



# Manufacturing Sustainability Charter

2018 Version 4

# Origin Green Manufacturing

## Sustainability Charter

### Introduction

Origin Green, developed by Bord Bia, is an ongoing voluntary programme that seeks to demonstrate the commitment of Irish food and drink manufacturers, both large and small, to operating in the most sustainable manner possible.

The Origin Green Sustainability Charter offers a structure that allows individual companies to communicate key sustainability issues, set targets and regularly report progress in achieving short, medium and long term goals.

Customers will be directed to a web based portal containing independently verified information on the sustainability targets and improvements delivered by participants collectively as well as full details of member companies at [www.origingreen.ie](http://www.origingreen.ie).

### What is the purpose of the Charter?

The overall purpose of the Origin Green Charter is to promote best practice in the design, implementation and reporting of environmental and other sustainability practices operating in the Irish food and drink industry. It is also designed to promote shared learning within the industry as to what constitutes good performance.

The Charter is designed to:

1. Demonstrate the sustainability credentials of individual Irish food and drink manufacturers.
2. Enhance the reputation of Ireland as a source of sustainably produced food and drink products.

### Why is Sustainability Important?

The reasons for embracing sustainability are compelling. With the global population set to increase by more than two billion people by the year 2050, it is estimated that the world will need to produce at least 70% more food from increasingly limited resources. This is leading to fears over the security of food supplies in many parts of the world.

As a consequence, leading retailers and food manufacturers are increasingly looking to suppliers to provide details of the sustainability impact associated with their products. For suppliers, this highlights the need to be able to credibly benchmark their performance and demonstrate improvement. Those that can proactively demonstrate strong credentials are well placed to secure long-term business relationships with leading retailers and food manufacturers.

## What benefits does Sustainable Food Production offer?

Strong sustainability credentials offer the food and drink sector considerable opportunities – provided one can demonstrate that improved performance is being achieved. The Origin Green Sustainability Charter can act as the vehicle to demonstrate and prove such credentials.

At an individual manufacturer level, it has been recognised that sustainable production can result in greater efficiency. Greater efficiency means reduced costs. A second benefit offered by embracing sustainability is its potential to deliver a point of differentiation in what remains an extremely competitive marketplace.

## Why should you participate?

The Charter offers food and drink manufacturers a suite of credibility tools in the form of:

- A vehicle to demonstrate sustainability commitment to key customers.
- An independently verified programme to demonstrate your sustainability actions.
- A clear structure to allow reporting of progress towards short, medium and long-term goals.
- An organisational focus on delivering continuous improvement.
- The potential to harness shared learnings from industry peers.

## What is Required of Participants?

Demonstrating good environmental performance and achieving best practice is possible for all companies. Balancing the autonomy of the participant to define their specific plan with the need to have credible and verifiable progress achievement is critical to success.

The main requirement for companies to participate in Origin Green is the demonstration of a strong commitment at senior management level and throughout the organisation to deliver continuous improvement in performance over a period of time. This will require companies to demonstrate that it is embedded in the culture of the company.

Companies are being asked to commit to developing and implementing an action plan covering a period of up to five years, which can be renewed/updated as appropriate at the end of the period. This action plan will need to clearly set out targets in the key action areas identified by the company. It will also require a commitment to deliver a progress report on an annual basis.



## Structure of the Charter

The Charter is designed to allow companies, large and small, to determine what measures they themselves wish to take to address sustainability issues.

Bord Bia believes that individual companies are best placed to determine which actions will have the greatest impact in improving their performance, while also offering potential commercial benefits through either reducing costs and/or adding value.

Each company decides internally what areas they wish to focus on and how best to implement change so that specific targets are achieved. This will then be assessed by an independent third-party retained by Bord Bia to ensure both credibility and robustness.

To demonstrate progress over time, it will be necessary to quantify a baseline position at a particular point in time and measure and report progress annually.



## Deciding on Target Areas

The Sustainability Charter for an individual company should include plans and targets under the following three action areas:

**Raw Material Sourcing**

**Manufacturing Processes**

**Social Sustainability**

## 1. Raw Material Sourcing

Sourcing is a key part of the sustainability strategies of leading organisations. Most have set targets in relation to enhancing the sustainability of their supply chain. Therefore, it is important that Irish food and drink manufacturers are able to show their commitment to enhancing the sustainability credentials of their own supply chain, whether it is farmers or other raw materials such as packaging.

As part of each plan, companies are asked to source from suppliers with recognised sustainability certifications or other broader sustainability measures. Where this is already the case, companies are asked to look at developing initiatives with suppliers over the period of their plan.

Targets under raw material sourcing could include:

- Commitment to source from suppliers with recognised certifications
- Development of sustainability initiatives with suppliers (farm or other inputs)

***Plans must include at least one target under this heading***

## 2. Manufacturing Processes

Energy	Emissions	Waste	Water	Biodiversity
Reduction initiatives	Reduction of GHG emissions	Initiatives to reduce packaging	Reduce consumption	Development & conservation of ecosystems on site
Renewables Investment		General waste reduction	Minimise contamination	Promotion of biodiversity initiatives online
		Food waste prevention	Prevent Pollution	

***Plans must include at least one target in each of the following key areas: Water, Waste & Energy***

***Biodiversity and emissions are encouraged as additional targets***

### 3. Social Sustainability

Social sustainability captures a number of the broader components of sustainability. The main areas for consideration under this heading include:

- Health & Nutrition of products
- Company role in its local community
- Employee wellbeing

***Plans must include at least one Health & Nutrition target, and at least one community and/or employee wellbeing target***

#### **Baseline Year & Stretch Targets**

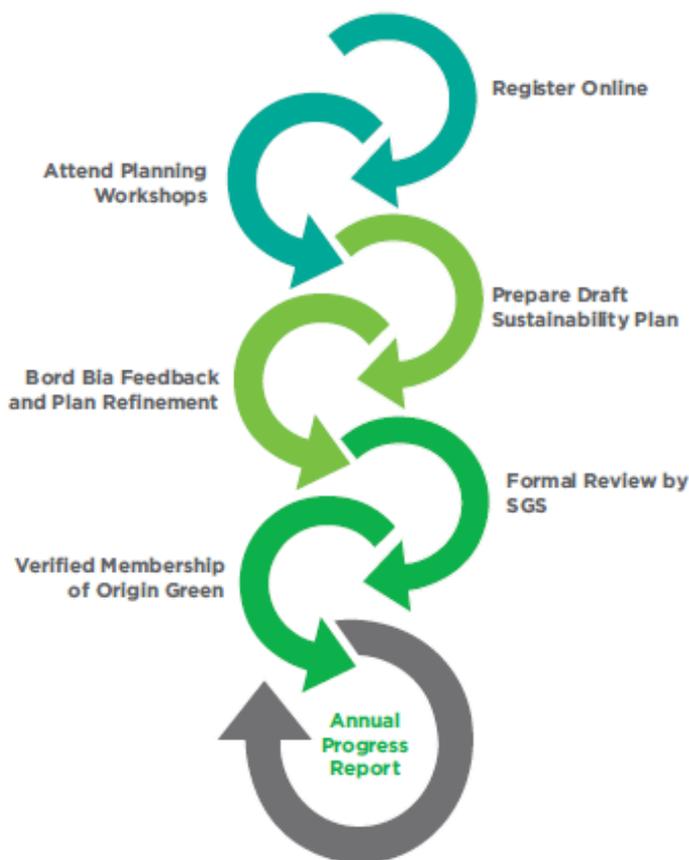
For each target area, each company will need to set out a baseline, decide on short, medium and long term targets and commit to reporting progress on an annual basis.

Companies must choose at least one of their targets to be a “stretch target”. A stretch target refers to an ambitious target that represents a significant increase on current levels of improvement. It will be at each company’s discretion to decide which target will fulfil this criteria. Companies will then need to justify why it is a stretch target and how they intend to achieve it.

#### **Joining Origin Green**

There are three stages before full membership of Origin Green is achieved. Full membership requires each participant to develop a sustainability plan that specifies actions to be taken to make a positive impact over a specified period of time. It will also require companies to achieve quantifiable targets which improve overall sustainability performance.

How companies engage in the process and how progress is reported is the principal challenge of implementation. Inclusion in the initiative will be in three stages: **registration, application and membership**. Company involvement at each stage will be made publicly available online at [www.origingreen.ie](http://www.origingreen.ie) .



## Registration of Interest

Registration is defined as the stage where companies commit to participating in Origin Green. At this stage, companies start developing their plan, identify the issues they wish to address, begin to set targets, consider the resources required to achieve those targets and define the impact of their achievement.

Registrations will only be accepted on foot of a statement of commitment by the CEO/MD of the company. The name of the company will be published online by Bord Bia. Should a company not progress to the application stage within one year of their registration date, they will be withdrawn from this published list.

## Formal Application

The application stage is where the fully drafted sustainability plan is submitted to Bord Bia for assessment. Identifying the baseline and the data collection requirements to facilitate progress reporting will be an important part of the preparation of an application.

Bord Bia will provide each participating company with bespoke guidance on developing their sustainability plan, which will include guidance on deciding upon target areas and setting robust time bound targets.

Once submitted, each application will be independently assessed by an independent third party appointed by Bord Bia. This process may require the applicant to provide further details prior to approval.

Companies must choose a historical baseline year so that progress already achieved can contribute to longer term goals. Baselines will be acceptable for a period of two years prior to the date of registration.

The targets set out in the application must indicate progress points to be reached at a certain period during the plan. As with registration, the name of the company will be published online by Bord Bia at [www.origingreen.ie](http://www.origingreen.ie).

The content of each individual application will remain confidential unless a company chooses to release details themselves for the purposes of case studies, public relations, etc.

## **Membership**

The membership stage is the period where companies work towards the achievement of the targets set out within their Sustainability Plan. Progress reporting will be a key requirement in order to retain membership status.

It is possible to redefine targets if companies can demonstrate that the overall impact of their performance will be enhanced. Overachievement of a target in the short to medium term will be accepted. Failure to achieve targets within the timeframes specified could result in the withdrawal of the company from Bord Bia's register of membership.

## **Progress Reporting and Verification**

Data collected and analysed will be submitted to Bord Bia to allow an assessment of target achievement.

The assessment of satisfactory progress will be determined by a Bord Bia retained independent third party. A sample will be taken periodically to verify the authenticity of the progress reported.

It is not envisaged that any routine auditing will be required. However, random inspections to verify data provided will be undertaken at the discretion of the independent third-party.

## **Communication of Origin Green**

The ultimate intention for the Sustainability Charter is that it will deliver a strong evidence base to build the substance of the Origin Green brand. The evidence will form the platform to demonstrate the sustainability credentials of the Irish food and drink industry in the marketplace.

Individual companies will be able to communicate to their customers that they are part of Origin Green and highlight the improvements that they have delivered in key areas of sustainability.

## **Find Out More**

Find out about our progress to date in our 2016 Sustainability Report available at <http://www.origingreen.ie/sustainability-report/>

## **Contact Us**

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