



BEHAVIORAL SERVICE & WASTE & RESOURCES

WHY

Carlsberg Polska, in partnership with Tesco and Coca-Cola HBC Polska increased consumer recycling across Poland.




HOW

- Carlsberg Polska, Tesco and Coca-Cola HBC Polska installed recycling collection points around 20 Polish cities.
- The campaign was supported by media partners across Poland to raise awareness.
- By recycling their packaging waste, consumers were rewarded with plant seedlings or Tesco Green Clubcard points.
- Awareness campaigns were carried out in-store, online and internally to drive action from both consumers and employees.

BUSINESS VALUE

 RISK	Short term costs – An increase in the number of bottles returned for recycling delivered cost savings for Carlsberg Polska.
 REPUTATION	Brand sentiment – Research showed an increase in perception of the brands involved as being 'environmentally friendly and responsible'.
 INNOVATION	Relationships – Relationships between partners and internal functions within Carlsberg Polska were strengthened.

CONSUMER VALUE

-  **FUNCTIONAL**
Participating consumers received Green Clubcard points and plant seedlings to incentivize their behavior.
-  **EMOTIONAL**
The broad nature of the campaign made people feel like they were part of a movement happening across Poland.
-  **SOCIAL**
The campaign and public location of the recycling collection points made recycling a very visible act, turning it into a normal social behavior.

RESULTS

- Recycling collection points were visited by over 20,000 people. [Source](#)
- In total, the campaign recycled 242 tons of waste packaging. [Source](#)
- Carlsberg Polska was named as an 'Eco-Responsible Business' in Poland. [Source](#)