



Return me!



Return me!

**The Association of Finnish Alcoholic
Beverage Suppliers**

Finland

2019 > 2019

#CO2Emissions #Packaging



Objective

To increase the recycling rate of small PET bottles, especially those that travel easily, and all bottles in general.

To highlight the recyclability of PET bottles.

To remind consumers that small bottles should be recycled too.

Description

The return rates for PET plastic bottles in the Nordic countries are among the highest in the world - 83% in Sweden and 90% in Finland. However, the return rates for small PET bottles the size of hip flasks are markedly lower - only around half the bottles are returned. Every tenth bottle - millions a year - ends up somewhere other than a deposit machine. According to a **survey** by Altia, the reason for the lower return rates for small flask-type bottles is that they tend to be used on the road. The small and handy PET bottles are easy to carry to events, picnics, pre-parties, in golf bags, on skiing trips or to holiday homes, after which they often end up in conventional bins.

The circular economy lies at the core of Altia's responsibility and sustainability programme, and the circulation of PET plastic bottles is an important part of it. When returned, a PET bottle is one of the most ecological packaging alternatives for liquids due to its recyclability and low carbon footprint.

Therefore, in the summer of 2019, Altia carried out its first responsibility campaign aimed directly at consumers and built around bottle recycling. Since summer involves a lot of outdoor eating and drinking in Finland, the campaign was timed to be in full swing in June–July. The multi-channel campaign included digital outdoor advertising, social media contents, the “A bottle’s journey” campaign page and a press release. A “Return me!” label was also added to Altia's best-selling small bottles during the campaign.

Partners

Altia

Results

The campaign reached the buyers of small bottles successfully, and the return rate for Altia’s flask-size PET bottles rose by 8% in June–August on average compared to the corresponding period in the previous year.

Website

<https://altiagroup.com/cases/increasing-recycling-rate-pet-plastic-bottles>

Downloads

Photo gallery

