QUANTIFICATION OF THE ORGANISATION ENVIRONMENTAL FOOTPRINT IN THE RETAIL SECTOR - WITH THE SUPPORT OF THE CHAIN-OEF APPROACH
Retailers act as link...

... between upstream product providers and downstream markets

Close relation between supply chain partners and customers

What would be a “single market for green products” without retailers?!
OEF Sector Rules RETAIL - Technical Secretariat

6 retailers

3 public agencies

1 retailers assoc.

1 NGO

1 LCA consultant
OEFSR RETAIL - Where are we?

**Tasks**
- Scope definition
- Draft repres. Org.
- Feedback 1st consultation
- Draft OEF SR
- Approval of scope & rep. prod.
- Approval of final OEF SR draft
- Inventory modelling
- OEF screening
- Review of final OEF SR draft
- Analysis of final OEF SR review
- Revising final OEF SR review
- Release of final OEF SR review

**Deliverables**
- Scope & repres. Org. def
- OEF screening report
- Draft final version of the OEF SR
- Communication Report sent to the EC
- OEF SR ready to be released

**Steering Committee**
- Approval of scope & rep. prod.
- Approval of final OEF SR draft

**Timeline**
- 2014
- 2015
- 2016
- 2017

- Screening study published
- First version OEF SR published and validated by the Steering Committee in July 2015
- Test of OEF SR by 3 retailers in supporting studies finished
- Test of communication of OEF results finalised
- Final draft of OEF SR in end of 2017 will include learnings from supporting studies
OEFSR RETAIL - system boundaries

- PRODUCTION & SERVICE PROVISION
- LOGISTICS
- RETAIL PLACE
- DISTRIBUTION of sold products TO THE CLIENT
- USE of sold products
- END-OF-LIFE of sold products

Core business

Support

Administration and R&D, Commuting of employees ...etc.

Included in direct operations!
Product portfolio (production+use) dominates the impacts
OEFSR RETAIL - focus on product portfolio

CARBON FOOTPRINT [tonnes CO₂eq.]

- Gasoline
- Electrical appliances
- Meat/Fish

- Rental services
- Real estate
- Printing service products
- Gas station products
- Other goods
- Other garden supplies
- Flowers, plants and seeds
- Batteries and power
- Fuels, gases, lubricants and oils
- Cleaning/hygiene products, cosmetics and toiletries
- Healthcare
- Other cultural and recreational goods
- Sporting equipment and gadgets
- Music and videos
- Books, newspapers and paper/paper supplies
- Office machinery and supplies
- Information and communication equipment
- Kitchen merchandise
- Electrical household appliances
- Furniture, furnishings and decor
- Home hardware supplies
- Personal accessories
- Footwear and leather goods
- Clothing and textiles
- Live animals
- Pet food
- Tobacco
- Other beverages
- Alcoholic beverages
- Coffee and tea
- Other foods
- Confectionery
- Prepared/processed meals
- Oils and fats
- Grain products
- Dairy products
- Meat and meat alternatives
- Fruits and vegetables
OEFSR RETAIL - lessons learned

• Each retailer is different but all can share common rules

• **Product portfolio assessment & improvement** is key for a sustainability strategy
  
  o Help retailers to make sure their sustainability strategy targets major issues first

• A complete OEF is feasible by
  
  1. using a **representative product** for each product category
  2. strongly **simplifying** the data collection (use proxy and representative product instead of trying to “count” everything)
  3. developing **LCI databases** containing more “consumer” products

• General feeling after qualitative **internal stakeholder interviews** on supporting study of Colruyt Group:
  
  1. Information overload
  2. Highly relevant topic
  3. No clear call to action
CHAIN-OEF: essential part of a cascade system

Insights in chain and environmental footprint

Prioritising

OEFSR RETAIL, etc.

Hotspots in product portfolio

Chain OEF

Chain indicators and strategy

Communication
CHAIN-OEF: a value chain based complementary approach

Combination of 2 ideas:

- Pragmatic collection of primary data beyond tier 1
- Link value chain actors

TEST CASES

Private label
- pork meat (own processing)
- beef meat (own processing)
- coffee (own production)
- floor detergent
- milk
- diaper

Others
- apple
- organic vegetable juice (carrot & beet root)

Can we stimulate reduction in a cost-effective way?
CHAIN-OEF: test case pork meat - hotspots CC

**Feed production**: 1,5%

**Slaughterhouse**: 3%
- transport 1%, gas flaming 1%, ele 1%

**Retail**: <5%
- cooling, heating

**Feed ingredients**: ≈50%
(BE/EU grains 48%; soybean 29%; palm oil 17%, other 4%)
--> local feed, less palm oil!

**Farmers**: ≈35%
- 1 farmer has larger scale (64% mass allocation) + difference in feed + 31% direct emissions

**Meat processing**: 6%
- packaging 1%, transport 1%, gas 1%, waste water purification 1%, detergents 1%
CHAIN-OEF: test case pork meat - best practices

**Feed production**
energy efficient production (50% vs generic data)

**Slaughterhouse:**
state-of-the-art technologies

**Retail:**
efficient logistics

**Feed ingredients:**
large amount of local feed (-8% compared to generic data)

**Farmers:**
1: ammonia reducing manure storage, anaerobic digestion, ...
2: newer ventilation, PV, ammonia scrubbers, 1/3 own production of the pig feed

**Meat processing:**
treatment of waste water to drinking water
CHAIN-OEF: test case pork meat - lessons learned

1. Data availability - large scale data collection needs automation

2. Valorise reduction potential & best practices through the use of primary data

3. Value chain “willingness to improve further” - experts in best practices needed

4. The use phase (+ end-of-life) should be included - how to get primary data?
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