



# EWWR GOOD PRACTICES AND CASE STUDIES

## (UNPACKED – DIRECTLY INTO THE POT!”)

### 1. Details of Action:

EWWR Coordinator: VKU  
Name of Action Developer: Hertel Verwaltungs GmbH  
Name of action: Unverpackt - Direkt in den Topf! – „Unpacked – directly into the pot!”  
Nominee **category**: Business  
European Special Prize: Yes  No   
Dates of action: 18.11. – 24.11.2017  
Website: [www.hertel-haehnchen.de](http://www.hertel-haehnchen.de)

#### **Location of action**

Place of implementation: in all of the 200 stores in Germany  
City: Schwarzenbach (head quarter)  
Region: Bavaria (head quarter)  
Country: Deutschland

### 2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Reuse and preparing for reuse
- Recycle – Waste sorting and Recycling
- Clean-up activities
- Thematic Focus 2017: Reuse & Repair – Give it a new life!

### 3. Description of the nominated action

Hertel Hähnchen – Hertel Chickens – sell cooked or grilled chickens all over Germany, often in front of big shopping malls or supermarkets. They sell chickens in big cities but also in villages and remote areas of Germany. During EWWR starting with the 18<sup>th</sup> of November until 26<sup>th</sup> of November all customers were asked to bring their own pot in order to buy a chicken. Usual packaging is a complex construct made of a plastic bag which keeps the warmth of the chicken and another plastic bag to transport it. The company counted the participating customers, then counted the money being saved for packaging, and donated that money to the environmental NGO NABU in order to support their projects of protecting the rivers and seas from plastic.

### 4. Reasons why the action has been selected for the EWWR 2017 Awards:

#### **a) Visibility and communication:** How did this action reach people?

In order to motivate their customers Hertel Hähnchen produced a video before EWWR. They asked for volunteers through facebook and received a very positive feedback. A lot of people participated voluntarily in the video, which is very well made in my eyes.  
Through facebook, google+, their website and youtube, as well as in the media, newspapers and radios, they promoted the campaign. Posters and Infolyer informed the customers during EWWR that the action is happening.



Several newspapers, radio and tv shows reported about the action all over Germany.

**b) Originality and exemplarity:** What makes the action original or innovative?

Have you ever had a chicken imbiss station participating in EWWR? The fact that an unusual Action Developer such as a chicken seller is participating in our campaign is extraordinary and a big plus for EWWR, because a chicken imbiss reaches out for a totally new group of people who usually are not affected by EWWR measures and who are hard to reach out for.

The action was very simple, yet at the same time with a lot of motivation and effort being realized. You could believe that for the team of Hertel Hähnchen it was an important thing to participate in EWWR.

I was called by them only in October, so they only some weeks before EWWR decided to participate. The result is amazing – the video is funny and brings you motivation to bring your own pot 😊 I especially liked that they asked customers to become part in the video. This is how you activate people to take action for waste reduction – by let them become an active role in your project.

**c) Lasting impact and follow-up:** How will this action have a lasting impact and how will they follow-up on it?

Food to take away is becoming more and more important nowadays. People tend to order food from a restaurant only to bring it home and eat it there. Often you come from home just to get your fried chicken or your pizza from around the corner of your house. It is easy actually to grab your pot or other boxes and take it with you to the restaurant!

That is what the actions aims to communicate – you can easily take what you have and bring it in order to get your food. No extra plastic waste necessarily must be produced by getting your food to take it away!

I like that message very much and I appreciate that such a big company, such as Hertel Hähnchen, wants to teach that behavior to their customers in a funny and motivating way.

It is a lovely project which definitely should be continued.

Hertel Hähnchen already said that they want to develop the campaign further and continue it in the future. That was only the start for them!

a) **Quality of content:** What makes this action the best?

**The action is outstanding because**

- It tackles the absolute important topic of take away packaging
- It created a fun and easy campaign – involving the customers actively by making them being part in the campaigns video
- It reaches out to a target group which is usually not being reached by “normal” waste reduction actions – this is a big plus and a big boost for EWWR.
- 200 chicken shops participated – which means an enormous outreach

**5. Find out more:**

Image Video: <https://www.youtube.com/watch?v=VJ6bGOZGfoA>

Facebook: <https://www.facebook.com/hertelhaehnchen/>