

# MEITUAN WAIMAI BLUE MOUNTAIN PROEJCT

2020.7.30



# BLUE MOUNTAIN PROEJCT

To reduce the potential environmental impact of its food delivery business, Meituan Waimai launched the Blue Mountain Project in August 2017.

It aims to drive sustainability in the food delivery industry through promotion of environmental awareness, research, exploration of reuse and recycling, and charitable activities.



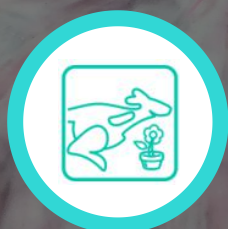
Environmental Awareness Promotion



Research & Roadmap



Pilots based of packaging lifecycle



Environmental Charity



Research & Roadmap



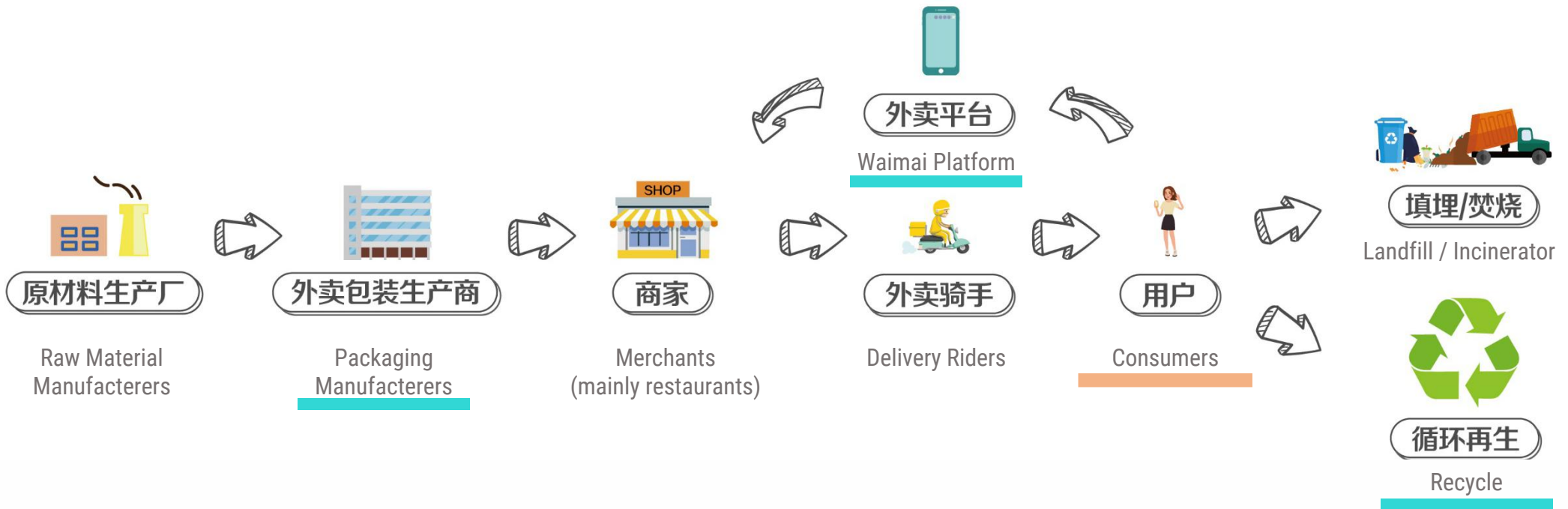
Pilots based of packaging lifecycle



Environmental Awareness Promotion



Environmental Charity



# RESEARCH & ROADMAP

- ✓ Research on industry sustainable development
- ✓ Participate in industry standard making
- ✓ Explore innovative packaging solutions
- ✓ Sustainable Restaurant Guidelines



PROVIDING A MORE  
SUSTAINABLE CHOICE FOR  
EACH MEAL DELIVERED



## 外卖包装常识科普

外卖包装的前世今生

为什么做科普

外卖包装大家庭

外卖包装前世

外卖包装今生

## 2018 美团外卖上海团标餐盒 商家推广座谈会

主办单位：上海市长宁区市场监督管理局、美团外卖



## 美团外卖青山计划介绍



# PILOTS BASED OF PACKAGING LIFECYCLE

- ✓ Source Reduction: No Cutlery
- ✓ Packaging Upgrades
- ✓ Plastic Packaging Recycling
- ✓ Circular Products



# A MORE SUSTAINABLE CHOICE FOR EACH MEAL DELIVERED POWERED BY CHANGES IN APP



PROVIDING A MORE  
SUSTAINABLE CHOICE FOR  
EACH MEAL DELIVERED





PROVIDING A MORE  
SUSTAINABLE CHOICE FOR  
EACH MEAL DELIVERED

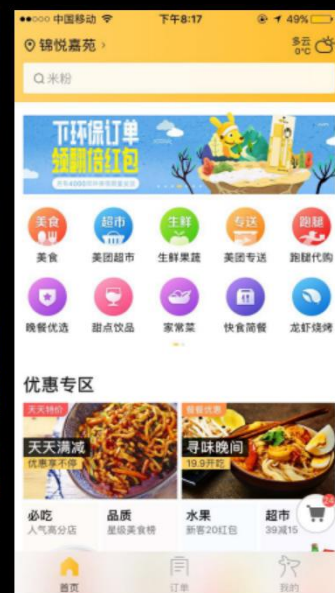


# Environmental Awareness Promotion

- ✓ Monthly Meituan Waimai Environment Day
- ✓ Other online / offline events & campaigns



PROVIDING A MORE  
SUSTAINABLE CHOICE FOR  
EACH MEAL DELIVERED



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PROVIDING A MORE  
IMPACTFUL CHOICE FOR  
EACH MEAL DELIVERED

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160,000 MERCHANTS PARTICIPATED

**8 MILLION DONATED**

to support ecological projects that  
help the development of poverty areas

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# 2020 GOALS



## **100+** Partners in Delivery Packaging

Search for innovative packaging alternatives

## **100+** Partners in Circular Economy

Launch 100+ pilots on packaging waste recycling  
(mainly plastic takeaway containers)

## **100,000+** MERCHANTS

Support and participate in sustainability projects  
through the Meituan platform.

**EAT FOR A BETTER PLANET**  
**改变，从每一餐开始**



# THANKS!

REACH US AT

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