

A top-down view of three salmon tacos on a black oval plate. The tacos are filled with salmon, guacamole, purple leafy greens, orange segments, and green onions. The plate is set on a light blue cloth on a grey textured surface.

## Reusable Box Project

Sustainability in Mealkit Delivery



FOODBAG



## ABOUT FOODBAG & OUR MISSION



### *Our Mission*

We strive to make **better food** easily accessible for all Belgians

## ABOUT FOODBAG & OUR MISSION

Delivery

Sourcing

Quality

Better Food

Health

User experience

Variety

Accessibility

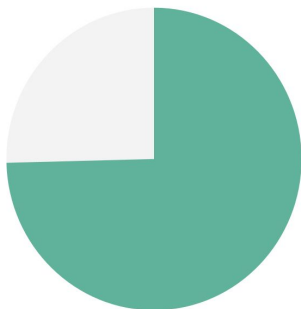
# WHY REUSABLE?

1. Customers demand

2. Environmental Benefits

## Interested in reusable packaging?

● Would use reusable alternatives    ● Not interested

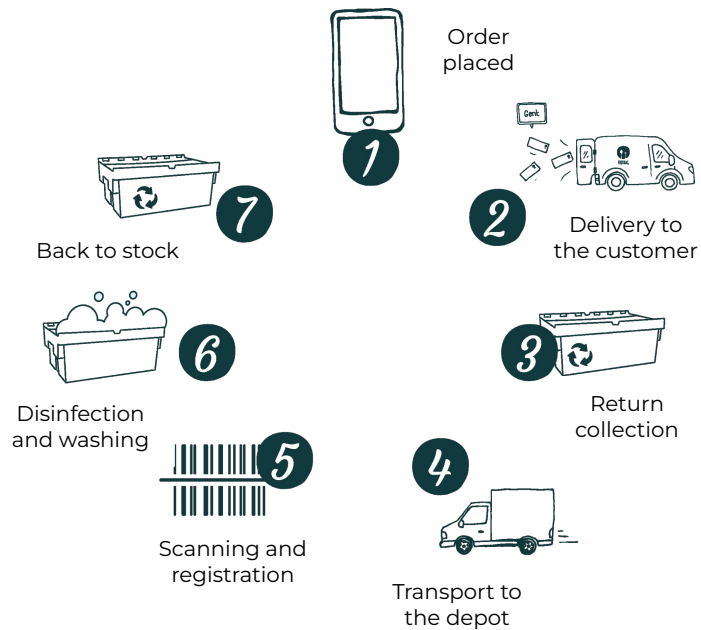


Less Waste  
Circular Economy  
Lower Carbon Footprint



**Better  
Delivery**

# WHAT WE DID



# HOW WE DID IT

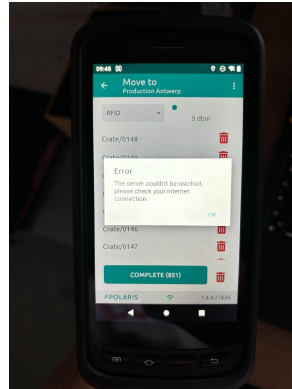
## Research

Researching suitable packaging, technology, and logistics.



## Development

Developing the system: RFID tracking and return logistics.



## Testing

Testing: Starting with 250 customers, scaling up to 1000.



# CURRENT RESULTS

## Successes

- ✓ **Proof Of Concept** in Antwerp
- ✓ **1723** deliveries in reusable boxes  
=
- ✓ **1723** cardboard boxes avoided  
=
- ✓ **1723** kg single use packaging avoided
- ✓ Average user happiness: **4/5**
- ✓ Perceived sustainability impact: **4.3/5**  
(Users feel they are making a more sustainable choice)

## Challenges

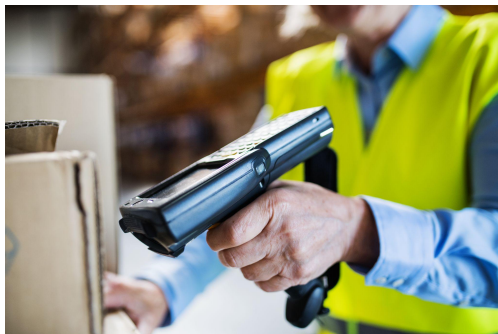
- ! Existing Box Constraints
- ! Cost Efficiency for Washing & Disinfection
- ! Logistical Tracking Issues

# WHAT'S NEXT?

Further refining return logistics

Scaling up across Belgium

Exploring other reusable packaging solutions





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