

BRIEF

CASE STUDY COMPETITION 2019

COMPANY: INA - OIL INDUSTRY, d.d.

CATEGORY OF BUSINESS CASE: Corporate social responsibility

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NAME OF THE BUSINESS CASE: INA - collecting waste edible oil from households
at selected retail outlets

INFORMATION ABOUT COMPANY:

INA Group is a vertically integrated oil company which has a leading role in oil business in Croatia and a significant role in the region in oil and gas exploration and production, oil refining and distribution of petroleum and petroleum products. INA's regional retail network consists of 500 retail outlets in Croatia and neighboring Bosnia and Herzegovina, Slovenia and Montenegro. INA Group is a member of MOL Group.

DESCRIPTION OF THE PRESENT SITUATION -

As a socially responsible company focused on sustainable development, in October 2017, INA has started a new "green" service in 30 selected retail outlets in Central Croatia - collecting waste edible oil (OJU) from households. Waste edible oil is a raw material from which biofuel can be produced. In accordance with the law, INA Biofuels are used in petroleum fuels since 2011. Biofuel produced from waste, and not from raw materials used in human or animal nutrition, has significant contribution to the fulfillment of the EU Directive on the promotion of renewable fuels. INA project is carried out in cooperation with the company Agroproteinka, which is authorized to collect and transport such types of waste. In order to make the separation and collection of the OJU easier, INA secured the so-called "eco funnel" free of charge to customers and citizens at the INA retailers which provide the service of collecting OJUs. "Eco funnel" facilitates collection of OJU in households because it is easy to put on a plastic bottle and has a lid that prevents uncontrollable spattering and spreading odorless smell. Collecting is done in a way that buyers visit Retail Store (MPM), they bring a bottle of oil and give it to the INA employee who empties it in for this specially designed barrel, and the plastic packaging is disposed of in the foreseen container.

The aim of this pilot project is to maximize the collection of OJUs from households by extending locations collections throughout the Croatian territory (100 locations of INA retail sites) and to examine its application in the hydrotreating process within the existing refinery

streams in Oil Refinery Rijeka or in cooperation with biodiesel producers using waste edible oil.

In Croatia, households annually generate a significant amount of waste edible oil, and awareness of collecting, as well as the possibility of disposal of waste edible oil are limited and undeveloped. Unlike the so-called HORECA sector (HOTels, RESTaurants, CATering) which are statutory obligated to collect this type of waste, separation and collection of waste edible oil from households relies solely on the individual's awareness and attitude. Therefore the main focus of this project is solely the collection of the OJU from the households. From the beginning of the project to January 2019, in about 30 INA's locations there were collected about 30 kg of OJU.

DESCRIPTION OF CASE STUDY:

The task of the business case is to design the concept of further development of the existing project - collection of waste edible oil at the selected INA retail outlets with the aim of increasing amount.

The emphasis is put on bringing customer service closer and encouraging the gathering of the OJU in households and their care at INA's retail outlets. For this purpose it is necessary to devise ways in which it can be carried out, and which will enhance the existing ways of communicating with INA's customers about project (applications, web, social networks, etc.) include new suggestions to help customers get access to information and ultimately collecting and disposing at INA retail outlets. Given that the edible oil waste collecting from households takes place voluntarily (no statutory obligation) it is required to design possible rewarding systems for individual customers or entire local communities that take care of OJU on selected INA retail outlets.

When designing a concept, contestants are given the freedom to develop ideas without limitation in any direction and look at the possibilities of implementing various innovative solutions, products, services, content, strategies. Competitors are invited to include suggestions in the concept with the backdrop of existing solutions available on the market.

ADDITIONAL INFO:

<https://www.ina.hr/odrzivi-razvoj/zastita-okolisa/odlaganje-otpadnog-jestivog-ulja/13144>

<https://www.ina.hr/press-centar/priopcenja-9769/priopcenja/u-godini-dana-gradjani-na-ini-predali-vise-od-tri-tone-otpadnog-jestivog-ulja/20717>

<https://www.ina.hr/press-centar/priopcenja-9769/priopcenja/ina-omogucila-recikliranje-prve-tone-otpadnog-jestivog-ulja-iz-kucanstva-u-hrvatskoj/16907>

Croatian Environment and Nature Agency;
<http://roo-preglednik.azo.hr/ViewData.aspx?qid=9>

Directive (EU) 2015/1513 of the European Parliament and of the Council of 9 September 2015 amending Directive 98/70/EC relating to the quality of petrol and diesel fuels and amending directive 2009/28/EC on the promotion of the use of energy from renewable sources, so-called ILUC direktiva

Ministry of Environmental Protection and Energy,
<https://mzo.hr/sites/default/files/migrated/europa-2020.pdf>,

Ordinance on waste oils management 124/06, 121/08, 31/09, 156/09, 91/11, 45/12, 86/13
www. www.greenea.com, Analysis of the current development of household UCO collection systems in the EU, 23rd May 2016
www. ecofysk.com

Waste Management Plan of the Republic of Croatia for the period 2017 – 2022, NN 3/174

FORMAT OF SOLUTION: PPT/PDF/ video

MANDATORY ITEMS OF SOLUTION: The Idea Solution for Further Service Development

collection of waste edible oil at the selected retail outlets of Ina.

The idea solution should include:

- concept of project development of collection of OJUs from households based on marketing activities and reward systems in order to increase the amount collected
- A detailed description of marketing activities through innovative customer communication models for the purpose of "everyday" communication of the project, which will include all available forms with an emphasis on IT technologies (web applications, mobile telephony ...)
- a proposal for an innovative customer rewarding system that takes care of the OJU from households with INA
- a detailed financial plan of the proposed activities

SCORING CHART:

Criterion	Grade (0-5)	Contribution to overall rating (%)	Total
The solution (case) has all required elements	0-5	20%	
Creativity and inovation	0-5	40%	
Can the solution be implemented	0-5	20%	
Total amount of proposed solutions	0-5	10%	
Quality of solution presentation	0-5	30%	
		TOTAL:	

ADDITIONAL BENEFITS

The possibility of student jobs and participation in INA Academy courses.