

# Origin Green Retail Charter & Credits System

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*Version 1.1*

**BORD BIA**  
IRISH FOOD BOARD



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## 1. Overview

Following the launch of the Origin Green programme in 2012 for farmers and food manufacturers, Bord Bia extended the scope of Origin Green in 2016 to cover the full supply chain by inviting retail and foodservice based organisations to participate in the programme.

In a similar vein to food and drink manufacturers, Origin Green retail and foodservice members develop a multi-annual sustainability plan with a minimum of seven clear and time bound targets across four key areas, namely: Sustainable Sourcing; Operations; Health & Nutrition; and Social Sustainability. This plan is then audited and reviewed annually by an independent programme verifier to ensure key milestones are consistently being met.

While the *Origin Green Retail & Foodservice Charter* was launched on a pilot basis, it has now been agreed that this strand of the programme will be retained on a permanent basis. Furthermore, while retail and foodservice organisations have previously been merged into one overall charter, they will now be split into two distinct groups with individual charters. The rationale for this stems from learnings from the pilot where it became clear that significant operational differences exist between these two elements of the supply chain. The focus of this document in particular will be that of retailers within the Origin Green programme.

At present, a total of five organisations have become fully verified members of Origin Green, including: Musgrave Group; Lidl; Aldi; Tesco; and BWG. Collectively, these organisations represent over 75% of the domestic retail market, hence their potential to positively impact the programme is significant and should be further leveraged.

As identified in Bord Bia's recently launched *Origin Green Strategy: Powered by Partnership 2022 – 2025*, the launch of revamped retail and foodservice charters represents a significant opportunity for overall programme growth. In light of this, the retail element of Origin Green requires considerable updating to bring it into the line with the Origin Green Credits System which was successfully launched for manufacturing based members at the beginning of 2020.

Firstly, with the *Origin Green Retail Charter* now becoming a permanent feature within the Origin Green programme following a successful pilot, a more conclusive list of entry requirements must now be defined and implemented for prospective participants.

## 2. Origin Green Retail Charter

### 2.1 Eligibility Criteria & Entry Requirements

The requirements outlined in Table 1 below must be met at the time of registration to participate in the *Origin Green Retail Charter*. Where an existing member does not satisfactorily meet this revised criteria, they will be given a grace period of 12 months to meet these requirements.

**Table 1: Origin Green Retail Charter Minimum Entry Requirements**

Entry Requirement	Classification	Resolution
All sites, as outlined in the member's sustainability plan, must be based in the Republic of Ireland (ROI). No sites outside of this jurisdiction will be eligible for the <i>Origin Green Retail Charter</i> . Members that wish to retain sites external to ROI in their overall sustainability plan for the purposes of consolidation are permitted to do so but these sites will not be audited or scored by the independent verifier. Furthermore, data related to sites external to ROI must not be included in target metrics.	Existing requirement	Retail sites outside of the ROI jurisdiction are ineligible for the <i>Origin Green Retail Charter</i> .
Where an individual or independent retail store is not affiliated to a retail franchise, it must have both a minimum turnover of €10m and a retail store area of no less than 1,500m <sup>2</sup> .	New requirement	Where an applicant falls beneath either of these thresholds, the application will be declined.
All sustainability targets established as part of the <i>Origin Green Retail Charter</i> must be based around the food, drink and horticultural supply chain. Targets in secondary areas such as textiles, toys, stationery, etc. may be included in the overall sustainability plan for the purposes of consolidation but will not be audited or scored by the independent verifier.	Existing requirement	Members that wish to incorporate targets around these areas as part of their sustainability strategy are encouraged to do so but they will not be verified within the Origin Green programme structure.
Where the sale of food & drink for human consumption represents 30% <sup>1</sup> or less of a retailer's overall SKUs or sales revenue, it will be ineligible for the <i>Origin Green Retail Charter</i> .	New requirement	Where foodservice represents the largest proportion of annual sales revenue, companies will be redirected towards the <i>Origin Green Foodservice Charter</i> . In all other cases, applications to participate in the <i>Origin Green Retail Charter</i> will be declined.
Applicants must have complete access to a minimum of one full calendar year of relevant data for the preceding year prior to applying for the <i>Origin Green Retail Charter</i> (this will ensure baseline data to develop sustainability targets is available from the outset).	New requirement	Applications to participate in the <i>Origin Green Retail Charter</i> will be declined until this requirement is met.

<sup>1</sup> This may be subject to change following the piloting of the new *Origin Green Retail Charter*.

<p>Where animal products that are covered by a Bord Bia Quality / Sustainable Assurance Scheme (or an equivalent standard) are sold fresh in store, the level of Quality Assured produce (or equivalent) in SKUs or sales must match the coverage levels outlined below as a minimum entry requirement to participate in the <i>Origin Green Retail Charter</i>. At present, these levels are as follows:</p>	<p>New requirement</p>	<p>Where an applicant cannot satisfactorily demonstrate fulfilling this requirement, its application for the <i>Origin Green Retail Charter</i> will be declined. Where existing participants cannot demonstrate compliance with this criteria, they will be given 12 months to meet this requirement.</p>																		
<table border="1" data-bbox="224 397 1078 635"> <thead> <tr> <th>Produce Type</th><th>Bord Bia Scheme</th><th>Minimum Coverage %</th></tr> </thead> <tbody> <tr> <td>Beef</td><td><a href="#">SBLAS</a></td><td>95%</td></tr> <tr> <td>Pigmeat</td><td><a href="#">PQAS</a></td><td>95%</td></tr> <tr> <td>Lamb</td><td><a href="#">SBLAS</a></td><td>95%</td></tr> <tr> <td>Poultry</td><td><a href="#">SPPAS</a></td><td>95%</td></tr> <tr> <td>Eggs</td><td><a href="#">SEAS</a></td><td>95%</td></tr> </tbody> </table>	Produce Type	Bord Bia Scheme	Minimum Coverage %	Beef	<a href="#">SBLAS</a>	95%	Pigmeat	<a href="#">PQAS</a>	95%	Lamb	<a href="#">SBLAS</a>	95%	Poultry	<a href="#">SPPAS</a>	95%	Eggs	<a href="#">SEAS</a>	95%		
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<p>Where fresh fruit and vegetables are sold in store, applicants must be able to demonstrate that the produce is certified to the Bord Bia Sustainable Horticulture Assurance Scheme (<a href="#">SHAS</a>), GLOBALG.A.P, or an equivalent standard, where necessary, to facilitate seasonality in production.</p>	<p>New requirement</p>	<p>Where an applicant cannot satisfactorily demonstrate fulfilling this requirement, its application for the <i>Origin Green Retail Charter</i> will be declined. Where existing participants cannot demonstrate fulfilment of this requirement, they will be given 12 months to meet this criteria.</p>																		
<p>Where plants and flowers are sold in store, applicants must be able to demonstrate that the produce is certified to Bord Bia's Sustainable Horticulture Assurance Scheme (<a href="#">SHAS</a>), GLOBALG.A.P, or an equivalent standard, where necessary, to facilitate seasonality in production.</p>	<p>New requirement</p>	<p>Where an applicant cannot satisfactorily demonstrate fulfilling this requirement, its application for the <i>Origin Green Retail Charter</i> will be declined. Where existing participants cannot demonstrate compliance with this criteria, they will be given 12 months to meet this requirement.</p>																		

## 2.2 Membership Tiers

The consolidated nature of the Irish domestic retail market ensures that a limited number of companies will ultimately participate in the *Origin Green Retail Charter*. It is suggested that two tiers of membership will suffice initially with differing minimum target requirements. This is outlined below in Table 2.

**Table 2: Proposed Origin Green Retail Membership Tiers**

Membership Tiers	Revenue / Turnover	Minimum Targets Required
Tier 1	>€250m	10
Tier 2	>€10m – €250m	8

## 2.3 Proposed Credits System

Table 3 below outlines how sustainability targets will be assessed and scored by the programme auditors for Origin Green retail members. The introduction of a credits system for this cohort will ensure there is a greater level of transparency for how membership of the *Origin Green Retail Charter* is achieved and retained. It is imperative that the programme can display a clear methodology for how sustainability target progress is assessed on an ongoing basis.

It is suggested that these changes will be introduced in 2022. This will also include an informational campaign for existing members.

**Table 3: Origin Green Verifier Sustainability Target Performance Scorecard**

Sustainability Target Performance	Credits Awarded	Target Grading
Target not attempted (no legitimate effort made to achieve target with no viable evidence of progress).	0	<b>Fail</b>
Target not achieved with a poor attempt made and little evidence of progress.	1	<b>Unsatisfactory</b>
Target may or may not have been achieved but a reasonable and clear effort has been made with clear supporting evidence.	2	<b>Satisfactory</b>
Target achieved with evidence the company has surpassed expectations.	3	<b>Exemplary</b>

### 2.3.1 Sustainability Targets & Credits Required to Achieve Origin Green Verification

Tier 1 Member Companies - Revenue >€250m

Minimum Targets Required		Verifier Target Performance Scorecard			Member Performance			Annual Credits Requirement	Gold Member*
		Unsatisfactory	Satisfactory	Exemplary	Min	Mid	Max		
Tier 1	10	1	2	3	10	20	30	20	27

Members at this tier will have to reach the Mid level of target performance annually to achieve verification.

*\*Gold Origin Green members are those that have reached a sufficient number of credits within a given year to demonstrate exceptional performance. This can be attained at this tier by achieving an exemplary performance in 7 out of the 10 minimum targets required and a satisfactory performance in the remaining 3 targets. Please note that the credit requirements needed to attain gold membership may be subject to change.*

Minimum Targets Required	Sustainable Sourcing					Operations			Social Sustainability			Additional Targets	
10	Product & Supplier Certification	Packaging	Sourcing from Origin Green Verified Members	Primary Producer Sustainability Initiatives	Supplier Wellbeing Programmes	Emissions	Waste (must incl. Food Waste)	Water	Employee Wellbeing	Community Engagement	Health & Nutrition	Diversity & Inclusion	Biodiversity
				1 from 2			optional					optional	optional

## Tier 2 Member Companies - Revenue &gt;€10m - €250m

Minimum Targets Required		Verifier Target Performance Scorecard			Member Performance			Annual Credits Requirement	Gold Member*
		Unsatisfactory	Satisfactory	Exemplary	Min	Mid	Max		
Tier 2	8	1	2	3	8	16	24	16	21

Members at this tier will have to reach the Mid level of target performance annually to achieve verification.

*\*Gold Origin Green members are those that have reached a sufficient number of credits within a given year to demonstrate exceptional performance. This can be attained at this tier by achieving an **exemplary performance in 5 out of the 8 minimum targets required** and a satisfactory performance in the remaining 3 targets. **Please note that the credit requirements needed to attain Gold Membership may be subject to change.***

Minimum Targets Required	Sustainable Sourcing				Operations			Social Sustainability			Additional Targets
<b>8</b>	Product & Supplier Certification	Packaging	Sourcing from Origin Green Verified Members	Primary Producer Sustainability Initiatives	Supplier Wellbeing Programmes	Emissions	Waste (must incl. Food Waste)	Water	Employee Wellbeing	Community Engagement	Diversity & Inclusion
				optional	optional			optional		1 from 2	optional

*Mandatory (target must be passed for verification)* 

*Target must be attempted* 

## 2.4 Close-out Period for Unsatisfactory Target Performance

Companies at the two tiers of the *Origin Green Retail Charter* must attain the minimum number of sustainability credits annually to achieve verification. Whilst every effort is generally made to achieve and surpass sustainability targets, occasionally, external factors can negatively impact performance. Should a member post an unsatisfactory performance score (1 credit) for a non-mandatory target, they will still be able to achieve verification if enough credits have been accrued overall. This will be time bound and limited to one target only in a given reporting year.

Should a member post an unsatisfactory performance in the next subsequent year for the same target, this leeway will no longer apply. The aim of this approach is to facilitate members in having a defined close out period (currently known as conditional approval) to implement genuine corrective action(s).

## 2.5 Gold Membership

Similarly to manufacturers, Origin Green retail members will also be eligible for recognition as Origin Green Gold Members should they attain the credits required for this distinction within a given reporting year.

In order to be considered eligible for this achievement, both **Tier 1 and Tier 2 members must achieve a minimum of 3 credits in the Emissions Target Area** annually i.e. the target must achieve an exemplary score from the independent verifiers.

In addition, **Tier 1 members** must also achieve a minimum score of **11 credits out of the 12 credits available** (three targets graded exemplary and one satisfactory) across the four highest performing targets in the **Sustainable Sourcing Target Area**. **Tier 2 members** must achieve a minimum score of **8 credits out of the 9 credits available** (two targets graded exemplary and one satisfactory) in the same area. The rationale for incentivising a strong performance from a retail member in the Sustainable Sourcing Target Area is that it can have a significant positive impact downstream on the supply chain which will strengthen and enhance the overall Origin Green programme.

Finally, Origin Green retail members cannot score unsatisfactory in a target area and still achieve Gold Membership. This will only apply if the target area in question is counted in the member's overall credits score. In this regard, members will not be penalised for setting additional optional targets which may give them a better opportunity to achieve gold membership as the highest scoring optional targets will be automatically included in the final credits score each year.

## 2.6 Fees Structure

Fees towards participation in the *Origin Green Retail & Foodservice Charter* have to date been kept at a minimum since the launch of the programme in 2016 and subsidised wherever possible. A fee is applied to verified members (€700 for initial verification and €350 annually thereafter) to cover costs associated with the independent verification of sustainability plans.

While this has served the programme well to remove barriers to entry, it must be recognised that retail members of Origin Green are generally larger organisations with complex plans, including a host of sustainability targets (20 on average per member). This has resulted in increased auditing costs during the verification process. In recognition of this outdated fees structure, it is proposed that fees for participation in the *Origin Green Retail Charter* are slightly increased.

The following fees are suggested based on the revised Origin Green credits system for retail members in Table 4 below.

**Table 4: Origin Green Retail Charter Membership Fees**

Membership Tier	Revenue / Turnover	Initial Membership Fee (€)	Annual Membership Fee (€)
<b>Tier 1</b>	>€250m	€850	€425
<b>Tier 2</b>	>€10m – €250m	€700	€350

### 3. Conclusion

Following consensus within Bord Bia, it is suggested the new *Origin Green Retail Charter and Credits System* is launched on a pilot basis in 2022 to cover members' 2021 Origin Green Annual Reviews. This will begin with an information campaign amongst existing members to commence in Q3 2022.

It is also suggested that as part of the rollout of this credits system and to familiarise Origin Green retail members with this new process, companies will be given their Origin Green credits score for 2021 Annual Reviews. However, this credits score will not impact verification outcomes until 2023, following the submission and credits allocation for 2022 Origin Green Annual Reviews.

Origin Green Annual Reviews for retail based members must be submitted by October 31<sup>st</sup> each year. At all times, late submissions will be ineligible for Origin Green Gold Membership. There will be no exceptions to this condition.