

The era of declarations is over. ESG now requires proof.

How BottleChallenge gives companies what regulators are already demanding

For years, a sustainability report was an exercise in narrative. Beautiful photography, sweeping declarations, ambitious commitments set for 2050. Nobody verified any of it.

That is over.

The EU's CSRD directive has extended mandatory reporting obligations to a growing group of companies. The ESRS E5 standard requires quantitative, auditable data on resource use and the circular economy. The EU Green Claims Directive prohibits unverifiable environmental statements under the threat of significant financial penalties. Auditors, investors and clients are no longer asking about intentions. They are asking for numbers and methodology.

For most ESG and CSR teams, this means one thing: finding measurable actions and tools that document them properly. And that is exactly the gap that BottleChallenge fills.

A programme that runs every day, not once a year

The Teams module in BottleChallenge is a tool for engaging employees in plastic reduction and documenting the results in real time.

An employee links their app account to their employer. From that point, every refill of a reusable bottle instead of buying a plastic one is anonymously aggregated at the organisational level. The company sees in its dashboard the total number of refills, the total quantity of plastic prevented in kilograms, CO2 emissions avoided and activity over time. Data can be exported directly for reporting.

From an employee engagement perspective, this is a programme that requires no special events, no dedicated budget and no additional time from HR. It runs every day, automatically, alongside normal work. An employee goes for water. In doing so, they contribute to their company's measurable environmental impact.

Internal department rankings, quarterly challenges and a shared goal create an organisational culture oriented around environmental values, not through training sessions and wall posters, but through daily, repeatable action.

Data that will survive an audit

What sets BottleChallenge apart from other ESG programmes is the architecture of its data verification.

Every NFC event, meaning every physical water refill at a partner location, generates a record in the Eco-In system: timestamp, geolocation, action type, quantity of plastic prevented. The data is written to a public blockchain as an immutable, independently verifiable record. One Eco-In token represents one kilogram of plastic that did not enter the environment.

Each token is single-use. It cannot be assigned to two organisations simultaneously, cannot be resold and cannot be used twice. The burn mechanism is irreversible: a company that uses a token in a report consumes the right to communicate that environmental outcome once and for all.

An auditor receives not a declaration but a chain of evidence: a physical event, a measurement system, a blockchain record, a token. The data maps directly onto ESRS E5 and GRI indicators for waste management.

That is the difference between what regulators accept today and what they will require tomorrow.

Employer branding that means something

Beyond ESG reporting, BottleChallenge Teams has an employer branding dimension that is difficult to overstate in the current talent market.

Candidates, particularly from younger generations, check company values before sending an application. Declarations on a careers page carry less weight than they once did. A concrete, measurable environmental programme in which employees participate every day is an argument of a different category entirely.

On top of that comes something HR rarely has in its toolkit: a shared goal that engages people across departments, seniority levels and locations. A ranking between offices in Warsaw and Milan, a challenge for the best departmental result of the quarter, kilograms of plastic saved together. This builds company culture through action, not through values written on a wall.

Pricing and availability

The Starter plan is free for teams of up to 10. The Team plan for up to 50 people costs €99 per month. The Business plan for up to 200 people is €299 per month. For larger organisations, an Enterprise plan is available with white-label options, HR system integration and SSO.

BottleChallenge is a nonprofit project by BrainGreen Foundation, run entirely by volunteers, with no investors. Every euro from subscriptions goes into the project's infrastructure, not profit.

The employee app is available free on the App Store and Google Play.

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