



# Innovating Towards Green Food Delivery

A foodpanda Case Study on  
Reusable Packaging Programme

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a proud member of **Delivery Hero Group**...

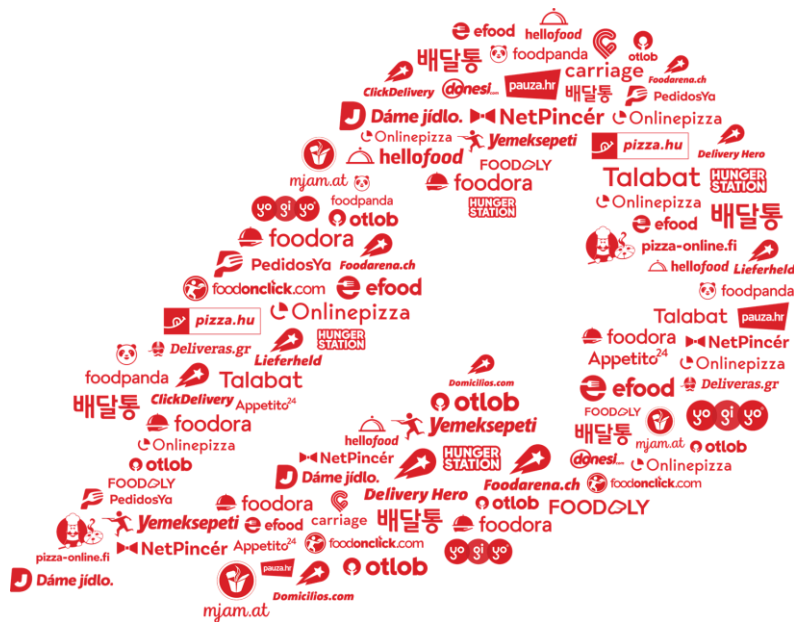


○ Delivery Hero **enters the MDAX** - Germany's leading stock market index (*Top 50 largest companies on the Frankfurt stock exchange*)

○ Delivery Hero operates in **50 markets** worldwide!

○ **5 MILLION** orders in one day

○ **25,000** Team Members



# foodpanda At a Glance



## A DASH OF PINK INTO THE WORLD

foodpanda has the widest coverage in the region, operating in **more than 300 cities** across **11 markets** in Asia.

# foodpanda Hong Kong - 2023 snapshot



**1st top of mind** with HK customers



**#1 Subscription Programme** in HK - PandaPro



**>65% of all restaurants** (14,000+)



**Widest delivery coverage**



**24/7 operations**  
Excluding Tung Chung, Sai Kung, Ma Liu Shui, Stanley



**Largest fleet** (11,000+)

# Why does foodpanda care about sustainability?

- **Opportunity to innovate** and set green standards within a relatively new industry
- **Decrease waste & increase efficiency** in our operations
- **Give back to the community** that has supported us through partnerships with NGOs
- **Regulatory risk mitigation** for both our restaurant partners and the foodpanda platform
- **Attract green customers** by offering more sustainable packaging, restaurant and food options



# foodpanda's Key Focus Areas

**Time to integrate a green business model for food delivery**





# What's new?

foodpanda and WWF have launched the 1st ever reusable food packaging programme in Hong Kong!

# Why Reusable Packaging?





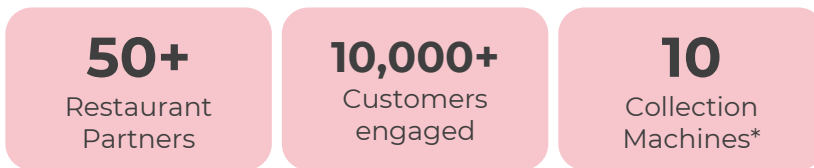
# Why Reusable Packaging?

1. Government plans to [regulate single-use plastic tableware](#)
2. Vendors may use compostable tableware, but there are no industrial composting facilities in HK
3. Initial contact from Environmental Protection Department (EPD) to trial reusable packaging
4. Suggestion by EPD to partner with WWF-Hong Kong to launch pilot using the [Environment & Conservation Fund](#)
5. Application completed in Nov 2021
6. Application approved in May 2022
7. Pilot commenced in Oct 2022



# “Choose to Reuse” Reusable Packaging Programme

A greener way for food delivery / pick-up orders launched in 2022 offering **reusable containers** to restaurants and customers (Pilot in Hong Kong Island):



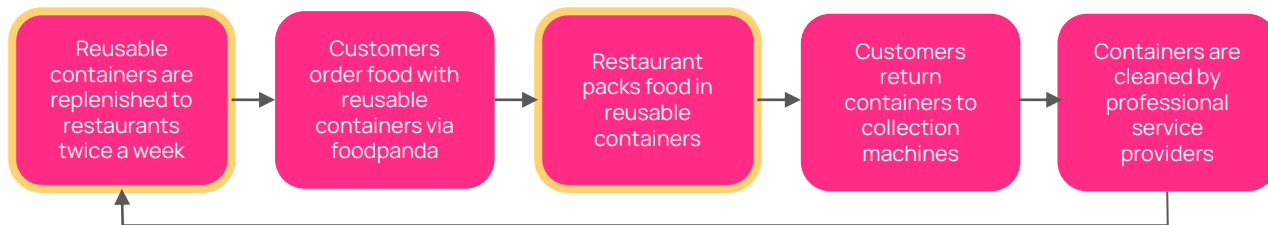
\*Available in 4 districts and to be expanded to 12 locations in Phase 2 ([Latest full location list](#))



## What's in for restaurants?

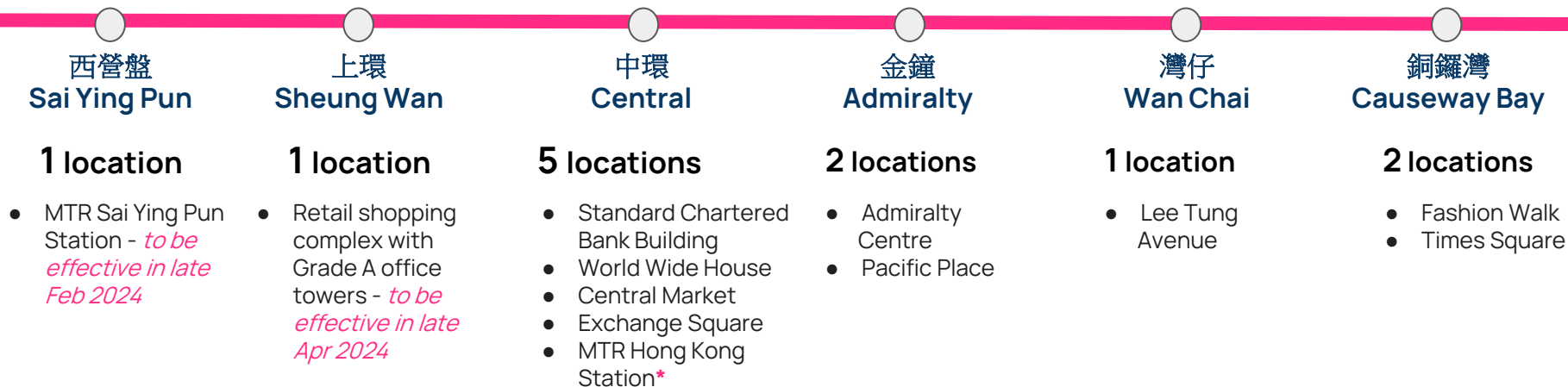
- 1 Save Cost and Go Green**  
Save hundreds disposable packaging daily
- 2 Grow Customer Base**  
Capture the big community of green customers
- 3 Huddle-free and Safe**  
Containers are sanitized following international World Food Safety guidelines, and automatically replenished

## How does this work?



# Machine Locations

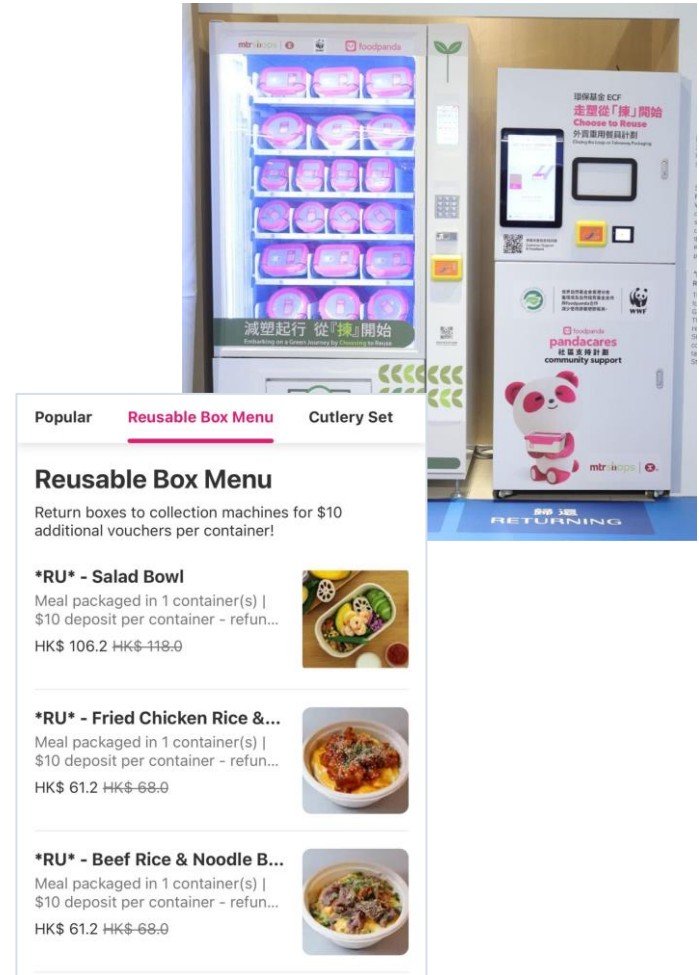
And the next stations are...



\* with reusable containers self-service vending machine

# Customer Experience

1. Customer can borrow reusable containers from the **self-service vending machine**, or order from selected restaurants on **foodpanda** (both delivery and takeaway orders)  
(\$10 deposit per container)
2. Visitor return the used container to the collection machine after emptying the container
3. Upon return of container, visitor receives deposit returned **via Octopus AND**
4. A **\$15 foodpanda voucher per container returned**
  - a. Limited to participating restaurants of the programme
5. **Carbon Wallet** rewards



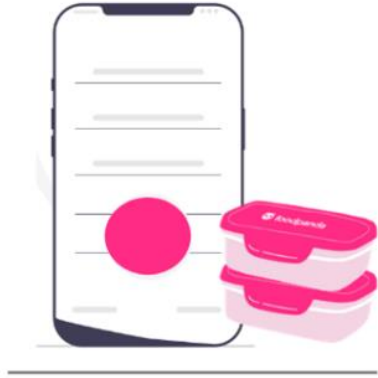
# Container Details

1. **Material** - Food grade PP with transparent lid
2. **4 Styles\***

<p><b>Large box (1,380 ml)</b></p>  <p>18.7cm length x 13cm width x 7.1cm height</p>	<p><b>Medium box</b></p>  <p>14.7cm length x 10.5cm width x 5.6cm height</p>
<p><b>Large bowl (1,380 ml)</b></p>  <p>18.7cm length x 13cm width x 7.1cm height</p>	<p><b>Medium bowl</b></p>  <p>13cm diameter x 5.5cm height</p>

\*We are in the continuous process of R&D - some containers may have air valves, but the size remains the same

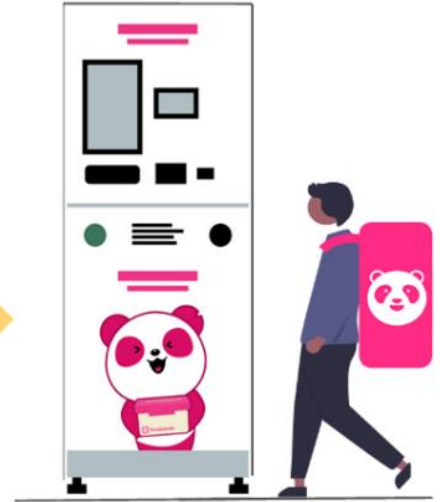
# Courier Container Collection



Customers that already have containers order food from foodpanda



Customers give couriers containers when couriers deliver food



Couriers go to machines to return the containers

# Partner Ecosystem

## Funder and Implementation Partner



## Property Developer Partners



## Other Partners



## Restuarant Partners





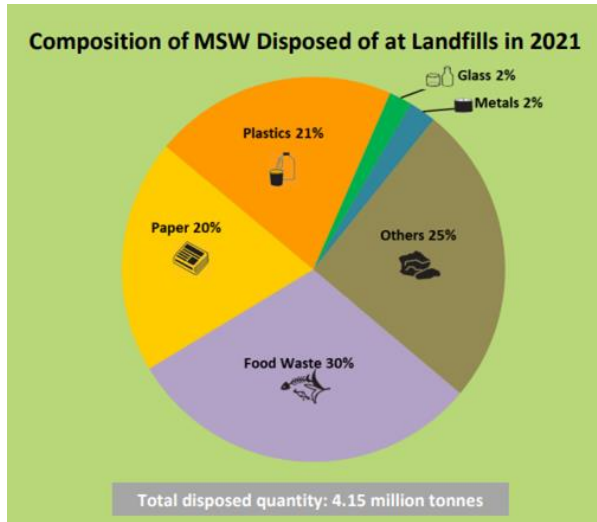
## Challenges

- Struggles of restaurants
- Customer's behavioral changes
- Return rate of meal box
- Operation optimization



# Opportunities

- Food delivery is a new normal
- Pressing issue of Municipal Solid Waste and Government's Policy Measures



### Waste Reduction

- Implement MSW charging
- Implement PRS on plastic beverage containers
- Fully implement PRS on glass beverage containers
- Regulate the use of disposable plastic tableware by phases and explore the need of handling other single-use plastics

# Looking forward



**Expand  
restaurant and  
collection  
network**



**Boost use rate  
and return rate**



**Explore different  
partnership  
models**

- Government Fundings
- Business Partnerships



**That's it!**

Thank You

