

A top-down view of a messy table with various food items and stains. In the top left is a slice of toast with red sauce. In the top right is a bottle of Heinz tomato ketchup and a handprint made of ketchup. In the center is a white plate with a green and white checkered napkin and a yellow stain. In the bottom left is a box of Kellogg's cereal. In the bottom right is a package of Oscar Mayer hot dogs. The background is a light-colored wooden surface.

Kraft *Heinz*

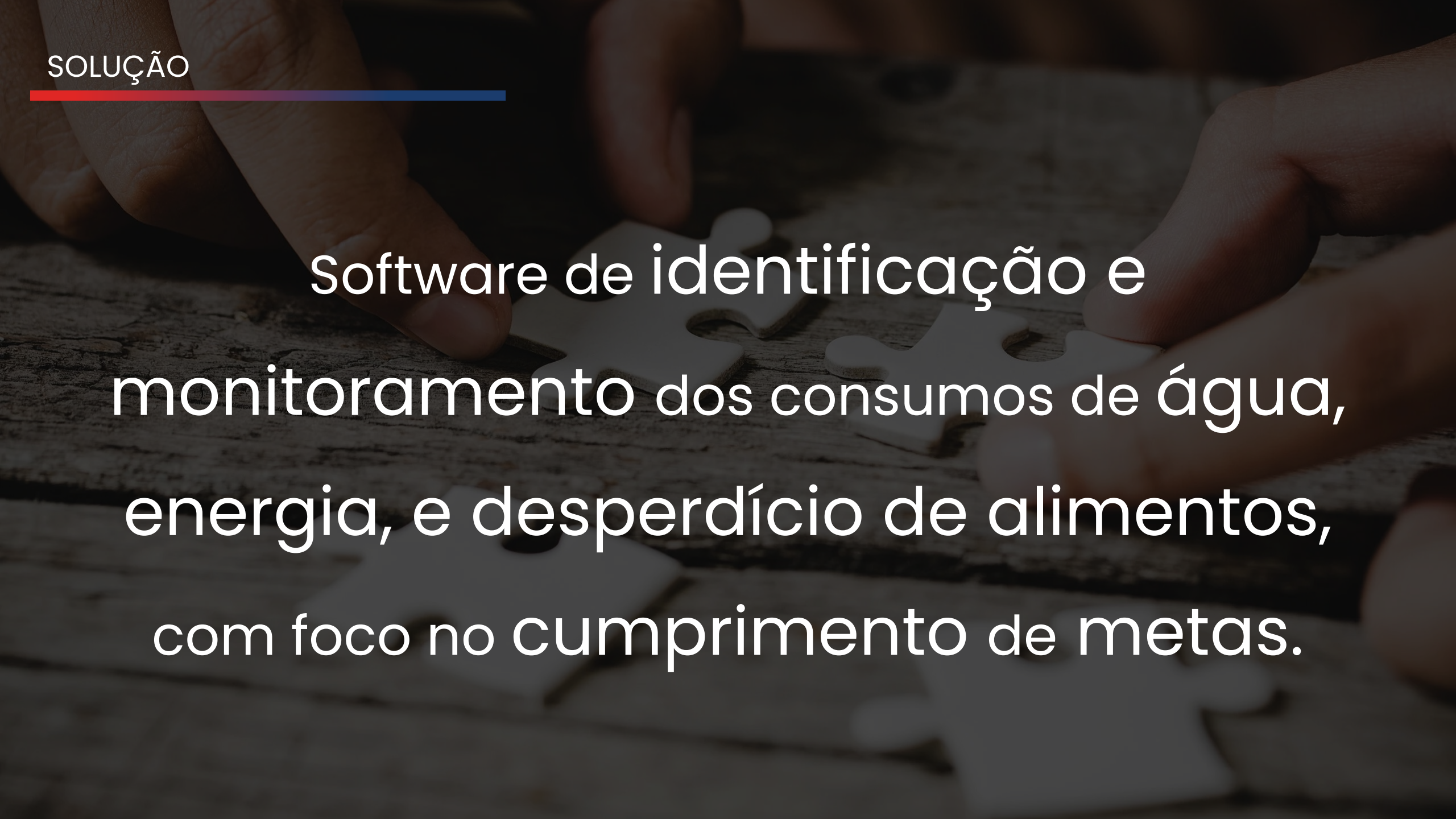
Challenge

Adotar práticas responsáveis e sustentáveis que se estendem a todas as facetas do negócio, com foco nas áreas de maior impacto.

PROBLEMA



Falta de monitoramento
eficiente da gestão
ambiental da empresa
por linha de produto.

The background image shows a pair of hands placing puzzle pieces onto a wooden surface. The puzzle pieces are light-colored and interlocking. The hands are positioned at the top and right sides of the frame, with fingers visible as they guide the pieces into place. The wooden surface has a natural grain pattern. The overall lighting is soft, creating a warm and focused atmosphere.

Software de identificação e monitoramento dos consumos de água, energia, e desperdício de alimentos, com foco no cumprimento de metas.

Principais Funções:

- Meta Atingida (%) por País
- Análises de Consumo
- Alerta Anomalias
- Progresso Meta por Tema



CONCLUSÃO

Espera-se alcançar resultados positivos, como redução do consumo de recursos, economia de custos e uma imagem de empresa mais sustentável.

A top-down view of several hands of different skin tones reaching towards the center, cupping a small, dark brown globe. A small green plant with two leaves is growing out of the top of the globe. The background is a light, neutral color, and the overall image has a soft, slightly desaturated aesthetic.

Obrigado!