Jerónimo Martins

Summary

The Eco Water Project

The Pingo Doce supermarket chain offers to its customers a simple, safe and cost-effective solution to refill reusable water plastic bottles. The ECO water service, created in partnership with the New Water Project (NWP), uses regular tap water, which undergoes a purification process in stations installed in the stores.



THE CHALLENGE

According to the European Commission, each inhabitant generated 174 kg of packaging waste in 2018.
To counteract this trend and within the scope of the European Ecological Pact, the Circular Economy Action Plan aims to make all packaging placed on the European Union market reusable or recyclable by 2030.
This objective is in line with the European Commission's definition of circular economy, according to which products must remain in the economy for as long as possible, use of natural resources and production of waste must be reduced to a minimum, and products must be reused to continue to generate value even at the end of their useful life.
Single-use plastic has been highlighted as one of the issues that the European Commissions' circular economy package must address. Single-use plastic bottles are among the top-10 litter objects most found on European beaches.

THE SOLUTION

The Pingo Doce supermarket chain offers to its customers a simple, safe and cost-effective solution to refill reusable water plastic bottles. The ECO water service, created in partnership with New Water Project (NWP), uses regular tap water, which undergoes a purification process in filling stations installed inside stores.
This innovative solution for the Portuguese market encompasses reusable water plastic bottles and self-service filtered water stations, intending to promote more conscious consumer habits – starting with something as essential as drinkable water.
After the first reusable bottle purchase, the consumer can head to a refill station and fill up the bottle. The water flows through a set of carbon and sediment filters, along with a UV sterilising light, to ensure the quality and safety of the process.
The ECO water project was launched in 2018 and within two years, it reached over 140 stores. The reusable bottles are available in three different formats: 1.5, 3 and 6 litres.

TRANSFORMATION STRATEGY

Main Driver for project:
The ECO water project was born from Pingo Doce's pioneering desire to provide its clients with a sustainable solution for the essential consumer good - water. It is a flag project, so it was assumed as a Company project, cutting across different functional areas of Pingo Doce, including marketing, operations and commercial departments. Each one endowed the project with the attributes considered essential to be valued by clients.

Why is this project circular?
The ECO Water project aims to eliminate the need to buy disposable water bottles or jugs every time a customer enters a store to buy water by reusing specially designed resistant plastic bottles. It aims to reduce disposable plastic packaging usage and waste.

Collaboration Strategy:
Pingo Doce has a partnership with New Water Project (NWP).

How the business remains profitable and sustainable over time (Economic Viability):
The project is still in the investment phase. In the long term, reducing single-use plastic is also associated with gains from operational efficiency in stores and logistics (e.g., less handled volumes, in- store restocking, linear space).

Circular economy KPI'S & Main Results:

- Reduced single-use plastic and packaging waste
- Lower carbon emissions from transport
- Rolled out to 140+ stores within two years
- Improved store and logistics efficiency
- Encourages reusable behaviour among customer

More Information : www.jeronimomartins.com



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