

How to make sustainable consumption the easy choice

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Sustainability in a time of crisis

Growth must be sustainable

- 1/3 of the world's population will experience water scarcity by 2030
 - Freshwater withdrawals expected to exceed natural renewal by 60%
 - 30% shortfall in cereal production expected due to water scarcity
- Global CO2 emission reduction by 50-85% by 2050 if we want to limit global warming to 2 degrees
- 70% more food available by 2050 to meet the needs of the growing population

From vision to results:

- Identify clear objectives / kpi's, resources and timelines.
- Keep solutions relevant, science-based, properly tested and first time right

Providing the right choice

Universally sustainable products do not exist.

- ➔ Holistic approach needed to deal with complexity
 - Horizontal (across policy areas) and vertical (supply chain approach) collaboration
 - Best in class: European Food SCP Round Table,
High Level Forum for a Better Functioning Food Supply Chain

Companies should be able to **compete** in a level playing field

- ➔ Policy to **eradicate greenwashing** to allow fair competition
 - Information to be verified by independent body

Empowering the consumer

Consumer information

- Methodology should be tested in real-life situations
 - Cf. *Grenelle de l'Environnement* “experimentations”
- Multi-pronged approach to communicate complexity
 - Labels not appropriate / sufficient
 - Digital tools
 - E.g. <http://nescafe.outil-acv.com>



Consumer education

- Based on research not intuition
- To overcome lack of motivation (cf. [Flabel](#))

BACK-UP SLIDES

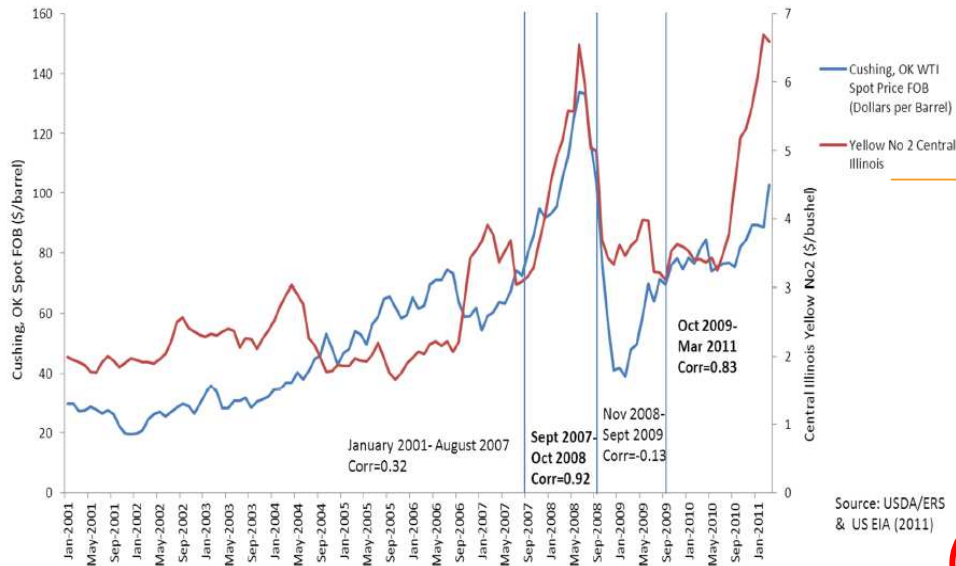
Biofuels

Share of feedstocks for producing bioethanol and biodiesel in total EU production (1000 t), 2011

Wheat	Corn	Rye	Barley	Share for bioethanol	Sugar beet	Share for bioethanol	Rapeseed oil	Share for biodiesel
4930	2700	1450	790	3.5%	8000	7%	6710	73.0%

Source: EU FAS Posts, Gain report, June 2011 (for the share of rapeseed oil, own calculation)

For sugar: data from EC single CMO management committee, January 2012, Balance sheet final 2010/2011



Correlation between oil and maize prices (University of Wageningen)

The data propose ILUC-incorporating CO₂/mj values for biofuels as follows:

- Palm Oil - 105g
- Soybean - 103g
- Rapeseed - 95g
- Sunflower - 86g
- Palm Oil with methane capture - 83g
- Wheat (process fuel not specified) - 64g
- Wheat (as process fuel natural gas used in CHP) - 47g
- Corn (Maize) - 43g
- Sugar Cane - 36g
- Sugar Beet - 34g
- Wheat (straw as process fuel in CHP plants) - 35g
- 2G Ethanol (land-using) - 32g
- 2G Biodiesel (land-using) - 21g
- 2G Ethanol (non-land using) - 9g
- 2G Biodiesel (non-land using) - 9g

For comparison:
Crude oil: 87.5 g CO₂/mj
Oil from tar sands: 107 g CO₂/mj

Nestlé involvement in Grenelle de l'Environnement



The Nescafé France website contains a tool that represents the life cycle impact of a cup of Nescafé (<http://nescafe.outil-acv.com>)



Using the ProxiProduit smartphone application, NESPRESSO embeds its environmental impact in other product information

LCA on soluble coffee



Contents lists available at ScienceDirect

Journal of Cleaner Production

journal homepage: www.elsevier.com/locate/jclepro



Life cycle assessment of spray dried soluble coffee and comparison with alternatives (drip filter and capsule espresso)

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Half the environmental footprint occurs at a life cycle stage under the control of coffee producer or its suppliers; the other half at a stage controlled by the user

Key environmental parameters of spray dried soluble coffee are the amount of extra water boiled and the efficiency of cup cleaning during use phase, whether the coffee is irrigated or not, as well as the type and amount of fertilizer used in the coffee field.

Spray dried soluble coffee uses less energy and has a **lower environmental footprint** than capsule espresso coffee or drip filter coffee, the latter having the highest environmental impacts on a per cup basis.

→ Broad LCA needed to:

1. Get comprehensive environmental footprint of product system
2. Share stakeholder responsibility along life cycle
3. Avoid problem shifting between different life cycle stages

Food Waste

89 million tonnes of food wasted yearly in the EU (126 mio t)

- Agricultural stage not even included (mainly problem for developing cttries)
- Ca 30% total food production

2/3 of household food waste is avoidable

- UK: 450 000t is wasted because product has passed 'best before' date

Food waste is an environmental and a food security issue

- Greenhouse gas emissions
 - 170 mio t CO₂eq / year (up to 240 million t CO₂eq by 2020)
- Wasted resources
 - Water, soil, energy, fertilisers...
- By 2050, 70% production increase is needed globally
 - Of the 4600 kCal / capita produced, only 2000 kCal/capita is eaten