



CCG BE THE CHANGE CORPORATE CHALLENGE

RESULTS

64%

of employees are using less plastic water bottles

80%

of employees have improved opinions on company's CSR efforts

96%

of employees maintained or increased the amount of water they drink

85%

less spend on bottled water during course of the challenge

OBJECTIVES



Increase productivity through optimal hydration



Educate employees on company's CSR initiatives and the plastic epidemic



Cut recycling costs



Reduce plastic usage in workplace

CHALLENGES

- > Plastic consumption was steadily increasing while previous CCG branded hydration devices were not being used
- > CSR initiatives were not pulling through to employees and not holding employees accountable

CCG OVERVIEW

- > CCG is a technology driven marketing services provider
- > Specializes in data intensive fulfillment and marketing programs
- > 200+ employees
- > Based in West Caldwell, NJ