



REcycle2PARIS

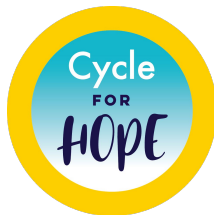
PFAS

PER- AND POLY-FLUORALKYL SUBSTANCES

5th International Congress
Management of Environmental & Health Risks

June 17, 18, 19 & 20, 2025 - Paris

IN SUPPORT TO



REcycle2PARIS combines a sporting challenge, in a professional setting, with an unique opportunity to **raise money for a fantastic charity.**

After 7 successful editions of REcycle2MIPIM, the REcycle Club launches a new adventure in support of **Cycle For Hope.**

Previously the professional **real estate** community pedaled to collect funds to help children on longer term hospitalizations in Luxembourg and Belgium.

Now comes the time of the **recycling** community !

Pedaling to raise donations to  through sponsoring and a crowdfunding initiatives.

Be part of it : together on the gravel roads, from Zwiindrecht to the PFAS-conference in Paris, across



the Regions !



ZWIJNDRECHT

► PARIS 2025

Cycle For Hope

Cycle for Hope is a Belgian volunteer group, part of the King Baudouin Foundation, helping children suffering from cancer and their families.

The charity raises funds to enhance the daily lives and well-being of these young patients during and after their treatment. The organization also supports initiatives to assist parents and siblings throughout the treatment journey and beyond, especially during times of grief.

Additionally, Cycle for Hope finances child development programs and acquires medical equipment for pain relief and the improvement of the treatments not covered by social security.

[Find more information here](#)



A group of cyclists in various colored jerseys (black, white, yellow, blue) are riding on a grassy hill. Some are waving. The background shows trees and a clear sky.

WHY RECYCLE2PARIS?

- Fundraising and sporting challenge
- Networking amongst colleagues from the Belgian waste treatment and environmental industries
- Exceptional taylormade cycling event with all- inclusive services

The challenge looks for dynamic sponsors and participants who endorse well-being and effort as key factors in social, professional and personal life.

REcycle2PARIS is a unique gravel biking challenge, of some 450 km in 3 stages (14 to 16 June 2025), in which courageous riders will cycle from Zwiindrecht (Oosterweel) to Paris for the opening of the **International Congress on the Management of Environmental & Health Risks (PFAS)** (17 to 20 June 2025).





CHALLENGE

- **START** : SATURDAY, 14 JUNE 2025
In the morning from Zwijndrecht (Oosterweel)
- **GRAVEL ROUTE** : mainly Eurovélo 3
- **ARRIVAL** : MONDAY, 16 JUNE 2025



The Belgian Waste Management & Environmental Community

- Operators
- Engineers
- Consultants
- Brokers
- Administrations
- ...

PELTON



THE CHALLENGE

DAY 1

Zwijndrecht – Maubeuge

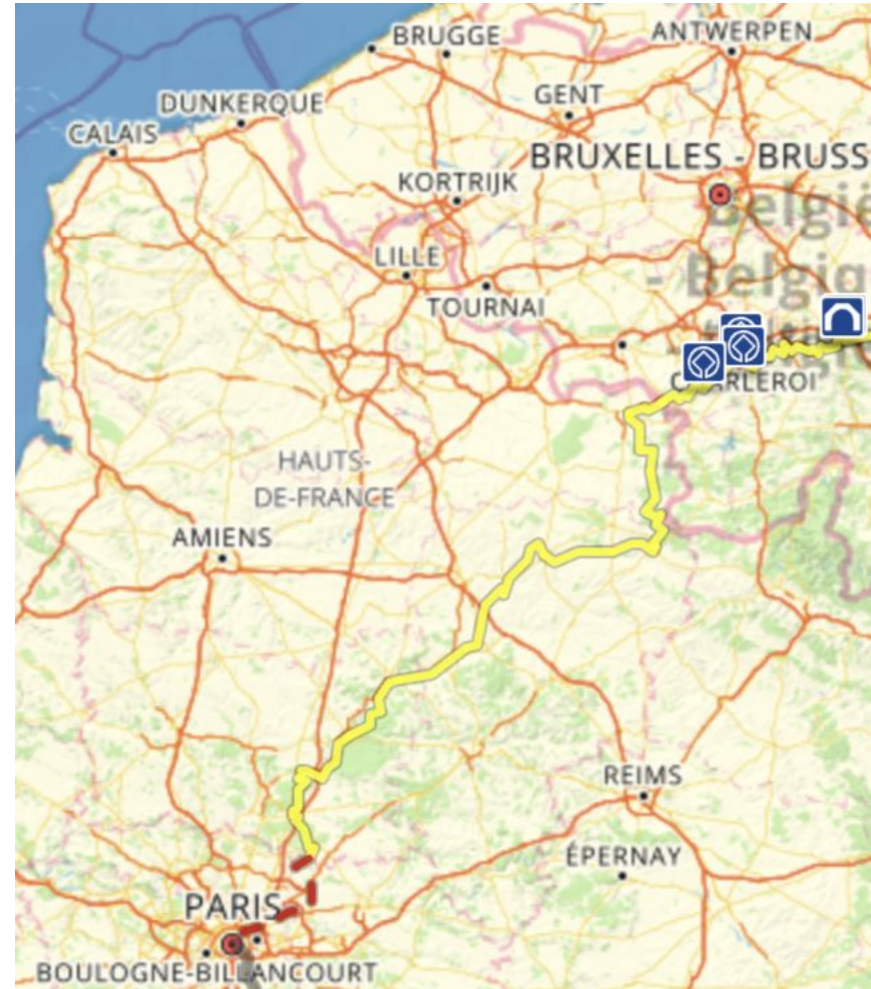
DAY 2

Maubeuge – Noyon

DAY 3

Noyon – Paris

Gravel roads whenever possible (full tracks to be ASAP confirmed - connecting to Eurovélo 3 in the Walloon Region)



UNIQUE MEMORIES

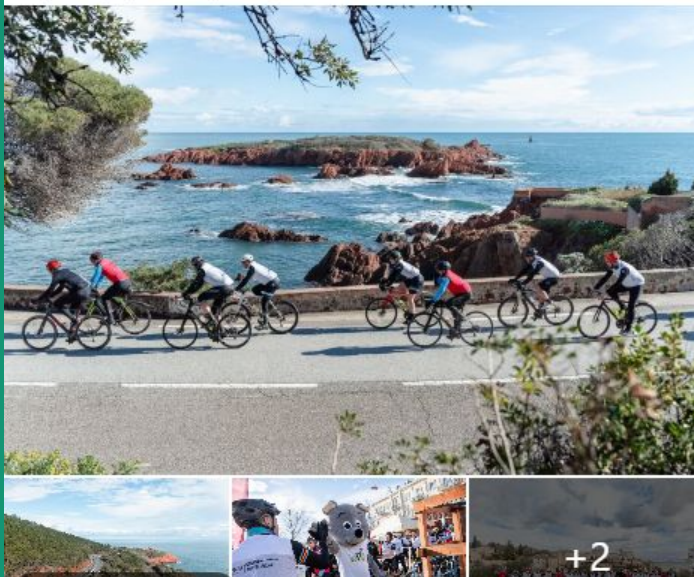
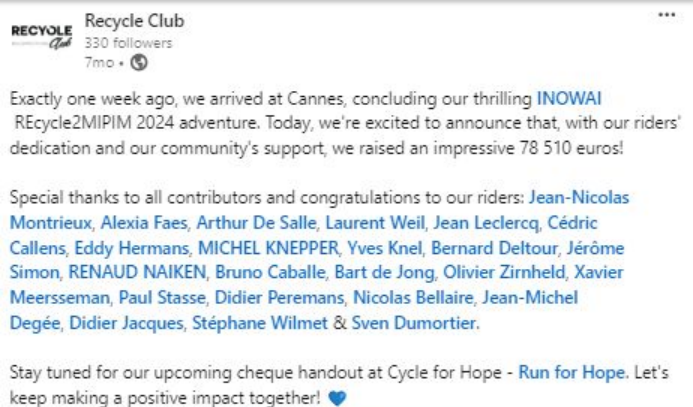
- A superb selection of scenic routes
- Sporting challenge adapted to most and in all safety
- Unique networking & camaraderie moments
- Sector & geographic recognition
- Press & social media coverage



COMMUNICATION

COMMUNICATION ACTIVATION

- Communication activation within the Waste and Environmental Community in Belgium
- Branding activation of this event with T-shirts, vehicles, etc.
- A dedicated webplatform
- Links to the master's sponsors' web & social media tools
- CHARITY COMMUNICATION TOOLKIT
- Banners for the sponsors to promote the challenge and the charity sponsorship
- Possibility to obtain personalized posts



SOCIAL MEDIA PRESENCE

Pre- & post event presence / Continuous social media diffusion during the entire event

Facebook • Instagram • LinkedIn

PHYSICAL PRESENCE DURING THE CHALLENGE

- Vehicle assistance
- Medical & safety assistance (on motorbikes)
- Coaches and massages
- Staff and participants sleeveless vests

OTHER SUPPORTS

- Ass Saver with your logo (exclusivity)
- Waterbottles (200 pieces)
- ...

PARTNERSHIP PROGRAM

If you wish to be further involved and associate the name of your organization with the event

- **to gain visibility** as a dynamic actor in the Belgian waste & environmental community
- to assist in **raising funds for a fantastic charity**

Become a partner of the REcycle2Paris !



Commitment

	GOLD sponsor	SILVER sponsor	CYCLIST	IN KIND
	10.000€ (Excl VAT)	2.500€ (Excl VAT)	±800€ (Excl VAT)	Vans & vehicles
COMMITMENT: fundraising minimum €500 for Cycle for Hope			X	
Logo on website	L	M		
Logo on fundraising platform	L	M		
Logo on sleeveless vest	L			
Logo on event vehicle	L	M		
Beach flag during event	L			
Logo on finisher tee-shirts	L			
Social Media Banner (Facebook - LinkedIn - Instagram)	L	M		
One post before departure and one after (LinkedIn) mentioning your company	✓	✓		
Extra posts during fundraising campaign and challenge	✓	250 € per extra post		
Participation in the challenge as a rider (hotels, food, drinks, technical & safety support, ...)			X	



CONTACT

REcycle Club

Daphné Mertens

+32 475 75 12 44

Daphne@yakafactory.be

Industrious Law

Bernard Deltour

+32 475 79 10 73

bd@industriouslaw.com

Denuo

Aarnout Ecker

+32 485 74 59 78

Aarnout.ecker@denuo.be