**

**DIRECTOR OF THE  
HOUSTON MARATHON  
COMMITTEE**



### SOLUTION

*Offering event managers custom branded #BYOC assets, enabling participants to engage with up-to-date event content and join the waste reduction movement.*

The end-to-end solution supplied by QWASI includes customer branded #BYOC tags, the software to manage mobile pages and data insights, as well as the implementation team to support the complete program. The #BYOC mobile pages are able to be branded for advertising sponsors to generate revenue, as well as additional QR and NFC activated mobile pages for registration, check-in, event details, programs, menus, giveaways, support tents, sponsored booths, as well as any and all custom signage.



**COUNCIL for  
RESPONSIBLE  
SPORT**  
CHAMPIONS FOR A HEALTHIER WORLD.



**91%**  
of all plastics  
generated in  
the US are not  
recycled

WALL STREET JOURNAL

**69%**  
of people own a  
reusable cup, but  
only 17% of people  
use them when  
purchasing drinks.

PACKAGING EUROPE

**1 million**  
Plastic bottles are  
sold around the  
world every  
minute

NATIONAL GEOGRAPHIC

## RESULTS



- +Greater insights around waste reduction
- +Increased sponsor revenue
- +Insights on fan engagement and brand awareness

The Council for Responsible Sport and QWASI will be able to provide insights around waste reduction across each and every event. Additionally, CRS and QWASI will be able to support event sponsors in driving increased revenue, as well as additional data insights for sponsoring brands around fan engagement, brand awareness and conversions around promotions.



## ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

