Courtauld Commitment 3: Signatory Case Studies

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Courtauld Commitment 3

The impact of Courtauld Commitment 3 is predicted to be a cumulative reduction of 1.1 million tonnes of waste, 2.9 million tonnes of CO\(_2\) (e) and a cost benefit of £1.6 billion to consumers, grocery sector and local authorities.

Targets

Courtauld Commitment 3 runs for three years from 2013 to 2015 with targets measured against a 2012 baseline:

- **Household food and drink target**: Reduce household food and drink waste by 5%. Taking into account external influences, this target represents a reduction of 9% relative to anticipated changes in food and drink sales.

- **Manufacturing & retail target**: Reduce traditional grocery ingredient, product and packaging waste in manufacturing and retail by 3%. Taking into account external influences, this target represents a reduction of 8% relative to anticipated production and sales volumes.

- **Packaging target**: Improve packaging design through the supply chain to maximise recycled content as appropriate, improve recyclability and deliver product protection to reduce food waste, while ensuring there is no increase in the carbon impact of packaging. Taking into account external influences, this target represents a carbon reduction of 3% relative to anticipated sales volumes.

Signatory case studies

The subsequent pages highlight Courtauld 3 signatory activity delivering against the targets above.
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In 2013, all whole chicken lines were transferred from single-use card cases to reusable plastic trays. There have been several benefits of this move:

- A saving of 1.5 million single use card cases in 2013
- An increase in the lifetime of the case: reusable plastic trays are used for approximately 240 trips
- Reduction in volume of card accumulated in store
- Standardisation of secondary packaging across all whole chicken lines.

Aldi have also rolled out returnable packaging in other key categories such as Produce and Beverages, and continue to work on other potential category opportunities.

“A unique retail and operational format means that secondary packaging optimisation provides a real opportunity to help Aldi meet Courtauld’s packaging target. Aldi has introduced a number of projects to reduce single-use secondary packaging and increase reusable and returnable packaging.”

Danny Gibson, Corporate Logistics Director, ALDI UK & Ireland
Asda has launched Butcher’s Selection ‘Simply Roast in the Bag’ chicken which encourages customers to ‘Love Your Leftovers’. Customers have access to:

- A recipe web page providing a range of ideas to use leftover chicken.
- Instructional videos showing customers how to carve and portion the chicken correctly. This includes which portions of the chicken should be used to make another meal e.g. soup and stock.
- A QR code on-pack, sending customers to relevant online pages.

Since the launch, 6m have been sold, making up 30% of Asda’s chicken sales.

“Our latest research found that nearly a third of people throw away leftovers rather than re-using them! And 20% admit to giving their leftover food to the family pet. So each pack also has a recipe suggestion, including fajitas, risotto and curry, on the back for any leftovers – so no chicken goes to waste!”

Karen Todd, Head of Zero Waste, Asda Stores Ltd.

Source: recipes.asda.com/Butchers-Selection
2014 saw the launch of Robinsons Squash’d, a pocket-sized 20 servings pack with ultra-concentrated flavours designed for on-the-go consumption. This small pack has a number of environmental benefits, when compared to a standard one litre bottle of Robinsons:

- Weighs 25.2g less, equating to 4.8g of CO₂e saved per serve
- Uses half the amount of water to produce
- 2,340 more Squash’d bottles fit onto a pallet and weigh nearly 600kg less, providing transportation efficiencies and carbon savings.

“At Britvic we’re committed to reducing our environmental impacts. We’re extremely proud of the environmental credentials of our Robinsons Squash’d and its addition to our drinks portfolio.”

**Alison Rothnie, Group Sustainability Manager, Britvic Soft Drinks.**
Coca-Cola Enterprises’ (CCE) overall goal is to reduce the carbon footprint of the drink in the consumer’s hand by a third by 2020, compared to a 2007 baseline. The company is on track to hit this target having already achieved a 9% reduction since 2012.

Packaging accounts for nearly 50% of the carbon footprint. The focus is on recycling more packaging than they use. 100% of CCE’s manufacturing waste is either recycled or recovered, and in 2013, the manufacturer used 27% less packaging than in 2007.

Some key initiatives include:
- All bottles and cans produced are 100% recyclable
- 25% recycled PET is used in plastic bottles
- 500ml ‘PET formats’ lightweighted from 21.7 to 19.9 gms, saving 1,400 tonnes of PET annually
- Cardboard trays removed from multipacks, saving over 2,500 tonnes of material a year alone from cases of 500ml PET bottles.

“Sustainability is a fundamental consideration across our entire business and we are committed to minimising the environmental impact of our products and processes. We have made major gains in improving efficiency across CCE and are motivated to continue in our efforts.” Leendert den Hollander, CEO
In 2014, as part of a WRAP project, Greencore began working in collaboration with Sainsbury’s and key suppliers to reduce food and packaging waste across the whole sandwich food supply chain.

Using a Value Chain Analysis methodology, key process stages of the supply chain were mapped and improvement opportunities identified. Output included the identification of:

- A range of efficiencies including raw ingredients, production, monitoring and communication
- 17 collaborative waste prevention projects across five participating entities
- A potential 1800 tonnes of supply chain waste savings to be delivered by the end of 2015.

“Having a team from across the supply chain and from various business disciplines meant that the effects of potential solutions could be assessed quickly and ensured a win-win scenario for all participants.”

Rick Saini, Group CI Manager, Greencore.
Heinz undertook a project to improve filling capacity of garnish and sauce packs by looking at its ingredients manufacturing process capability.

The project identified:
- Up to 8g of overfill per can of which approximately 30% was going to waste.
- The root cause was poor water control leading to variable product viscosity which is difficult to control at filling.

An objective was set to reduce overfill to less than 2g per can. To date, improvements have saved 170 tonnes of garnish and sauce (combined) going to waste and 70% in raw ingredients. This has resulted in a £100,000 saving.

“At Heinz, every stage of our operations presents an opportunity to eliminate waste. We have been focussing on finding many ways to reduce our waste impact. This is another great example.”

Chris Bramley, Kitt Green Site EHS Lead, Heinz.
innocent drinks is continually working to improve packaging and reduce its environmental impact by: using the lowest carbon-intensive materials, maximising recycled content, lightweighting, designing for recyclability and encouraging consumers to recycle more.

In 2013:
- innocent put its 900ml juice carafes on a strict diet and reduced their weight by 10%. That change alone saved over 1000 tonnes of carbon a year. In addition, the weight of the iconic carafe cap was reduced by 10%.
- innocent increased recycled content to between 35-50% in all of its bottles, with little smoothie and juice bottles now containing 50% rPET.

“We want our packaging to have the lowest possible impact. Although we’ve already done a lot to lower the impact, there’s much more we can do so it’s an ongoing journey. We’ve just finished a complete review of the future of packaging and it’s inspired us to be constantly on the look-out for packaging innovations.”

Charlotte Cawthorne, Sustainability Manager, innocent drinks.
Reviewing and reducing food waste across its supply chain and operations whilst increasing the amount of food surpluses redistributed to partners is a high priority.

During a food redistribution pilot in Manchester, store managers segregated and stored surplus fresh produce and near end of life bakery goods for collection. Community Shop, a pilot partner, sold the food to its members who are in financial need at a significantly discounted rate.

The pilot:

- Reduced store food waste by between 30-40% in the first three months
- Provided M&S with the confidence to roll out additional back of store redistribution and work with other local partners.

“We are working hard to reduce food surplus at our suppliers, depots and stores. Our partnership with Community Shop is a great example of this. It supports our store programme to reduce food surplus and benefits include helping those in need get back on their feet.”

Louise Nicholls, Head of Responsible Sourcing, Packaging and Plan A, M & S
In 2014, Musgrave Group with WRAP undertook a whole supply chain review of apple waste and its root causes from field to stores. This activity aided the development of a ‘future state’ apple supply chain that generates less waste and uses less resources without compromising commercial returns. It identified a number of opportunities:

- A reduction in top fruit store waste of 30%, equivalent to around 20 tonnes, saving the business £40,000 annually
- More packing at source, saving packaging waste and double handling
- Improvements in date code labelling, helping consumers to reduce their waste
- Increased participation of British product when in season, allowing fresher product and direct deliveries which reduce CO₂ emissions.

“With WRAP support, and using a whole supply chain approach we were able to reduce waste and resource use whilst delivering significant cost benefits.”

Alisha Keveren, Trading Manager, Musgrave Group
Sainsbury’s ‘Food Rescue’ fuses mobile voice recognition technology with recipe inspiration to give users practical help and advice on using up ingredients that would otherwise be forgotten about and go to waste.

The tool provides:
- More than 1,200 choices ranging from full dinners to simple snacks
- Weight of the food rescued and the money saved per completed recipe
- A leader board to show which regions across the UK lead the way when it comes to rescuing their food.

The tool has been used to rescue food over 100,000 times so far, with London consumers leading the way*.

“We've created Sainsbury's Food Rescue to inspire people to turn the food items they already have into something delicious. We'll be able to see how much food and money British households are saving.”

Sarah Warby, Marketing Director, Sainsbury’s.

* Figures are based on the food entered and the quantities in the recipes made and based on the average meal weighing 500g. Check www.sainsburysfoodrescue.co.uk for the latest figures.
Reducing food waste is a key ambition for Tesco. The retailer wants to help its customers by making it easier to reduce food waste in their homes.

Key packs of fresh produce had a packaging re-design in 2014 to include food waste facts and prevention tips. The re-designed packing incorporates the ‘Love Food Hate Waste’ logo and messaging.

The new packaging will be launched on over 100 produce lines including apples, pears, onions, bagged salad and bananas.

“We are committed to helping customers reduce food waste in their homes. Working with WRAP we redesigned our produce packaging to include specific ‘Love Food Hate Waste’ hints and tips on key lines.”

Mark Little, Head of Food Waste Reduction, Tesco.
Tesco wished to tackle packaging-related product damage in their supply chain due to eggs leaking into other packs. They have trialled using (rPET) plastic egg boxes instead of pulp packs in some stores in Livingston, Scotland.

During the trial period, there was evidence of a reduction in *egg waste and:

- trial packs were 30% lighter and made from 100% recycled material
- a reconfiguration of the 12 pack egg boxes allowed product fill rates to be improved by up to 24%
- the carbon footprint from the new packs was 44% lower than for the pulp packs it replaced**
- the response from customers when asked in store was generally positive.

As a result, Tesco extended the trial in the stores and continued to gather evidence to support any potential packaging changes.

“Food waste is a strategic priority and we all need to find ways to reduce waste, and packaging interventions have an important role to play.”

**Mark Caul, Technical Manager for Packaging, Tesco**

* There was also a reduction in egg waste across non-trial stores during the trial period
** Based on logistics and material savings only
In 2014, The Co-operative Food re-launched its bread and morning goods range to provide customers with clear, concise, simple instructions on how to get the best from their shopping and reduce waste.

Following the successful roll-out of the “keep me” labelling initiative on produce, the logo was added to bread and morning goods and included storage/freezing advice on the front and back of packs. This activity required close working with key internal stakeholders and their supplier Allied Bakeries.

Approx. 40 bread product lines have been reviewed and updated to carry the “keep me” label with product presence as high as 92% across The Co-operative Food estate.

“As an ethical and responsible retailer we felt it was important that our customers were provided with clear guidance on how to get the best from their shopping and reduce food waste. Following the success of the “keep me” label on produce, we looked to adopt it on other key high waste categories”.

Aaron Fawcett, Labelling Technologist, Food Policy, The Co-operative Food.
Customer engagement keeping food ‘fresher for longer’

In a pilot funded by the Welsh Government, shoppers to The Co-operative Food store in Porthcawl, South Wales, were given Love Food Hate Waste ‘Fresher for Longer’ hints and tips. These show how small changes in home food storage can help keep their food fresher for longer, thus reducing waste.

The two-month campaign used a range of in-store channels, including shelf barkers, hanging boards in key category locations, posters, bunting, a pop-up stand in the entrance, till screen messages, radio adverts, leaflets, and postcards on stands and at till points.

All staff received Love Food Hate Waste training to enable them to advise customers on how to prevent food waste, save money and how to share these tips with others. Staff knowledge was measured using a pre and post campaign survey.

- Hundreds of customers were directly engaged. Pledges made by 500 people to make changes to the way they use and store food were displayed in the store.
- Impact findings from the pilot will be published in 2015.

“The pilot has received some really positive feedback. We hope it will help customers to not only save money, but to also play their part in reducing the impact their food waste has on the environment.”

Ian Ayling, Community Director, The Co-operative Food.
In 2014, Unilever continued to reduce its environmental impact by compressing 50% of Unilever UK & Ireland's aerosol deodorants. The new cans are a result of years of research and leading-edge innovation. By compressing regular cans into smaller ones, Unilever has used less packaging and less gas on the inside resulting in:

- 25% reduction of the category’s carbon footprint
- 50% reduction of Unilever's aerosol VOC emissions
- Up to 25% less aluminium used.

Since the launch this has saved:

- 530 tonnes aluminium (equivalent to 265,000 bikes)
- 9,300 tonnes of propellant emissions (equivalent to driving round the world c1,600 times).

“Unilever has become a leader in sustainability. By compressing our regular cans into smaller ones we’ve taken another step closer to realising our global ambition of doubling the size of our business while reducing our environmental impact.”

Helen Fenwick, Sustainable Living Plan Manager, Unilever UKI.

http://www.compresseddeodorants.com/
As the first UK grocery retailer to trial a new wine bottle screw cap, Morrisons has cut carbon emissions and improved the recyclability of the bottle. Trialled on own-brand Soave, the new screw cap has a number of benefits:

- Using 64% less aluminium and 55% less carbon
- Being completely removable from the bottle which helps recycling
- 60% reduction in the size of cap shipments to the bottling plant.

The new cap also has better sealing characteristics whilst having no impact on technology, construction materials and bottling equipment.

“Carbon reduction is highly important in all areas of our business and I am very pleased to have worked with the beer, wine and spirits team to launch this new closure. It is an exciting new development in our ongoing efforts to reduce the environmental impact of Morrisons’ own brand packaging.”

Steve Jackson, Packaging Development Manager, Wm Morrison Supermarkets PLC.
National Campaigns promise to have a huge impact on the Courtauld Household Waste Target as a result of collaborative partnerships.
Love Food Hate Waste was officially launched in 10 UK cities this summer, aiming to reach more than 8M consumers over 18 months and inspire action to reduce food waste.

The campaign is supported by a wide range of organisations and for the first time retailers including Asda, Central England Co-operative, M&S, Morrisons, Sainsbury’s, Tesco and The Co-operative Food have all joined up to make a difference.

Each retailer with a local authority hosted a public launch, you can see the fantastic activity that they got up to on the website. In total, over 15,000 people visited the Love Food Hate Waste leftover smoothie van and made over 3,000 personal pledges to ‘Do One Thing Differently’ to reduce their own food waste.

"By working in partnership with other local organisations and using our strong community links, our aim is to have a positive impact on the attitudes and behaviour of local people when it comes to reducing waste in line with Courtauld 3’s target." Martyn Cheatle, Central England Co-operative Chief Executive
pledge4plastics was launched this year in response to challenging recycling targets set by UK Government for the packaging industry for the period 2013-17, which mean recycling levels need to double over the five year period.

Led by Recoup, this cross-sector initiative has been developed with a range of partners including Courtauld 3 signatories Coca Cola Enterprises, Marks & Spencer, Unilever, Nestle Waters and Nestle UK & Ireland who are committed to taking action.

Activity to date includes thousands of pledges from the public to recycle just one more bottle, tub, tray or pot a day to make a real difference.

“We are delighted to be involved in this ground-breaking initiative. People from a cross-section of responsibilities have come together and pooled their expertise to launch a joined-up campaign. It is encouraging to see that, when dealing with complex topics such as recycling, collaborations can work and pledge4plastics will deliver some great results for society.”

Siân Chapman, Nestlé Waters Corporate Communications and CSV Manager
For more information, visit www.wrap.org.uk/courtauld

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