

NESPRESSO PICK UP ON DELIVERY CAPSULE RECYCLING PROGRAM



BACKGROUND

FleetOptics a Canadian final mile logistics company serving major markets across Canada. FleetOptics have partnered with Nespresso to deliver delicious Nespresso coffee to Club Members' door steps. But in true innovative fashion they saw an opportunity to amplify Nespresso with their Members.

It was only natural from a process, environmental, and customer satisfaction to also include a recycling pick up when a delivery is made.

THE SOLUTION

Everyone wants to do the right thing and recycle as much as possible. Partnering with Nespresso, we designed a pick up solution that minimized the club members' efforts by having recycling right at their doorstep. This added service remain emission neutral as the recycling pick up is completed during regular Nespresso deliveries.

HOW DOES IT WORK?



Step 1

Place your order on nespresso.com and select one of the two convenient options to recycle your capsules.



Step 2

Check your email inbox for FleetOptics' order delivery and recycling pick-up update.



Step 3

The day your delivery is scheduled to arrive, simply place your recycling bag on your front porch or doorstep and our delivery service will pick-up your used capsules for you.

KEY RESULTS



705,270
capsules picked up for recycling



40 tons
of capsules recycled sustainably since 2023 launch



99%
Customers would use the pick up on delivery service again

THE IMPACT



ANALYTICS

FleetOptics' technology enables Nespresso to grasp the behavior of top recyclers and identify the cities with the strongest support through tracking and reporting capabilities.



CONSUMER EXPERIENCE

Introducing a new, hassle-free way to recycle coffee pods, allowing customers to recycle sustainably and feel good about reducing waste when enjoying their coffee.



SUSTAINABILITY

By making recycling more accessible and convenient, the program removed CO2e emissions supporting Nespresso's & FleetOptics' sustainability goals.



To learn more about how FleetOptics can help customize your final mile solution, please visit our [website](#) or [email us](#)

