

Aktivity CZ-SK ECR v oblasti udržitelnosti (plýtvání potravinami, udržitelná logistika) Udržitelnost pro výrobu a obchod 10.5.2018



Co je ECR (Efficient Consumer Response)

*„Měníme způsoby jak
pracovat společně,
abychom mohli plnit
potřeby zákazníka
lépe, rychleji a trvale
udržitelným
způsobem“*

ECR COMMUNITY VISION





Hlavní aktivity CZ-SK Iniciativy ECR v oblasti udržitelnosti

- Projekt Food waste (v spolupráci s Vysokou školou ekonomickou Praha)
- Program Lean & Green Logistics / nejvýznamnější evropský program pro udržitelnou logistiku
- WG Digital Retail – Digitální účtenka!

Food Waste

- Společný projekt s VŠE Praha
- Cílem projektu je zmapovat v rámci celého dodavatelského řetězce příčiny vzniku potravinového odpadu
- Analýza dat o FW u obchodníků + ekonomická analýza modelu redistribuce / darované potraviny
- Posouzení fungování stávajícího modelu redistribuce - workshop Phenix?

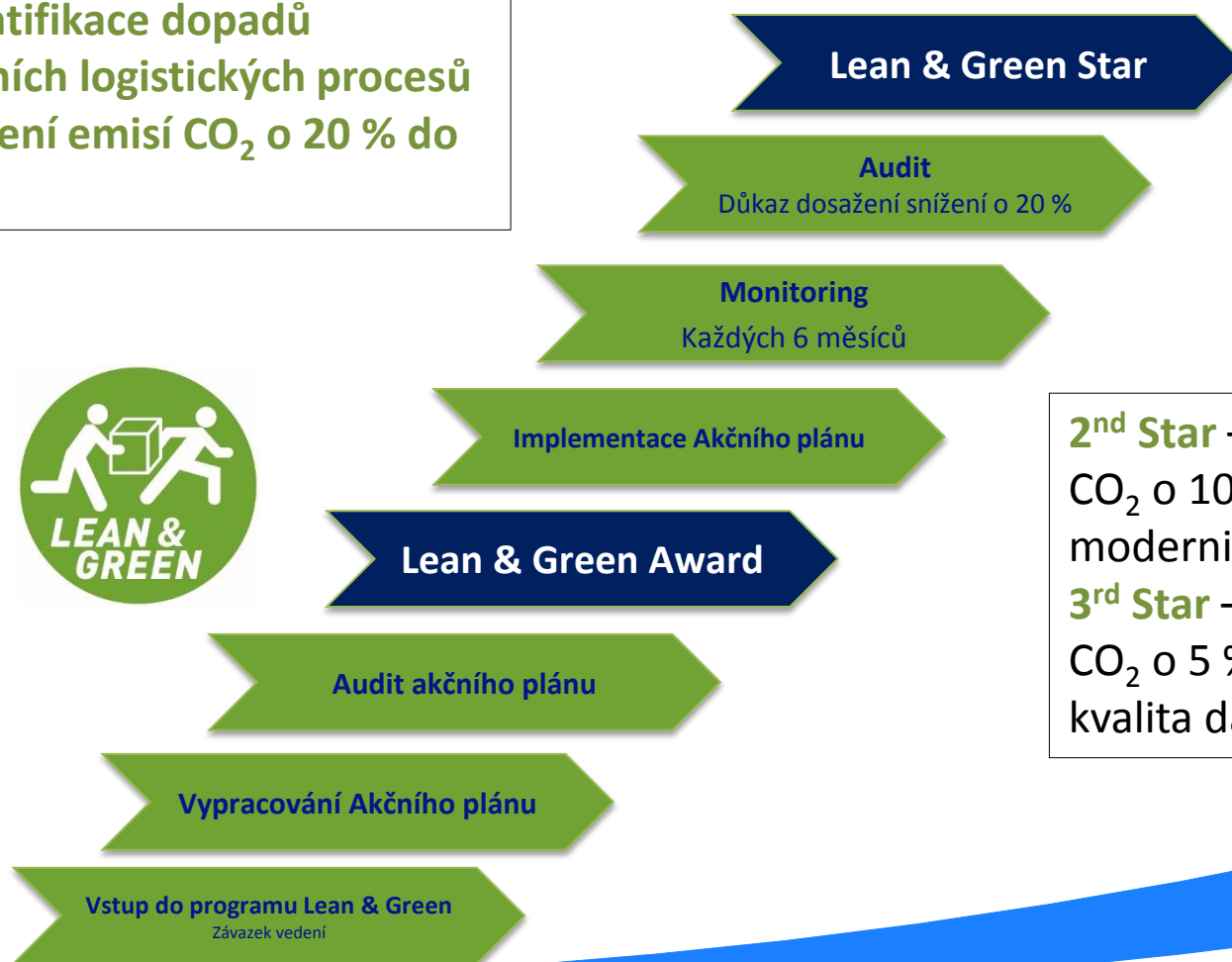
Lean & Green Logistics

- Nejvýznamnější program udržitelné logistiky v Evropě
- Realizován v 8 zemích Evropy, zapojeno přes 500 společností.
- Platforma pro spolupráci – zvýšení efektivity / profitability, optimalizace logistiky a uhlíkové stopy



Lean & Green Logistics

- Identifikace dopadů vlastních logistických procesů
- Snížení emisí CO₂ o 20 % do 5 let



2nd Star – Další snížení emisí CO₂ o 10 % za 3 roky, modernizace analýzy dat

3rd Star – Další snížení emisí CO₂ o 5 % za 2 roky, stříbrná kvalita dat

Lean & Green Europe



www.lean-green.eu

www.lean-green.cz

Digitální revoluce:

- Jestliže se celá společnost stává digitální, papírová účtenka působí poměrně archaicky v roce 2018!

Prostředí:

- Očekávaná odhadovaná úspora cca 120.000 stromů/year
- Idea – analýza spotřeba papíru pro tisk účtenek / rok

Hlavní potřeby pro využití:

- Požadavky zákazníků uchovávat a snadno najít účtenky (případně dále využít)
- Sjednocení přístupu v online a offline světě.
- Vyšší ochrana proti zneužití
- Potenciál pro marketingové využití a integraci s věrnostními systémy

Benefity pro zákazníky:

- Pohodlné , výhodné, zjednodušení procesů při vrácení zboží a poprodejní podpora.
- Vyšší zákaznický zážitek. Možnost personalizované komunikace.
- Pro zákazníka snazší využívat digitální účtenku (všechny na jednom místě)

Společný přístup odvětví na bázi spolupráce:

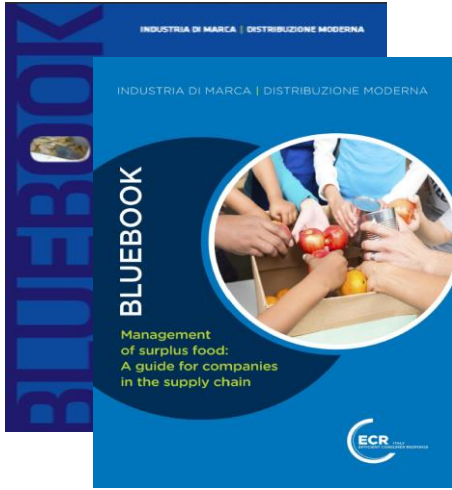
- 1^{krok}: s podporou Svaz obchodu – zrovnoprávněná papírové a digitální účtenky
- 2^{krok} : dosažení shody na vytvoření standardu (datový a procesní) pro elektronické zpracování (NE pdf, html)
- 3^{krok} : společný postup – komunikace, povědomí, využívání ze strany nakupujících.



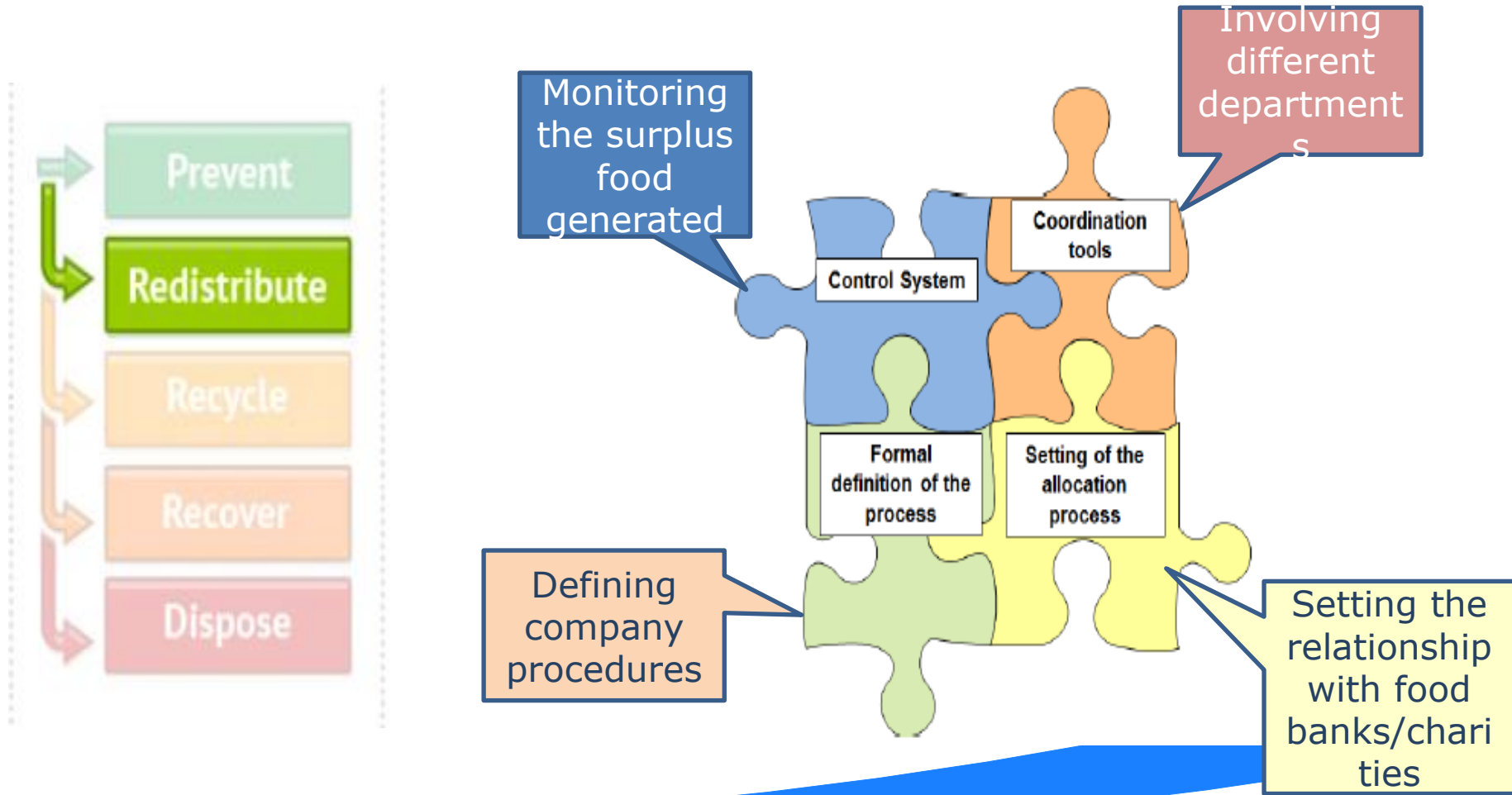
FOOD WASTE AKTIVITY ECR V EVROPĚ

Reducing food waste A common effort across Europe

AUSTRIA
CZECH REP
FRANCE
ITALY
SPAIN
UK
SHRINK&OSA
EXPERT
GROUP



Focus on Redistribution: Setting up a structured process



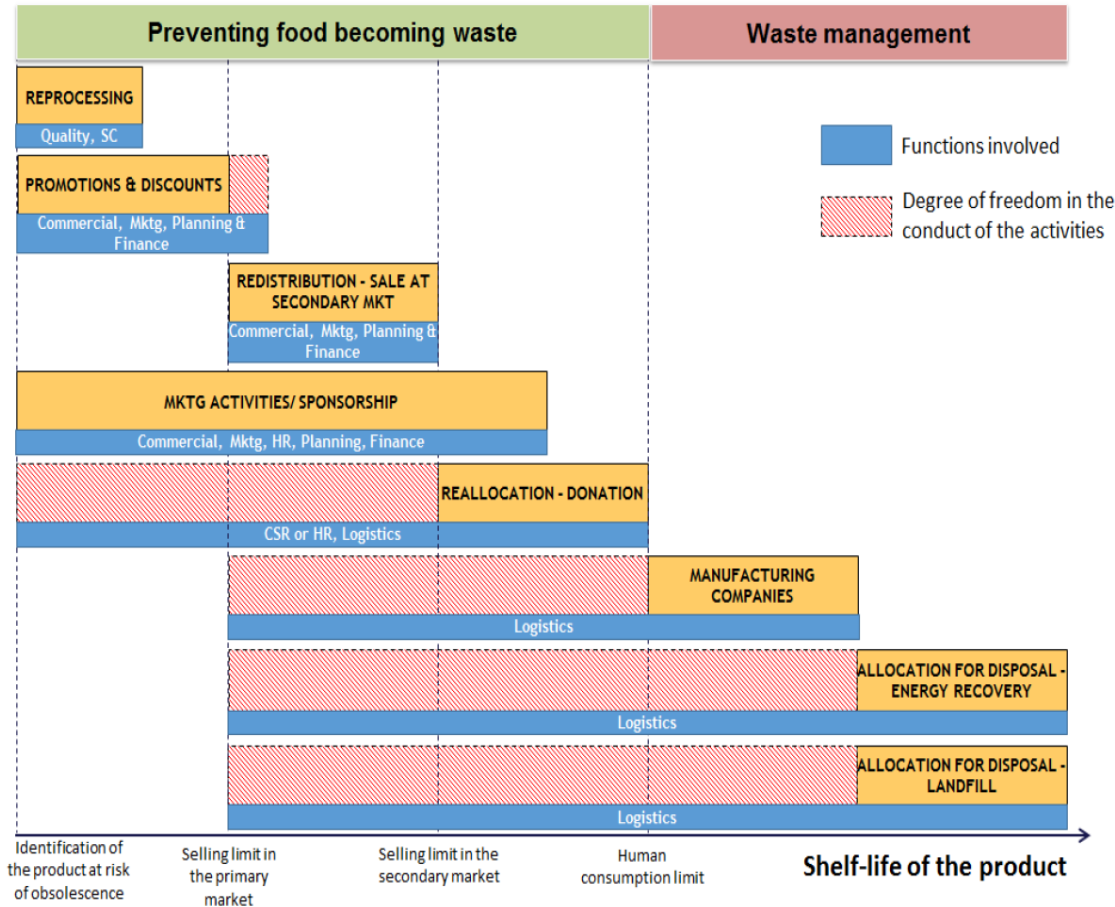
Defining a formal process – an example



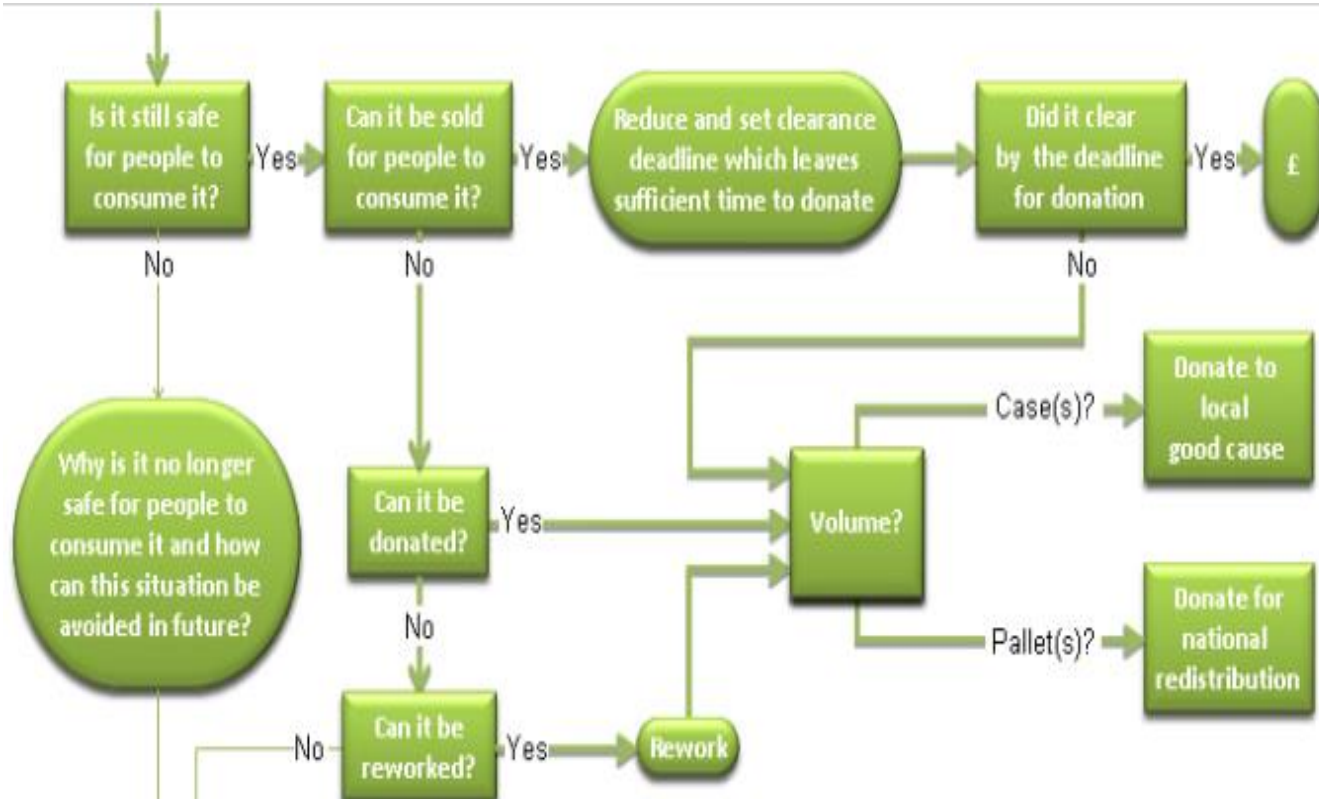
NB: The budget constraint must be respected for all the alternatives



Manufacturer



Understanding the alternatives and getting prepared



An 8 step guide and a decision tree on how to donate food

Understanding the alternatives and getting prepared

Consideration	Yes	No
You know what kind of food you can donate: You understand why it is surplus; if it requires any extra treatment and you are happy for it to be donated and given to people who are in need.		
You know how much: You have a good understanding of the potential volumes of food that you may /will have available to donate.		
You know how often: You have a good idea of when this food will become available for donation and the frequency with which it will become available for collection or delivery.		
You know what transport and storage conditions you require: You are clear on the conditions under which the food must be collected, transported, stored and redistributed.		
You know what your traceability requirements are: You have clear guidelines and expectations of your traceability requirements and you understand what needs to be done in the event of a recall for example.		
You understand the implications of donating food on your business: You understand any financial or operational impacts that food donation will have on your business.		
You have built up the commitment of key stakeholders in your business: You have communicated with, involved and engaged with all those whose performance may effect or be effected by redistribution.		
You've decided on local or national donations: Based on the information above, you have decided if you would like the food to be donated through		

Food donation checklist:

Are you in a good position to donate food?

Measuring and engaging

A calculator to help companies assess how many meals their food waste would convert into

If you have surplus food and you're not sure what to do with it, our 'Ready Reckoner' tool will help you get a rough estimate of...

- the cost savings
- the number of meals and
- the number of animals

...that your surplus food may yield if redistributed.

To launch the tool, click on the image or the link below. The tool will open in a new window.

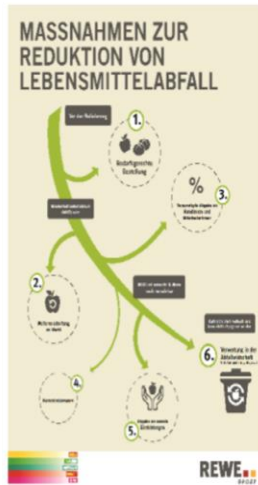




A best practice guide

- Along the value chain
- From retailers & manufacturers

In-house Use of Non-saleable but still Edible Foods



Sales Campaigns and Clearance Sales Policies



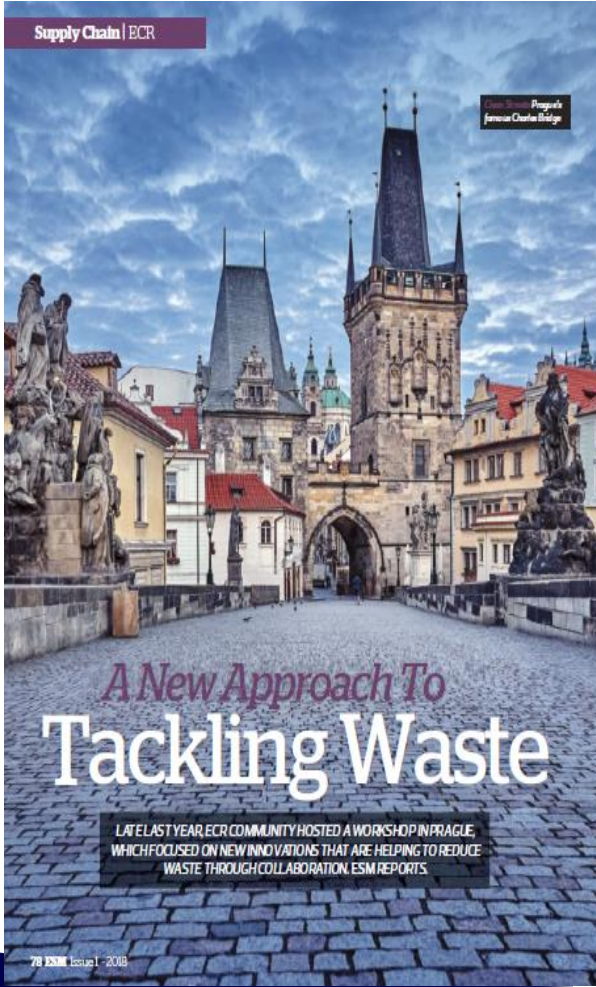
Getting the discount already with the 1st piece you buy

1 Studien/Untersuchungen (5 Maßnahmen)	4 Sortimentsgestaltung (4 Maßnahmen)	7 Aktionspolitik und Abverkauf (2 Maßnahmen)
2 Produktionsprozesse (4 Maßnahmen)	5 Schulungen (4 Maßnahmen)	8 Hausinterne Verwendung und externe Weitergabe (2 Maßnahmen)
3 Bestellvorgang und -überprüfung (3 Maßnahmen)	6 Verpackungen (3 Maßnahmen)	9 Bewusstseinsbildung (6 Maßnahmen)



FOOD WASTE WORKSHOP PRAGUE, NOV 2017

ECR Community / OSA & Shrink workshop Prague Nov 2017



Supply Chain | ECR

From Prague's
famous Charles Bridge

A New Approach To Tackling Waste

LATE LAST YEAR ECR COMMUNITY HOSTED A WORKSHOP IN PRAGUE, WHICH FOCUSED ON NEW INNOVATIONS THAT ARE HELPING TO REDUCE WASTE THROUGH COLLABORATION. ESM REPORTS

The year 2018 is likely to see new advancements in tackling food waste along the supply chain, with greater collaboration between all participants leading to significant achievements in this area. That's according to the ECR Community Shrinkage and On-Shell Availability Group, which hosted the 'Sell More, Waste Less' workshop at Prague's University of Economics (VSE) at the end of last year.

The event welcomed more than 60 delegates, including retailers' buying, supply chain and waste-prevention experts, as well as producers and academics. ESM was a media partner for the event.

One of the main discussion points was a new collaboration model, the Food Waste Collaboration Maturity Model, developed through a partnership between the ECR Community Shrinkage and On-Shell Availability Group, Oliver Wyman management consultants, and Kiliue Logistics University (KLU), in Hamburg.

The model encourages the advancement of collaboration capabilities, as well as the introduction of greater cross-company supply-chain visibility, including the sharing of transactional data and sales forecasts. The aim is for the model to become a de-facto user manual on industry guidance for joint food-waste collaborations.

"Where retail industry partners struggled over the years to build effective collaboration with the aim of reducing losses and, more specifically, food waste, the tool will be a pragmatic game-changer to better connect retailers and manufacturers and align their competencies and objectives," said John Fonseca, global asset-protection leader of Abhold Dehaene and the ECR

Community Shrinkage and On-Shell Availability Group's chair.

Understanding Collaborative Maturity

Following the opening presentation from Oliver Wyman's Jens Trudulla, on fresh produce as "the most effective lever to de-fossilise" within retail, Dustin Wisotzky (also Oliver Wyman) and KLU's Sojahn Shrivastava formally introduced the collaborative maturity model.

The presenters highlighted how previous collaborative ventures have helped to "drive quantum leaps" in food-waste reduction, including a 25% reduction in fresh-convenience waste and a 20% reduction in cheddar-dairy-product waste, and explored ways in which improvements on those figures are achievable.

As the speakers revealed, the new collaborative maturity model enables actors within the food-retail sphere to assess their current status when it comes to food-waste collaboration, as well as their Achilles heels.

As well as serving as a pragmatic tool for assessing the current state of food-waste collaboration, the model supports the identification

"We hope that this new framework will support and ease future collaborative efforts and lead to reduced shrink and better relationships between suppliers and retailers"

Dustin Wisotzky
Oliver Wyman

THIRSTY WORK

Attendees had the opportunity to sample an exclusive 'bread beer', developed in the microbrewery of the University of South Bohemia in České Budějovice, which encapsulated the event's food-waste theme and kept those present well refreshed.

To produce the beer, the university collected waste bread from Czech retailers including Makro, Tesco and Albert, dried and milled it into a mash suitable for brewing, and developed a beer that is more economical (costing €0.40 per half-litre to produce, compared to €0.50 for a typical beer) and uses less malt. In terms of tackling food waste, we can't think of a more delicious prospect.



ECR members across Europe have been proactive in developing new, country-specific solutions to deal with food waste, including the following:

Greece: Love Food Programs (OÜ Vasilopoulos)

All Vasilopoulos is the first company food-donation programme: "Trotmal absolutely safe and healthy, but non-acceptable because it is close to expiration-dates packaging. The company is pleased to work with the Greek Food Bank which has supported 188 NGOs and 23,000 beneficiaries since 1995.

Poland: Stop Food Waste Program (Carrefour)

Carrefour encourages its customers to shop responsibly and adopt eco-friendly behaviours in key locations in the stores, self-sourced as a customer participation initiative. The company's goal is to reduce food waste by 50% by 2025. In addition, the retailer operates the 'Challenge for

of food going to waste. Publishing our data also allows us to measure progress against our goals, and to identify areas for future improvement." In addition, the retailer has donated over 12,000 tonnes of food – the equivalent of 25+ million meals – to people in

ECR | Supply Chain



80 ESM Issue 1 2018



Shop operators need to be more proactive in waste avoidance measures

ECR | Supply Chain

is of a very manageable size. Again, this requires greater supply-chain collaboration. Another factor identified by the university was the fact that the large difference between the size and shape of stores can be another factor that requires greater collaboration along the supply chain.

Utilising Data

Emmanuel Casinini, a bar-code specialist with CSI Italy, was also on hand to examine the level to which the CSI Dealer – a bar-code solution that extends the point-of-sale for product identification in the fresh-produce sector – has reduced waste at hypermarket chain Iper.

As part of its project with Iper, which saw the chain introduce the Dealer to variable-weight items to store, CSI sought to allocate a Global Trade Item Number (GTIN) to each product, capturing the exact weight of each variable-weight item sold at POS and automatically re-generating expired products, preventing their subsequent sale.

"The fight against waste should be seen more and more as a pre-con that needs to be addressed in a supply-chain perspective," Casinini explained. "The search for synergies among production, retail and finding new solutions, not only for making a cultural change, but, above all, for a new and better balance of ethics and environmental issues."

The positives emerging from the study include the fact that a cross-functional implementation plan could be developed around, benefits include avoidance of the checking expiry dates, avoidance of the time spent on out-of-date solutions, and the production of product identification for various products.

The negatives are few, other than the need to orientate different solution providers and install updated hardware more information.

Overall, the lasting impression was clear: in terms of tackling food waste, the retail sector is entering a brave new world.

which progression on collaboration can be achieved.

During the pilot phase, which commenced in September of last year, important areas in which companies could assess their readiness for collaboration included supply-chain transparency, availability of stock-inventory data, and the systematic use of forecasts, which, in terms of saving resources, sharing benefits and purposeful aligned.

Following this test phase, the model has now gone live and is expected to be a valuable food waste along the supply chain in the years to come.

Be Fresher, Sell More, Waste Less

The workshop also played host to an insightful presentation from Rob Einfeldtsen and Nivon Matto of the findings of the Sell More, Waste Less report, which seeks to improve the performance of fresh supply chains and determine what is currently lacking when it comes to waste reduction.

"The fight against waste should be seen more and more as a process that needs to be addressed in a supply chain perspective"

Emmanuel Casinini
CSI Italy

A key dynamic through which the waste potential of a particular category can be measured is the Fresh Case Cover, defined as the case pack size divided by the average demand during the week's shelf life. As it can explain 42% of the variation in waste, Binckelman and Matto examined the product availability, waste and freshness, determining that increasing the shelf life by just one day can be a major contributing factor to these areas. Improved supply-chain collaboration is a key means for achieving this.

In addition, reducing case pack size can also have an impact on shelf, with shoppers more likely to 'grab and go' a product that

Winning in fresh

First, suppliers and retailers need to develop one integrated view on the supply chain



Producer
collaboration

Farm



Plant



Logistics



Store



Home



One joint view on
Quality | Time | Cost

Winning in fresh



Producer
collaboration

Then, advanced data exchange must become the backbone of collaboration

Supplier IT

Retailer IT

Product master data

Inventory and flow data

Planning and forecast data

Inventory and sales data

Winning in fresh

And for strategic partnerships the integration must go even further



Producer
collaboration

Supplier

Retailer

Joint customer research and rapid innovation prototyping

Integrated task force teams and co-location

Total business case perspective and common KPI dashboard

...



Food Waste Collaboration Maturity Model

Meat/Processed Meat



- E2E shelf life management
- Joint promo forecast task force and system interfaces
- Lower inventory levels due to optimized service levels
- E2E KPI cockpit
- ...

Cheese/Dairy Products



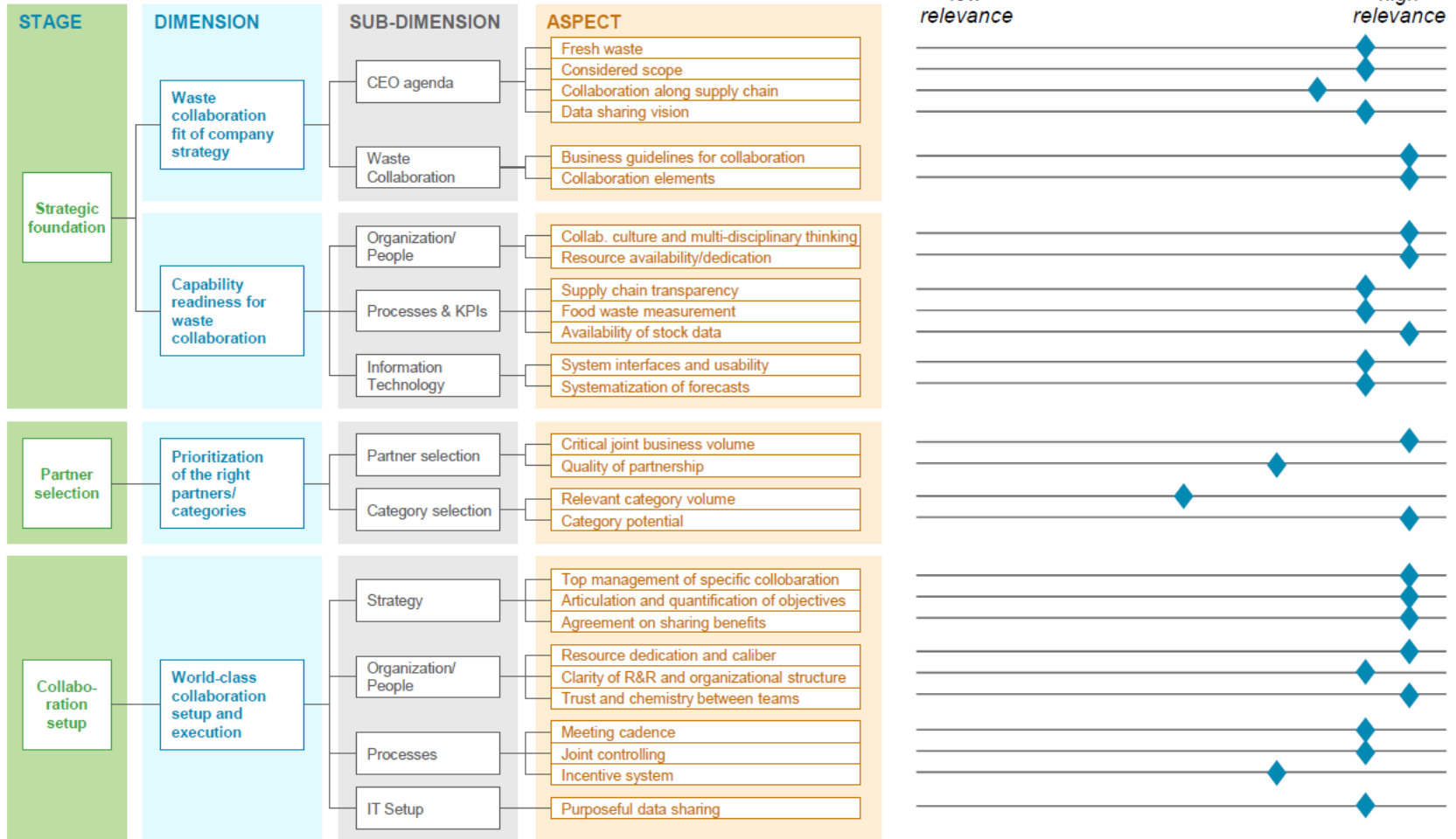
- E2E shelf life management
- Elimination of shelf life buffer, flexible adjustment of SLA
- Optimization of packaging sizes
- ...

Fresh Convenience



- E2E shelf life management
- Joint regular sales forecast team
- Almost complete elimination of plant buffer stock
- Automatic system interfaces
- ...

Food Waste Collaboration Maturity Model





Zemědělská
fakulta
Faculty
of Agriculture

Jihočeská univerzita
v Českých Budějovicích
University of South Bohemia
in České Budějovice

Sale more waste less Chlebový speciál

albert

HYPERMARKET

makro

TESCO



Experience for sharing:

- <https://ecr-shrink-group.com/page/prague-november-2017>
- <https://ecr-shrink-group.com/page/hamburg-june-7th>
- <http://ecr-community.org/community-news/>