

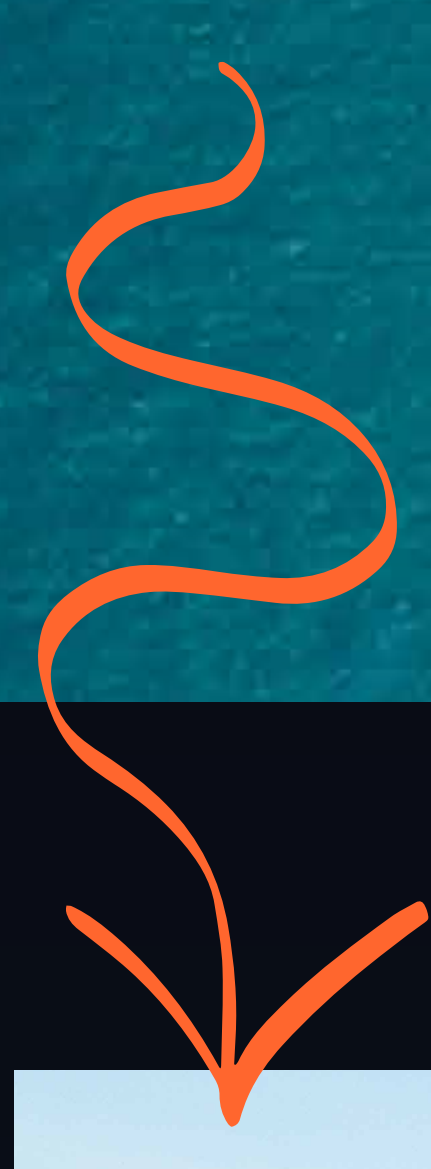


At a time when greenwashing is on everyone's lips, working with Ogyre brings the discussion to the table of concreteness increasing the brand reputation of our employees thanks to the choice of a responsible and sustainable partner.

Each project is supported by data and KPIs, useful for the sustainability balance of the parties involved and to make their business impact transparent and measurable.

Collaborating with Ogyre not only helps to grow the brand reputation, but with the expansion of the campaign you can involve and sensitize employees to environmental commitment, through sustainable gifts and events of Team Building solidarity.

Unipol reached out to Ogyre with a clear ask: to involve its employees in a sustainable initiative and to think of an alternative Christmas present that push them to adopt green practices to protect the planet.

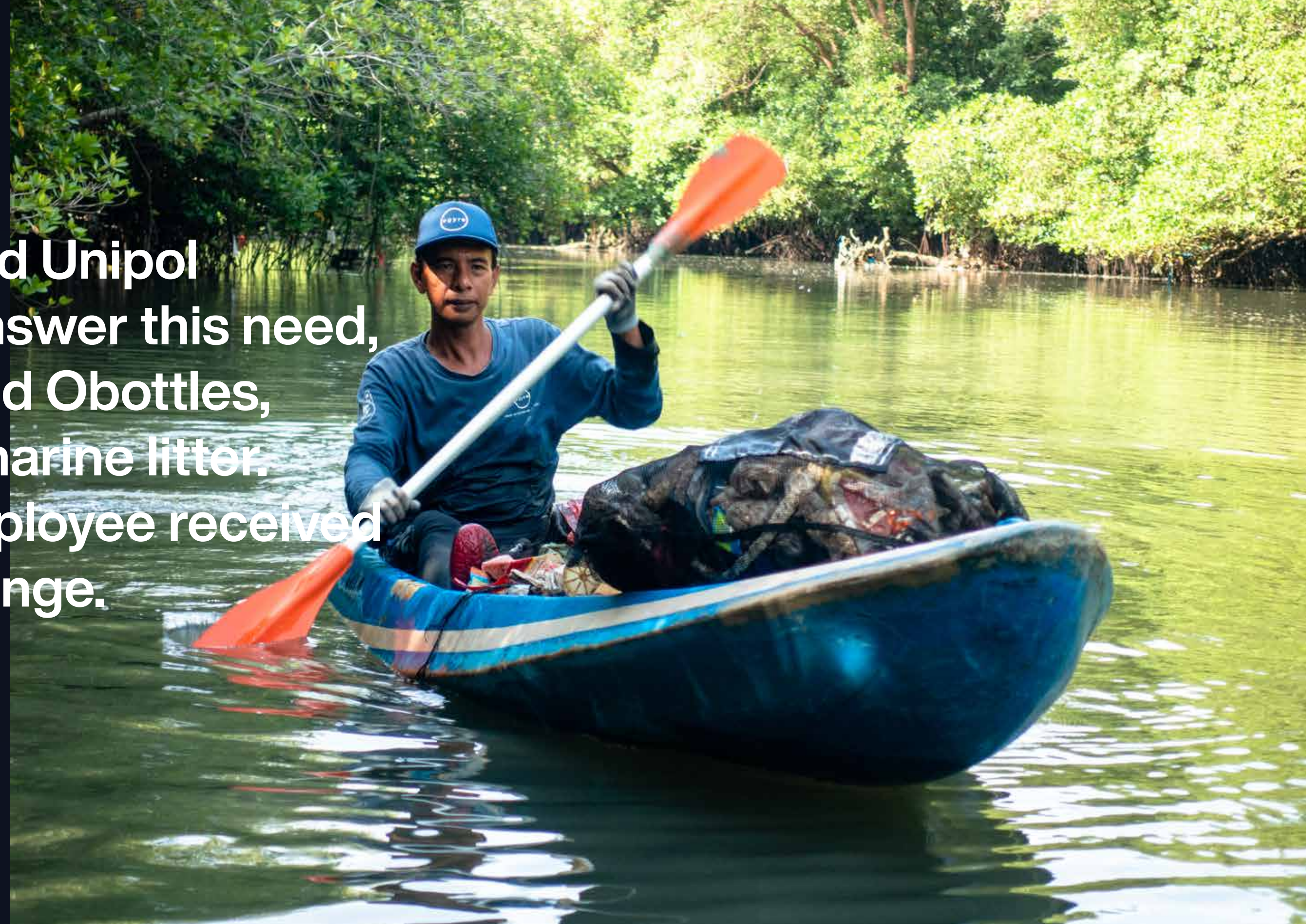


The ask

A project to engage actively the employers and doing something concrete for the ocean.

The idea

A fishing for litter campaign that allowed Unipol employees to collect marine litter. To answer this need, Ogyre created for Unipol 11,000 branded Obottles, each of them corresponding to 1kg of marine litter. As Christmas present, every Unipol employee received one Obottle, acting as true agent of change.



The results



11.000 kg of
Marine litter collected

Custom products:
Obottle



ATL amplification
(print media)



Organic digital amplification

