

Consumers upcycle coffee tins into beautiful household items in Ricoffy's latest campaign

The recently launched Nestlé Nescafé Ricoffy campaign encouraging consumers to find innovative ways of upcycling their coffee tins and keeping them away from landfills has been well received, food and beverage company Nestlé South Africa says.



Source: Barendina Bals via [Twitter](#)

The Package Repurposing Challenge, which runs until 31 March, encourages consumers to share a picture of their repurposed Nescafé Ricoffy tin and stand a chance of winning one of a hundred R1,000 cash prizes.

According to Nicole Roos, executive officer of coffee and beverages at Nestlé South Africa, since the launch of the campaign three weeks ago, it has received numerous novel creations including a knife rack, bird feeders, braais and miniature stoves, and more traditional options such as sweet stations and pot plant holders.



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The challenge is in line with Nestlé's RE Sustainability initiative and its three pillars of Rethink, Reduce and Repurpose focused on the company's ongoing commitment towards innovative sustainable practices which protect, renew and restore the environment and contribute to a waste-free future.

“Upcycling reduces the impact on the environment and extends the life cycle of tins and we are heartened by our consumers’ willingness to embrace creative repurposing. Achieving sustainability is a collaborative effort and our consumers are a key stakeholder,” Roos says.

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