

# Origin Green

## *The Journey*

Aidan Cotter

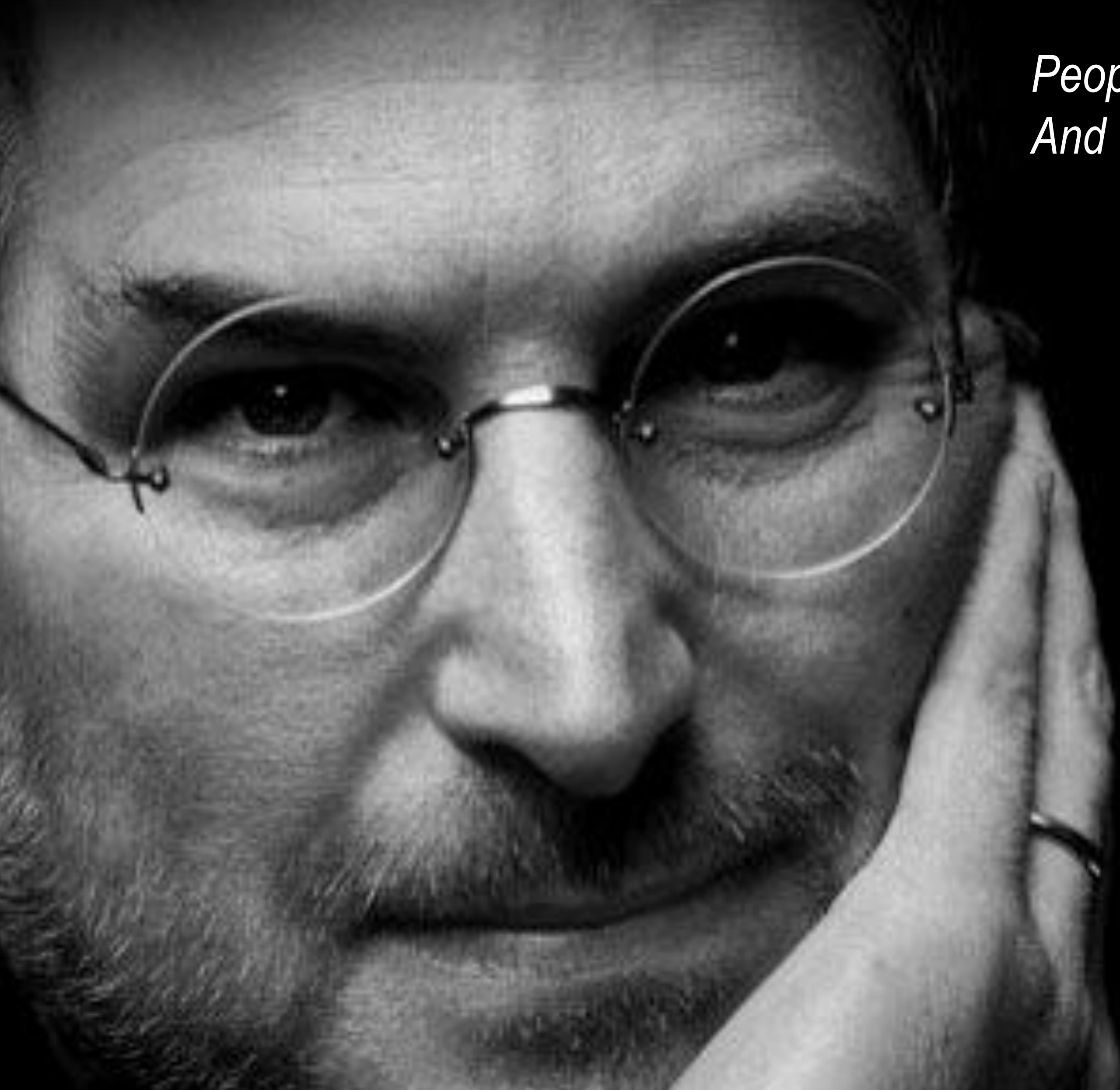
Thursday, 18<sup>th</sup> September, 2014



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*People don't buy what you do; they buy why you do it.  
And what you do simply proves what you believe* Simon Sinek



# Think different.



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an initiative by **Bord Bia**  
Irish Food Board

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# Origin Green

Our ambition is simple: to make Ireland  
a world leader in sustainably produced  
food and drink >>



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# A World Leader in Sustainability

Every farm and food manufacturing business  
signs up to the sustainability agenda...



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# Company Recruitment Pipeline





# Farm Quality & Sustainability Audits

43,500 Beef Farms

90% of Beef Exports, Audited & Carbon Footprinted

18,000 Dairy Farms

100% Milk production, participants entering audit cycle

Pigmeat, Poultry, Eggs, Grain, Horticulture

Sustainability measures being implemented



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# A World Leader in Sustainability

Every farm and food manufacturing business  
signs up to the sustainability agenda...

Measuring what matters...



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# Company Target Areas

## Raw Material Sourcing

Supplier Certification | Sustainability Initiatives



## Manufacturing Processes

Energy | Emissions | Waste | Water | Biodiversity

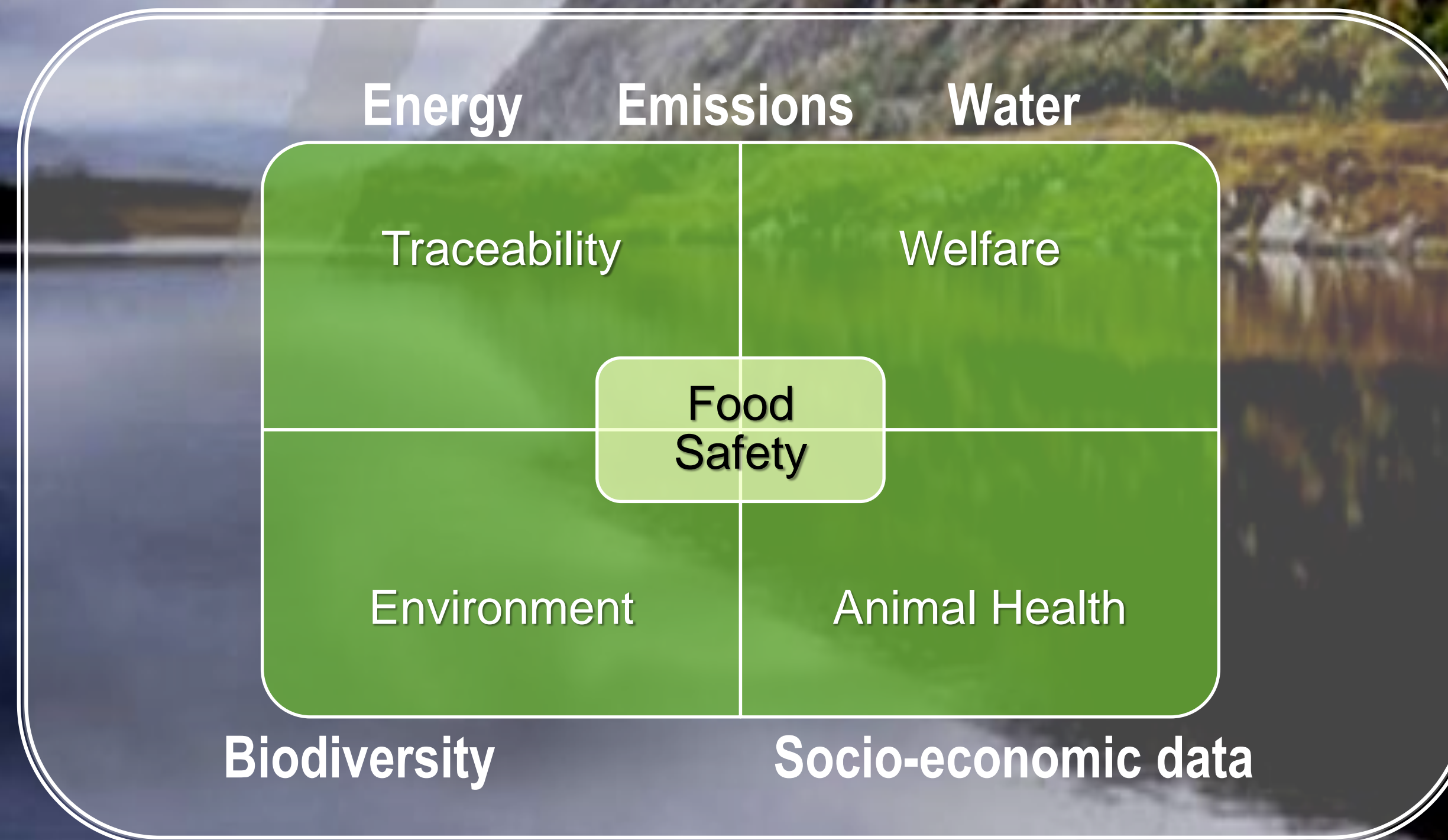


## Social Sustainability

Health & Nutrition | Community Initiatives | Employee Wellbeing



# Measuring What Matters



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# A World Leader in Sustainability

Every farm and food manufacturing business  
signs up to the sustainability agenda...

Measuring what matters...

Accreditation, independent verification...



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# Securing International Recognition

The Farm Audit

Carbon Footprint

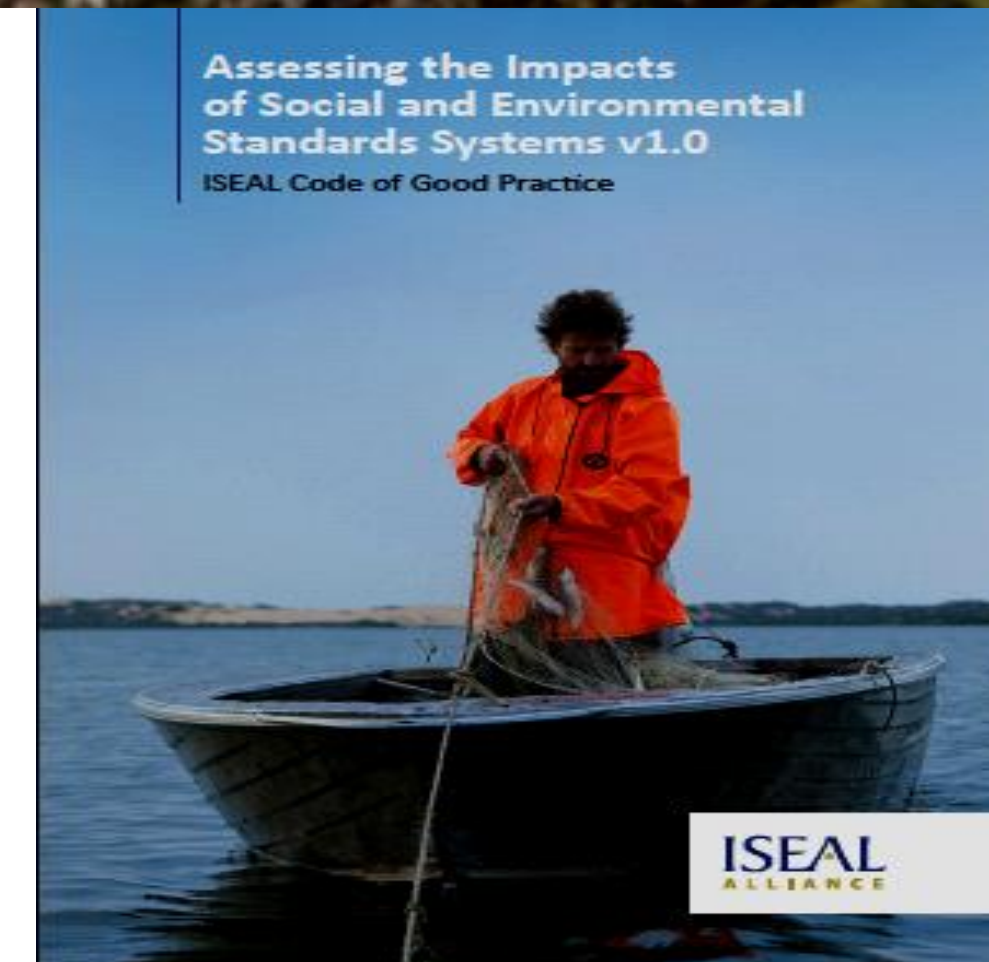
The Charter



ISO 17065



PAS 2050



SGS



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# A World Leader in Sustainability

Every farm and food manufacturing business  
signs up to the sustainability agenda...

Measuring what matters...

Accreditation, independent verification...

Performance based on science  
innovation and best practice...



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# Welcome



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## NEW: Mondelez Ireland joins forces with Origin Green to promote sustainability in Irish business

aodhan breen | Mondelez International | Article

Mondelez International is a world leader in chocolate, biscuits, gum, sweets, coffee and powdered beverages, with global brands including Cadbury and Milka chocolate, Kenc...



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## NEW: PepsiCo attend Origin Green Sustainability Showcase



Pin

### Highlights



Webinar: Communicating  
your sustainability  
initiatives.



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# The Carbon Navigator







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THE WORLD WILDLIFE FUND

# RETHINKING FOOD

TODAY ONE OF THE BIGGEST THREATS TO OUR PLANET COMES FROM THE PRODUCTION OF FOOD. IF WE DON'T GET THE WHERE AND HOW OF FOOD PRODUCTION RIGHT OVER THE NEXT 40 YEARS, **WE'RE TOAST**.

**AND WE'VE SEEN  
A FEW MAJOR WINS**

**IRELAND** BECAME THE FIRST COUNTRY TO COMMIT TO THIRD-PARTY VERIFIED, 100% SUSTAINABLE FOOD EXPORTS BY 2016



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# Sustainable Agriculture Initiative Platform

The global food and drink industry initiative for sustainable agriculture

BECOME  
A MEMBER

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## Sustainability Performance Assessment Version 2.0

Towards Consistent Measurement of  
Sustainability at farm level

## Global News

Friday 12 September 2014

SAI Platform partners with Global Forum for Innovations in Agriculture for next year's Abu Dhabi-based event

SAI Platform partners with Global Forum for Innovations in Agriculture (GFIA) for a March 2015 event taking place in Abu ... [read more](#)

Monday 01 September 2014

SAI Platform's General Manager, Peter Erik Ywema contribution to the opening session of



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*Playing a leading role in transforming Ireland into a society  
based on sustainable energy structures, technologies and practices*

YOUR HOME

YOUR BUSINESS

YOUR SCHOOL

YOUR COMMUNITY

RENEWABLES

FUNDING

PUBLICATIONS

NEWS & EVENTS

## Welcome

to the Sustainable Energy Authority of Ireland

Transforming Ireland into a society based on sustainable energy structures, technologies and practices, with a vision of making Ireland a recognised global leader in sustainable energy.



## OUR WORK

**Building Energy  
Rating**



**Energy Show**



**Energy Data Portal**

Interactive energy statistics,  
forecasts & other data  
developed by SEAI





## Draft Rural Development Programme 2014-2020


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 [info@agriculture.gov.ie](mailto:info@agriculture.gov.ie)

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Capitalism is under siege....Diminished trust in business is causing political leaders to set policies that sap economic growth.... Business is caught in a vicious circle.... The purpose of the corporation must be redefined around

# CREATING SHARED VALUE



87%

*of global consumers believe that business needs to place at least equal weight on society's interests as on business' interests*

Source: Edelman





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# Global population continues to grow older

% of population aged over 60

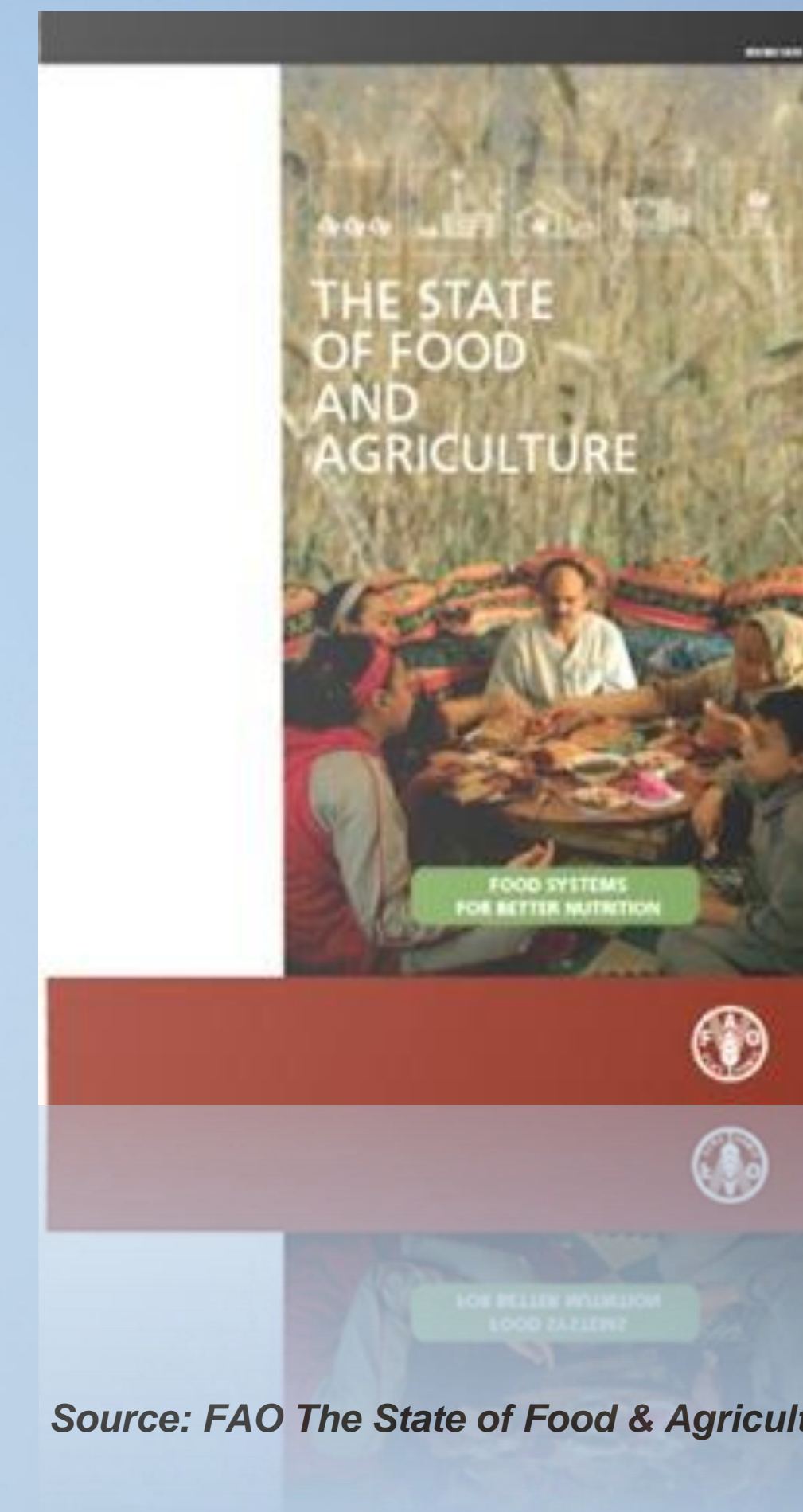
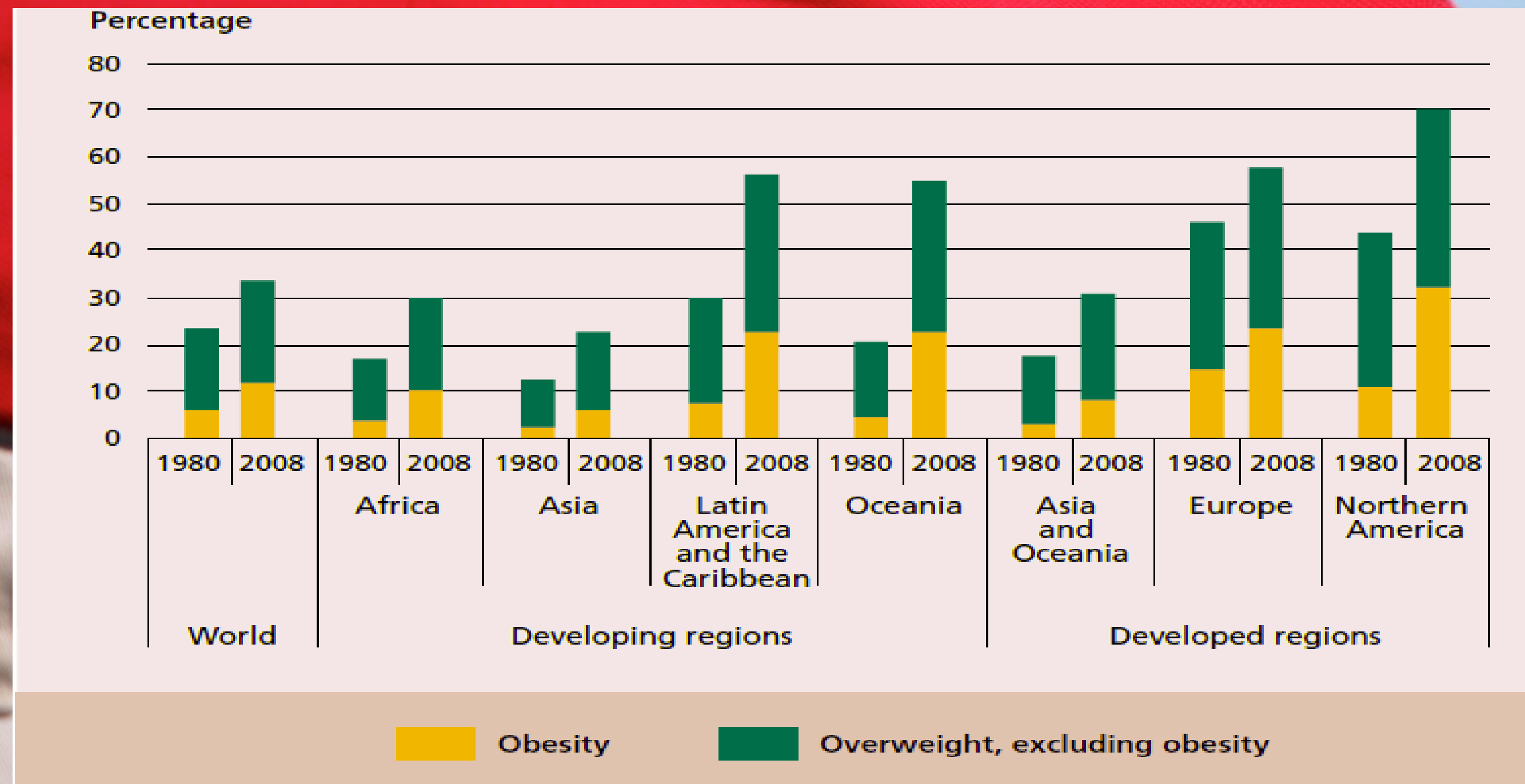
*...in Europe, the share of the population living to 80 and beyond will double to ten percent...*



Source: UN Population Division 2012



# Prevalence of overweight and obesity among adults, by region



Source: FAO The State of Food & Agriculture, 2013





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# Health & Wellness Targets

Reduce salt content by 15% by end of 2014

Removal of artificial colourings by 2015

Health & Nutrition Policy in place from 2013

Health screening for all employees by 2015

Accredited labelling programme for gluten free products by 2016.



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**me** ▾   **we** ▾   **world** ▾

[Global Challenges](#)  
[Meet Our Partners](#)  
[Stories of Hope](#)







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# Trade Fair Programme 2014



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# Brand activation

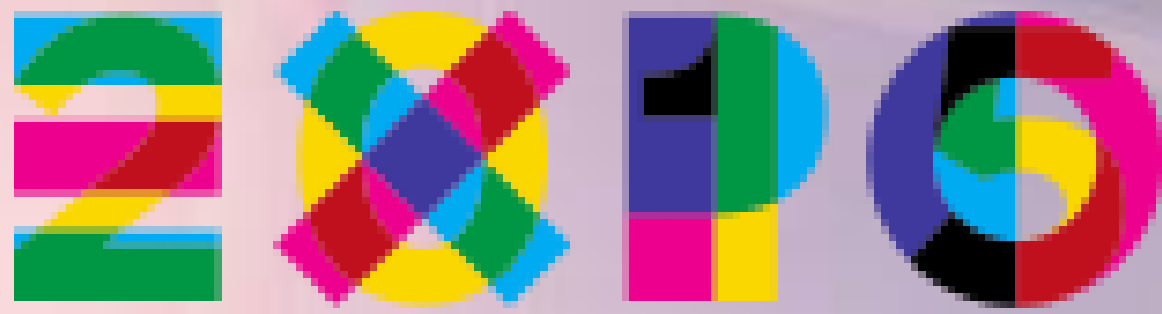
Bringing the Origin Green brand to life in your company.



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MILANO 2015

# Feeding the Planet, Energy for Life



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# The Origin Green Charter

By agreeing clear objectives we can set meaningful and measurable sustainability goals that are independently verified.



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# Supply chain hub

From Guardian Sustainable Business

SUPPORTED BY



## Latest from the supply chain hub



Are sustainable supply chains valued by the consumer? - live chat



Will polystyrene cancer concerns prompt brands to change?

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## Sustainability hubs

- » Children's rights and business
- » Circular economy
- » Communication
- » Co-operatives and mutuals



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# Guardian Sustainable Business partner zone

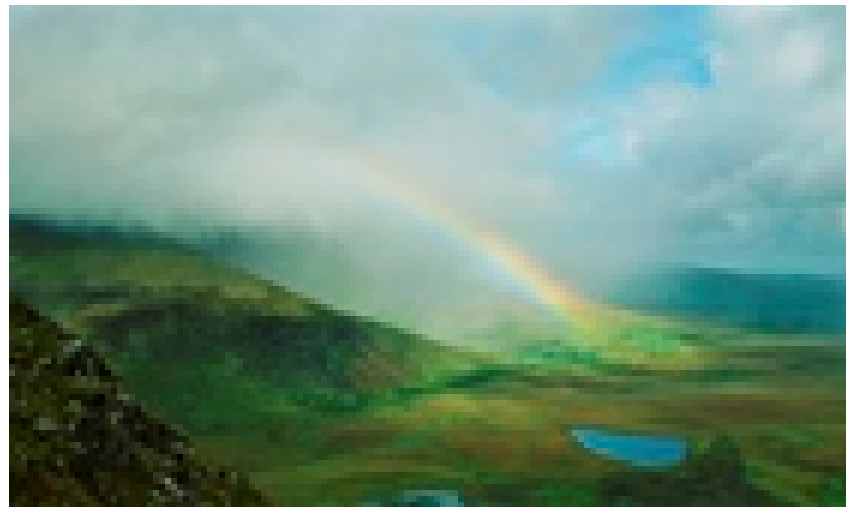
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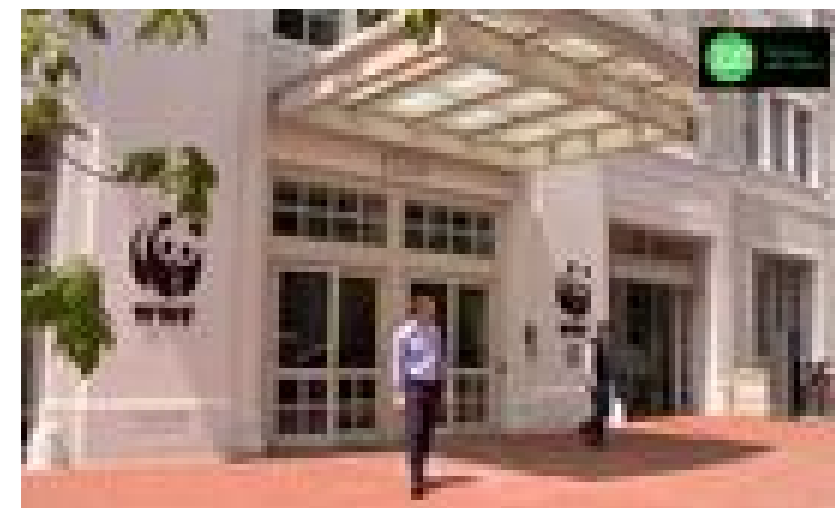
## Ireland's countryside and farmland - in pictures



### Gallery (6 pictures)

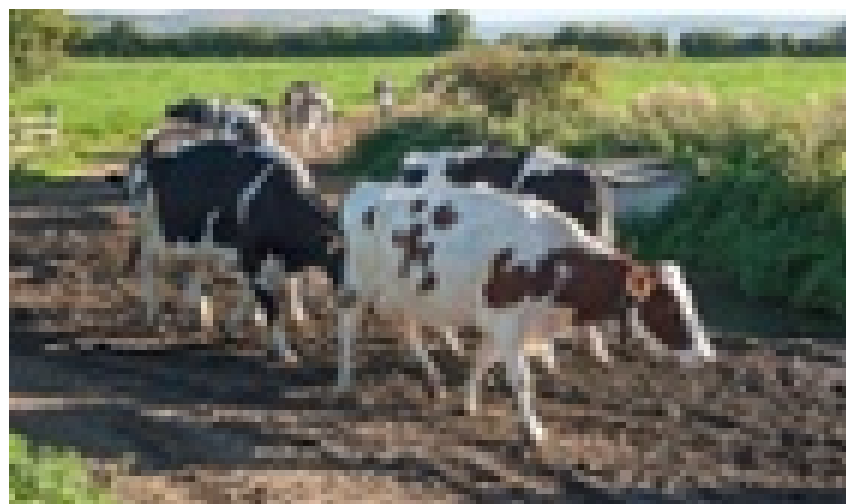
The lush landscape of the island nation makes it well placed for sustainable agricultural practice

## WWF's Jason Clay on the challenges facing the food supply - video



The VP of market transformation at WWF speaks on the importance of sustainability certifications in securing the future of the global food supply

## The importance of carbon footprinting for sustainability impact



The Origin Green initiative is spearheading carbon measurement of thousands of farms and hundreds of companies

## The world is hungry for sustainability - video



Saoirse Ronan speaks out on Ireland's legacy of sustainable farming and the future role it has in providing the world with responsibly sourced food and drink



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Interdire les sacs plastiques coûterait 300 millions € aux commerçants, selon la FCD



Découvrez quelles sont les entreprises de commerce qui créent le plus d'emplois



LA VIE DES MAGASINS

Ils assument leurs limites

La relève de Leclerc garde la flamme

Interdire les sacs plastiques coûterait 300 millions € [...]

Toute la vie des magasins

COUPE DU MONDE 2014



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Do The Green Thing

@Dothegreenthing



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.@OriginGreen doing great work in Ireland: 1st country with a sustainability programme for the food & drink industry

origingreen.ie

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6:15 pm - 5 Aug 2014

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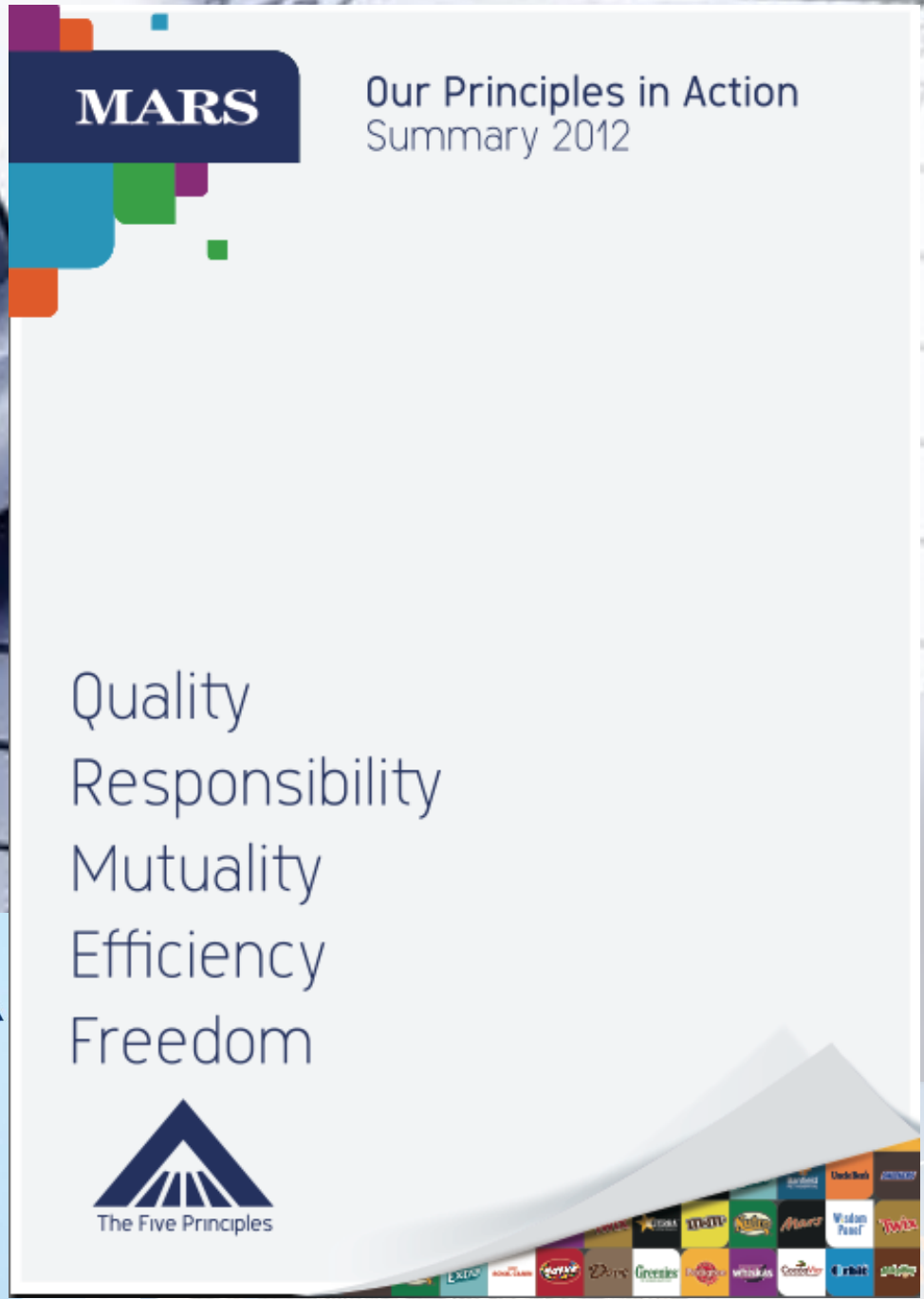
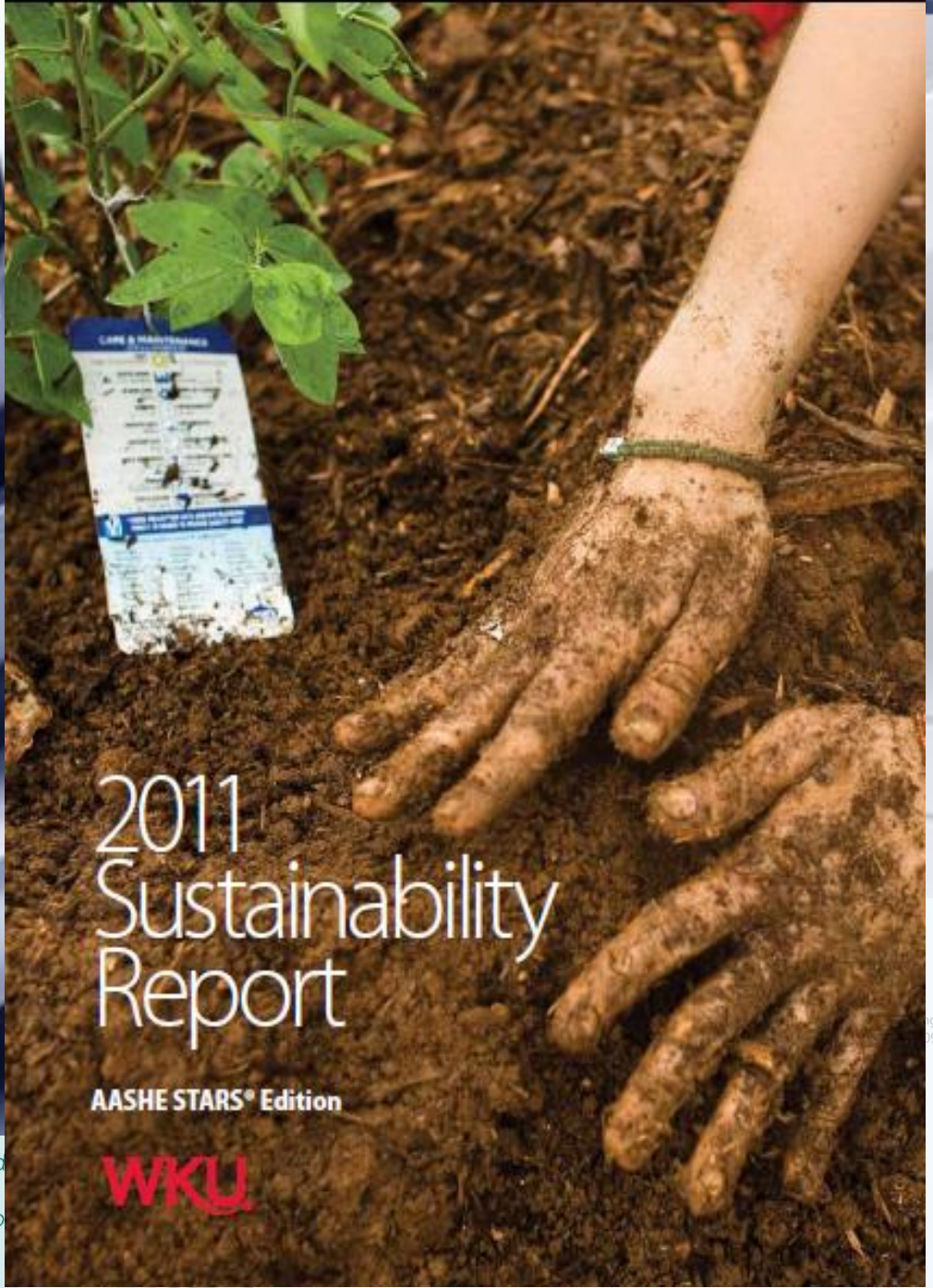
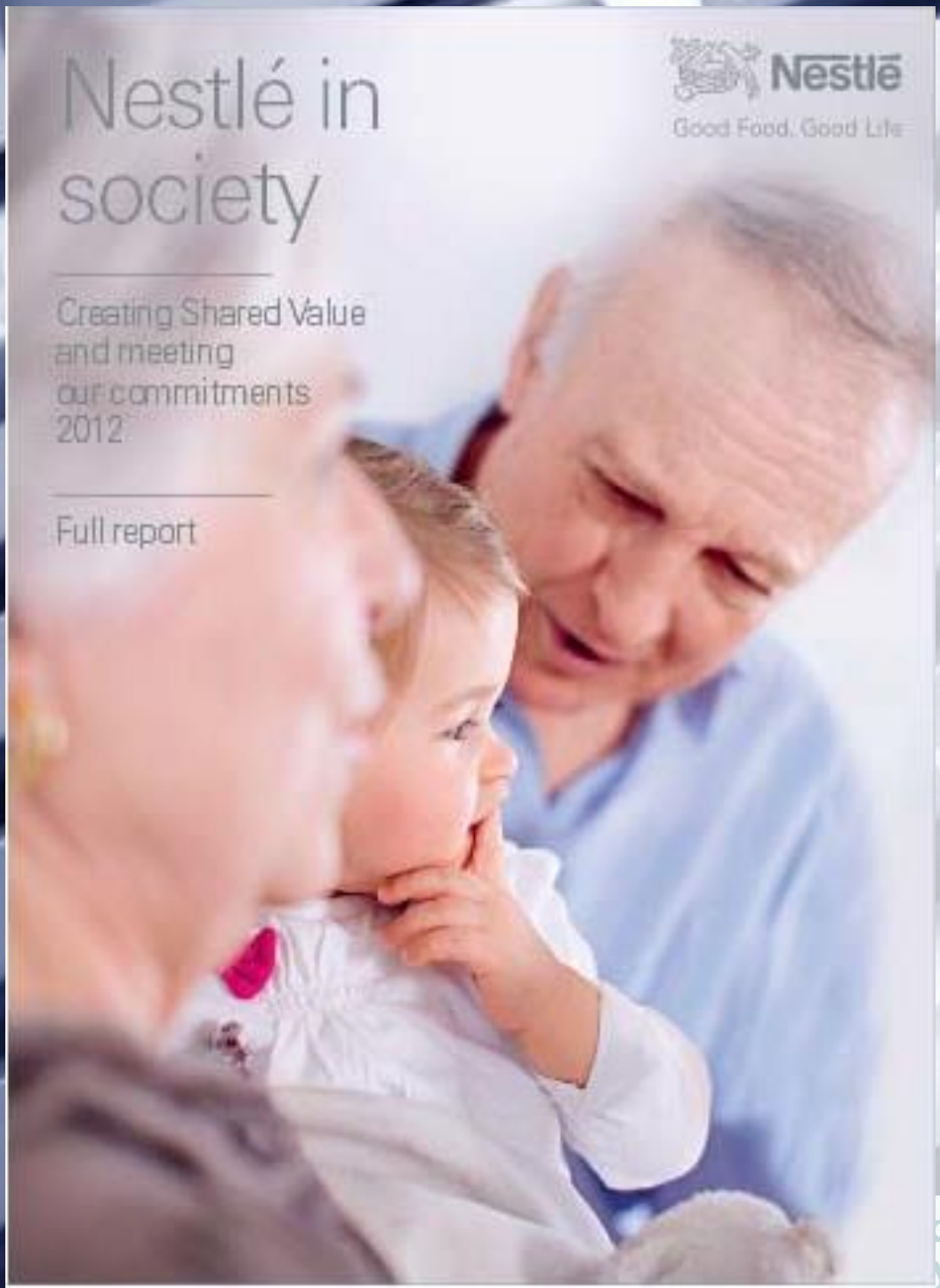


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80%

*of global consumers think it is important for companies to make them aware of their efforts to address societal issues*

Source: Edelman



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