3 Ways Blue Bite Helps CPG Brands Become More Sustainable

Blue Bite

As consumer awareness of sustainability grows, innovative CPG brands are finding better ways to communicate their sustainability stories and get consumers involved to amplify sustainability initiatives.

"While we expect sustainable-minded shoppers to spend up to $150 billion on sustainable products by 2021," reports Nielsen, "sustainability is starting to drive gains in everything from resource management to product packaging."

Brands Pushing CPG Sustainability

- Nestlé has committed to make 100% of its packaging recyclable or reusable by 2025

- PepsiCo says 100% of its packaging will be recyclable, compostable or biodegradable by the same year

- Many Proctor & Gamble brands will convert to 100% recyclable or reusable packaging by 2030

Blue Bite

3 Ways Blue Bite Helps CPG Brands Become More Sustainable

As a sustainability tool, Blue Bite helps CPG brands better tell their sustainability story, grow their sustainability and circularity initiatives, and get consumers involved in those efforts.

Tell Your Sustainability Story, Transparently

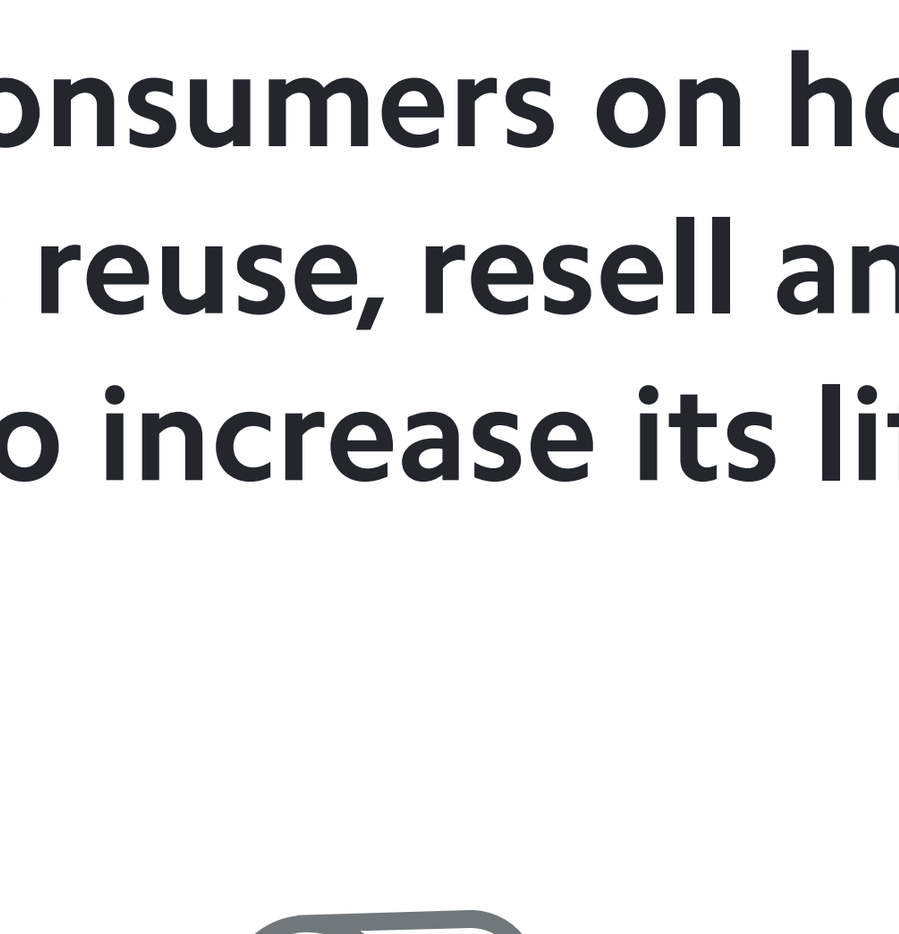
- Encourage sustainable practices and behavior through storytelling that details supply chain journey through the end of the product life
- Transparently inform consumers on sourcing, materials and labor practices at the product level

Blue Bite

Grow Your Circularity and Sustainability Initiatives

- For all your brand does to build sustainable practices, use Blue Bite experiences to inform consumers what they can do to help

- In addition to information about supply chain sustainability, also educate consumers on how they can repair, reuse, resell and recycle the item to increase its lifecycle

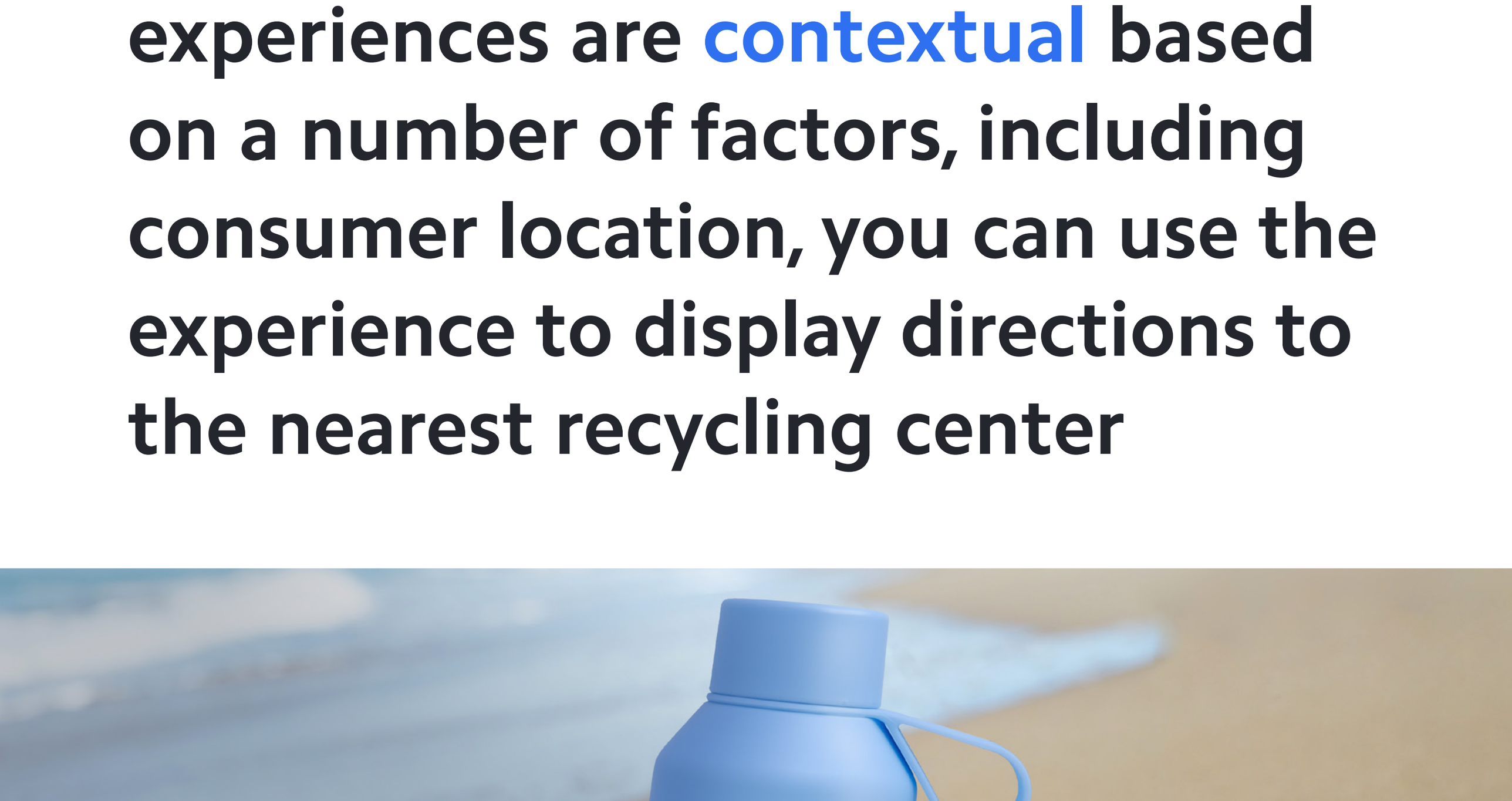


Blue Bite

Get Consumers Involved to Grow Sustainability Efforts

- Move beyond informational and educational content — use Blue Bite to get consumers involved

- For example, Blue Bite experiences are contextual based on a number of factors, including consumer location, you can use the experience to display directions to the nearest recycling center



Blue Bite