# Deplastify The Planet: AB Pack Sustainability Final Presentation

*UC Berkeley Team – Deplastify The Planet*

# Customer-facing solutions | Repurposed Fan Cans

## Key Insight

**Consumers look for recycled and engaging packaging**

Collection via interactive can deposit activities

Market based on customers passion points and the journey of the cans



Partner with Blockchain company such as Circulor

## Concept Description

Collect cans at big events through partnerships, partner with blockchain company to track cans through their recycling journey and create marketing that plays on consumers' passion points

Anheuser-Busch

**Key Insight**

Gen Z is not only attracted by sustainable products but also sustainable supply chain and production

Collect brewer spent grain to create sustainable and compostable can holders…



…once detached and turned on the table, it becomes a drink coaster…

**Concept Description**

Create **can holders** from **brewer spent grain**, usable as **drink coasters**. Using waste as an easily accessible and sustainable resource

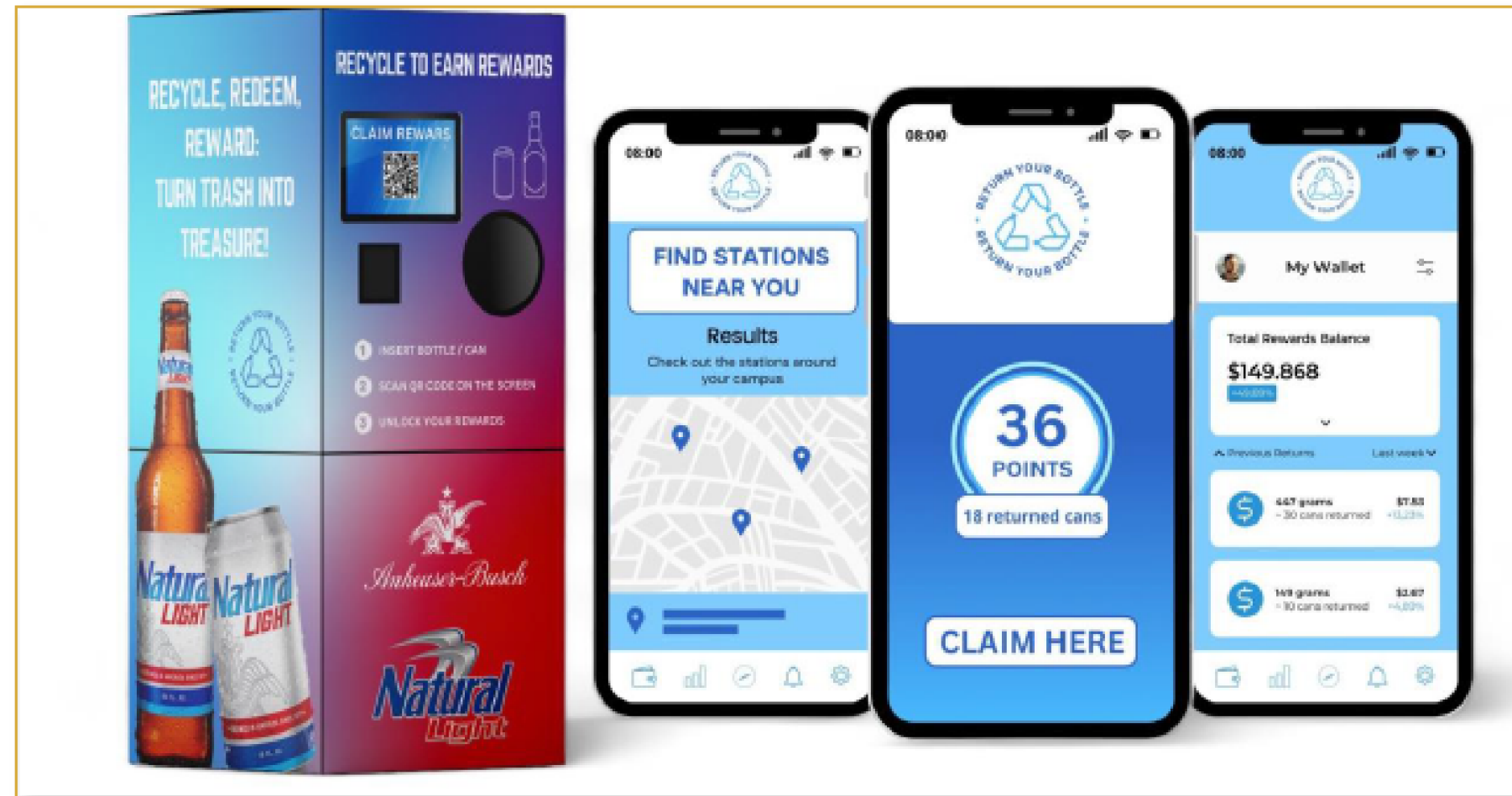# Customer-facing solutions | Return Your Bottle Stations

**College students looking for convenient solutions to recycle their cans**



## Concept Description

Return Your Bottle Stations is a college campus initiative that installs convenient and eco-friendly stations, empowering students to effortlessly return empty beer cans and bottles, redeem credits via a mobile app, endorse sustainable projects, and actively contribute to a circular economy, thus minimizing party and fraternity waste while incentivizing recycling.

Anheuser-Busch

# Customer-facing solutions | Sustainable Scan
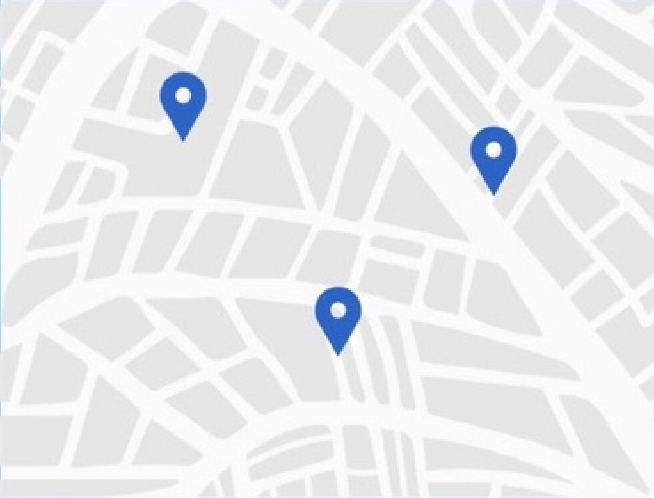
Consumers will be more likely to support sustainable companies and change their behavior if they can have an engaging experience
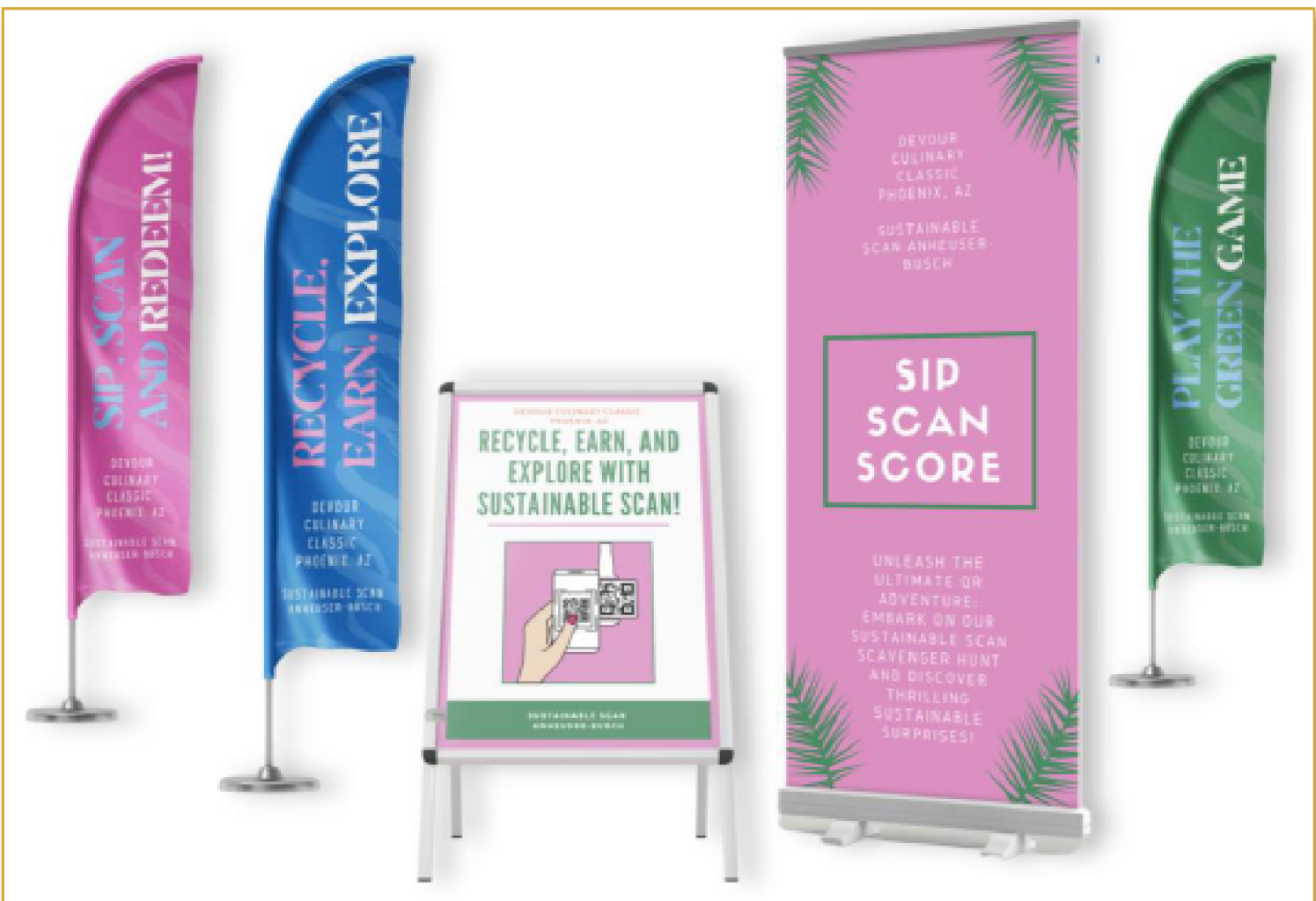


**Concept Description**

Sustainable Scan utilizes QR codes to engage consumers in sustainable packaging and recycling practices through a gamified experience, offering rewards, educational resources, personalized recommendations, and data tracking to encourage responsible waste management and increase sustainability awareness at food and drink hospitality festivals.

Anheuser-Busch
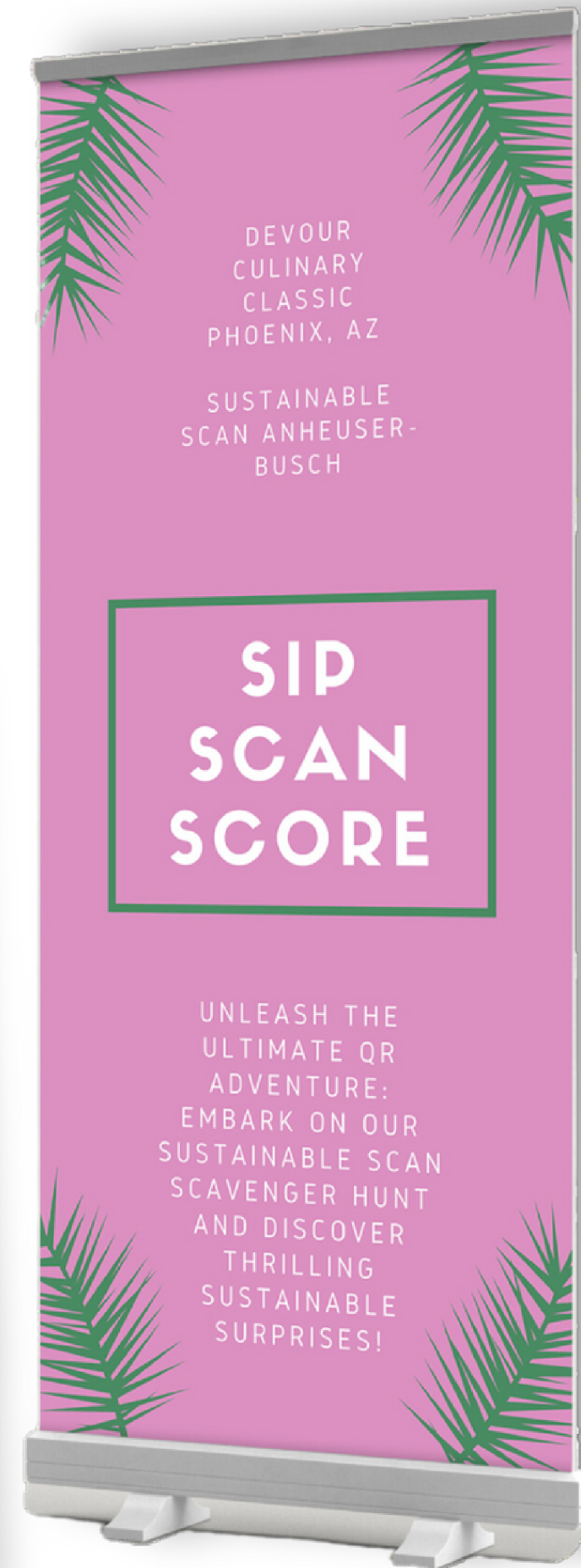
# Customer-facing solutions | Sustainable Scan

✓ **INTERACTIVE QR CODES**

on products & packaging, unlocking valuable info and engaging with the app including maps, educational content, puzzles, and recycling info

✓ **GAMIFIED EXPERIENCES**

with QR code scavenger hunts, product scanning for points, and time-limited Q&A challenges

✓ **REWARDS AND DISCOUNTS**

earned through scanning QR codes, encouraging sustainable practices and responsible waste management

✓ **SUSTAINABILITY CONTENT**

exclusive promotional content on sustainability accessible through QR codes, fostering exploration and learning



*Anheuser-Busch*

## Screen 1

**LOCATE PARTICIPATING BARS & RESTAURANTS**

✕ O.H.S.O Brewery & Distillery

**O.H.S.O BREWERY & DISTILLERY**

Orange tent near entrance

📍 GET DIRECTIONS

## Screen 2

Search for restaurants and bars 🔍

**PARTICIPANTS**

BAJA BREWING CO

LEARN MORE

FOUR PEAKS BREWING CO.

LEARN MORE

OHSO BREWERY + DISTILLERY

LEARN MORE

Wren House Brewing Co.

LEARN MORE

## Screen 3

Our Sustainability Journey

Eco-friendly Beer Choices

Learn About Sustainability

Scavenger Hunt

## Screen 4

**Learn Proper Waste Management**

**1** **Sort your trash into different bins.** With color coding and proper labelling, you can inspire many others to dispose of their garbage properly.

**2** **Choose to reuse.** You can maximize these items yourself or bring the reusable items to centers where it will be sorted and resold accordingly.

**3** **Recycle.** Don't know where to put those recyclables? Find the nearest local recycling center or know the schedule of your neighborhood recycling pick up.

**4** **Start composting.** Food and garden waste don't belong with the rest of your garbage. Use a compost pile or bin for quick, easy, and proper food waste disposal.

**5** **Practice proper disposal.** Know your neighborhood's garbage pick up schedule. Remaining garbage should be placed in a sealed trash bag and into the right bin.

**REDUCE YOUR GARBAGE IMPACT TODAY.**

**Screen 1 — Tasks and Challenges**

SUSTAINABLE SCAN

DEVOUR CULINARY CLASSIC : PHOENIX, AZ

RECYCLE, EARN, AND EXPLORE WITH SUSTAINABLE SCAN!

**TASKS AND CHALLENGES**

- Order a beer from the blue tent
- Recycle your can in proper bin near the Baja tent
- Which of the following can NOT be recycled
- Order food and a drink from O.H.S.O

**Screen 2 — Voucher**

SUSTAINABLE SCAN

CONGRAGULATIONS YOU REACHED 20 POINTS

Very Peri

$1 OFF VOUCHER

ON YOUR NEXT BEER

CLAIM NOW

**Screen 3 — View Your Progress**

SUSTAINABLE SCAN

VIEW YOUR PROGRESS

Estelle Darcy

Total Points Earned

90 POINTS

Points Earned          Recent Activity

- 15  ~ Proper disposal/ can recycling
- 10  ~ Ordered a beer from the blue tent
- 10  ~ Correct answer to question

**Screen 4 — Leaderboard**

SUSTAINABLE SCAN

Estelle Darcy
90 POINTS EARNED

LEADERBOARD

- 1  Kyrie Petrakis — 150 POINTS
- 2  Eleanor Bas — 135 POINTS
- 3  Helene Paquet — 130 POINTS
- 4  Shawn Garcia — 120 POINTS
- 5  Ryan Moore — 120 POINTS