



Averda launches UAE's first waste management application, iAverda

Averda, one of the environmental solutions providers in the region, has turned its advanced, specialist cleaning operations up a notch by encouraging community participation in its clean-up efforts with the launch of iAverda, a first-of-its-kind, high-tech waste management application for the UAE.

iAverda is the country's first iPad and iPhone application that allows the community to take action in the cleaning of their environment.

The initial launch of the application is for the Abu Dhabi communities that Averda provides services for, but it will soon be available across all emirates of the UAE. The residents of Abu Dhabi will assist Averda in keeping their residential area clean, by utilizing popular technology to activate Averda's quick response waste management team whenever action is needed.

It is being launched in line with Averda's commitment to upholding the Plan Abu Dhabi 2030 vision of the emirate's government to enhance the environment, transport and heritage of the UAE's capital city and more far-flung areas such as Al Ain and Al Gharbia.

"We utilize the latest technologies in our waste management processes, so it only seemed natural that we branch out and explore similar high-tech options for keeping the communities we are active in involved in maintaining cleanliness," said Malek Sukkar, Chief Executive Officer of Averda.

"The launch of our iAverda application for the iPhone and iPad will allow communities to quickly address any waste issue in their area, by reporting the incident directly to us. Our teams will then mobilise to clean up the waste, helping to keep Abu Dhabi streets green," he added.

The application features an attractive, easy to use interface that gives residents within Averda's coverage areas an interactive, direct link to the corporation. It allows the submission of queries, feedback and requests for services and information.

All residents need to do is send either an image or text message through the application, and Averda will deal with the report, providing status updates and completion notifications. iAverda will be updated regularly to offer more services and options to customers.

"Through this free application, we are encouraging community engagement and environmental awareness. We strongly believe that we all have a part to play in keeping our cities clean, which is why we called it 'iAverda' - 'i' stands for every one of us as residents in the city, to provoke a sense of ownership and responsibility when it comes to environmental cleanliness," concluded Sukkar.

Initially, the iAverda application will be available in Abu Dhabi and soon across the UAE, with other markets in which Averda is active to follow shortly after.

The application can be downloaded from the iPad and iPhone App Store.

Notes and media contacts

About Averda:

Averda International is a leading environmental solutions company that specializes in providing integrated resource management services, in addition to catering to waste, water and wastewater needs.

The extensive bouquet of services covered by Averda ranges from street cleaning and beautification through to waste collection, treatment, disposal and recycling, as well as including the full-scale development of sustainable solutions for water, wastewater and solid waste of public, residential, commercial, and industrial sectors, all within a framework that respects the natural environment.

With more 6,000 employees, the company operates throughout Lebanon, Saudi Arabia, the United Arab Emirates, Oman, Qatar, the United Kingdom, France, Morocco and Iraq, resulting in a unique corporate geographic expertise and culture.

For further information, please visit www.averda.com.

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