

**34<sup>th</sup> Discussion Forum**  
**Life Cycle Assessment vs. CO2 Footprint**



**Labelling of food products :  
based on LCA or... what else?**



**Dow Jones  
Sustainability Indexes**  
Member 2007/08



Pascal Gréverath  
Head of Environment  
13.03.08, Lausanne



## Nestlé Consumer Communication Principles

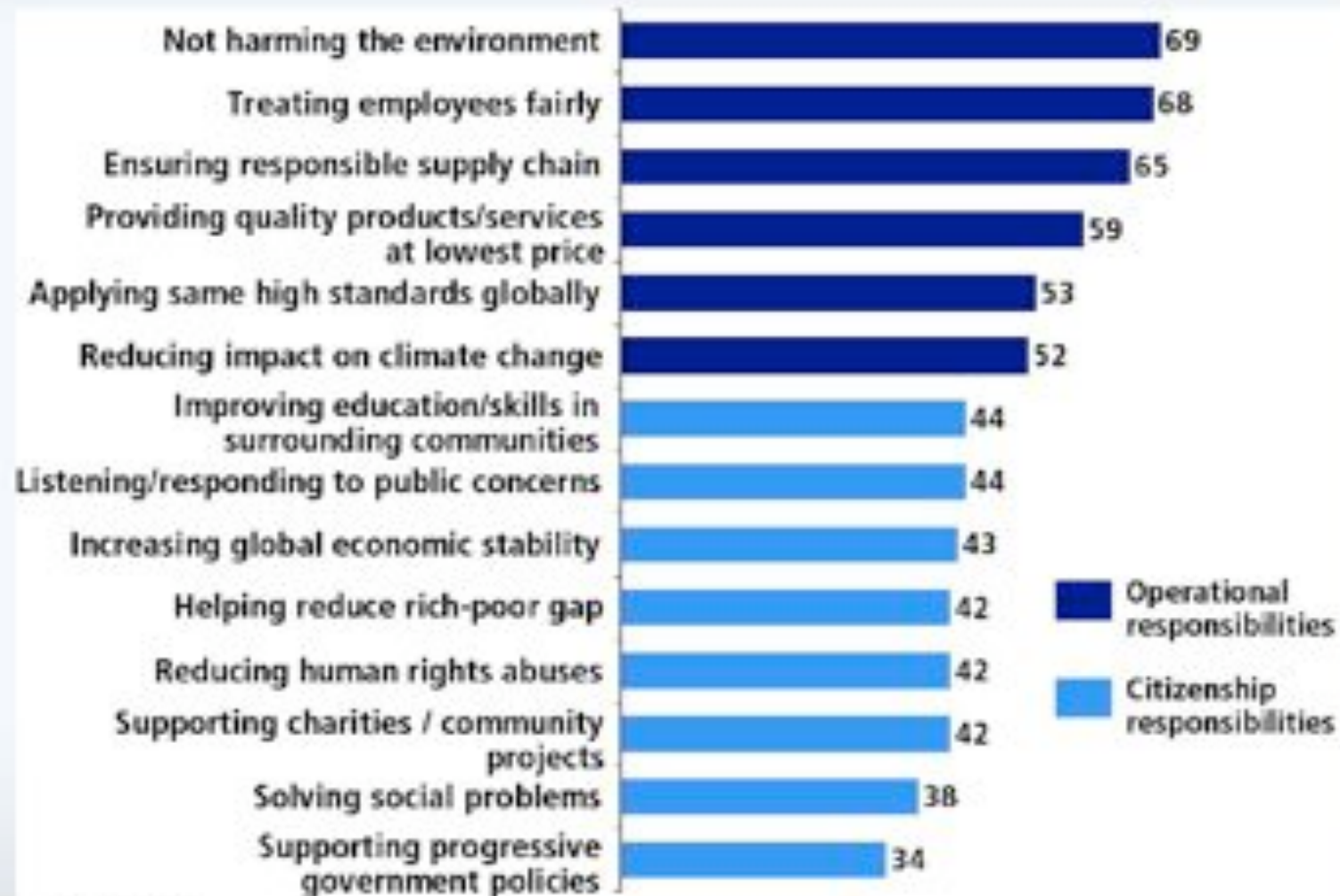
Corporate Communication  
Framework



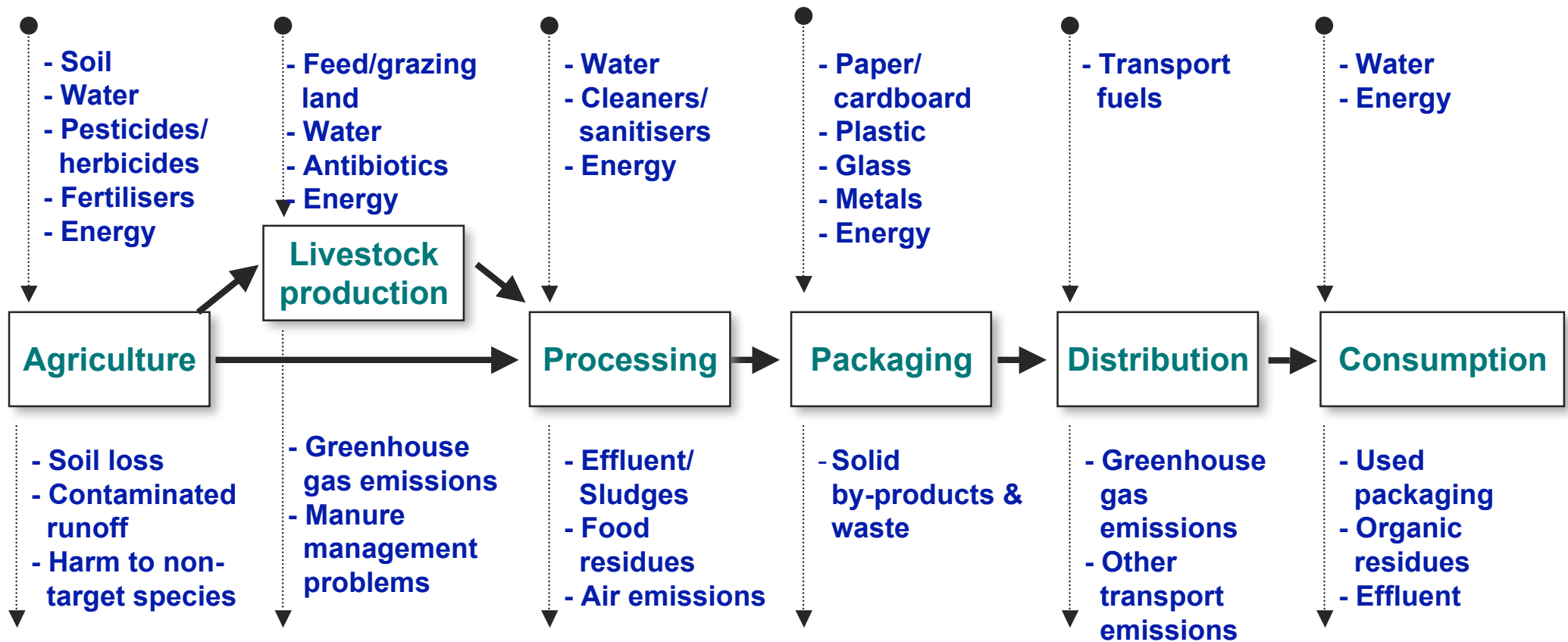
- At Nestlé, our aim is to create value that can be sustained over the long term by offering consumers a wide variety of high-quality, safe food and beverage products at affordable prices.
- Nestlé will provide consumers with helpful, understandable, and relevant information about its products.

# Corporate Responsibilities

"Held Completely Responsible for," 2007, Average of 25 Countries

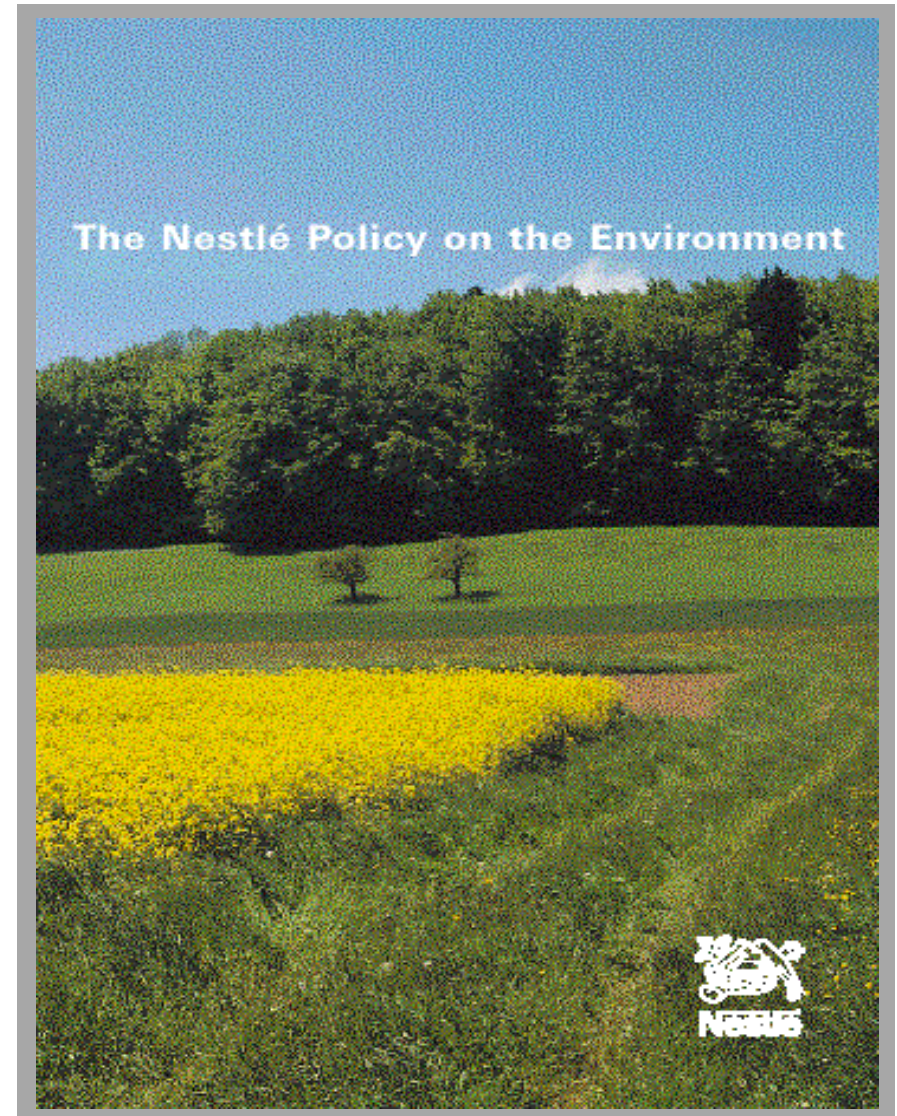


# Environmental impacts are diverse and arise along the entire product value chain

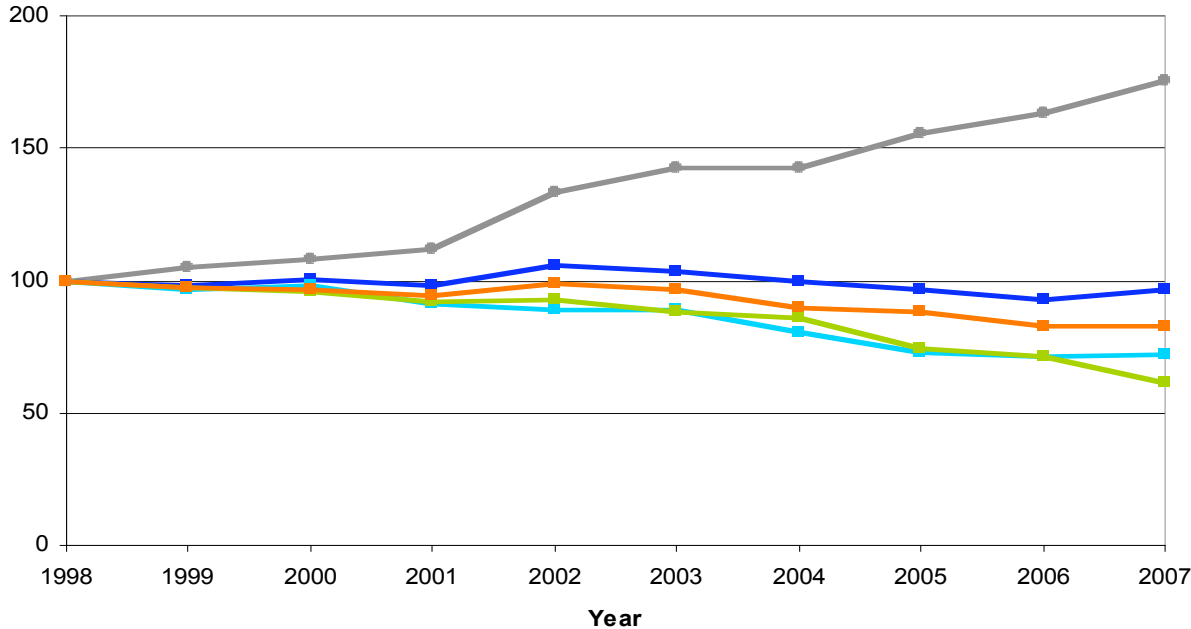


## Nestlé commits to:

- Compliance with applicable environmental legislation and Nestlé's own internal rules
- Environmentally sound business practices
- Continuous improvement of environmental performance
- Appropriate information about company's commitment to the environment



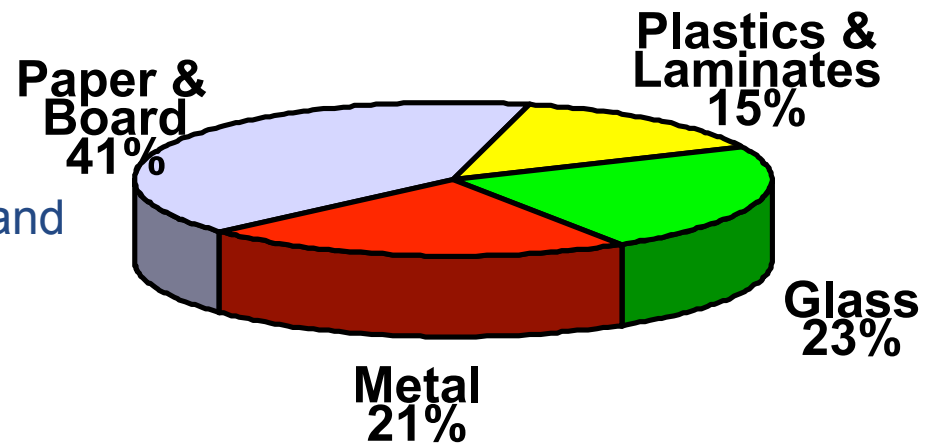
# Eco-efficient manufacturing



Energy and water consumption reduced by 45% and 59%, respectively, per tonne of product

— Production volume    — Energy consumption    — Total water withdrawal  
 — Total water discharge    — Greenhouse gases

1991 to 2007, 326'000 tonnes of packaging materials saved representing 17'690'210 GJ and 1 mio t CO2 or 310'000 passenger cars not driven during 1 year



## Our Commitment to Environmentally Sound Business Practices (extract)



We commit ourselves to:

- Open dialogue with our suppliers, staff, customers, consumers, and the community on products and activities related to environmental issues;
- Accurate environmental claims based on scientific evidence;
- *Encouraging the development and diffusion of environmentally friendly technologies* (Principle 9 of United Nations Global compact's)

# There are different ways to communicate with consumers



1. Internet
2. Phone
3. Labelling,...



# Online information to consumers : Nespresso



The AAA SUSTAINABLE QUALITY™ Program is a set of practices which together enable farmers to benefit directly from the cultivation of highest quality coffees respecting sustainability principles

**The 100% recyclable capsule**

From the outset, Nespresso has been committed to respecting the environment by creating its own used capsule collection and recycling system.

Recycling aluminium represents energy savings of up to 95% in comparison with the production of primary aluminium.

ENTER >>

[www.nespresso.com](http://www.nespresso.com)

**NESPRESSO  
AAA  
SUSTAINABLE  
QUALITY™**

**Quality**

**Social** **Environmental**

**Economic**

## Development of Q&A Hotline Manual based on LCAs



- **What are comparable products in terms of material and energy/ecobalance?**

total environmental impact of the NESCAFÉ Dolce Gusto capsule represents only half of the impact of this already environmentally performant yoghurt cup.

- **How does an NESCAFÉ Dolce Gusto beverage compare vs. a similar beverage prepared traditionally?**

the environmental impact of the traditional preparation of the milk would be slightly lower, by a few percents, than when using an NESCAFÉ Dolce Gusto milk capsule.

- **Why don't we use alu instead of plastic?**

Assuming that as many plastic components as possible in the NESCAFÉ Dolce Gusto capsule would be replaced with Aluminium components, this Alu based capsule would be environmentally equivalent to the current NESCAFÉ Dolce Gusto capsule provided that every second Alu based capsule would be recycled, which is close to the current situation for such a type of product in Switzerland.



# On-pack labelling Dairy Box



The tray inside the box is made from a renewable resource and dissolves when wet. Where possible please dispose of the tray in compost.

# Environmental claim substantiated by a peer reviewed LCA



Nestlé

Good Food, Good Life





To have partners who share a vision of the future, awareness of its social role is important for “Garoto”. This is why we print the stamp of certification FSC –Forest Stewardship Council – (of international credibility) on our traditional yellow box. This assures that **raw materials (paper and cardboard) used to manufacture “Garoto” boxes come from certified forests and appropriate producers with norms and standards environmentally correct, socially fair and economically viable.**

### Forest Stewardship Council logo

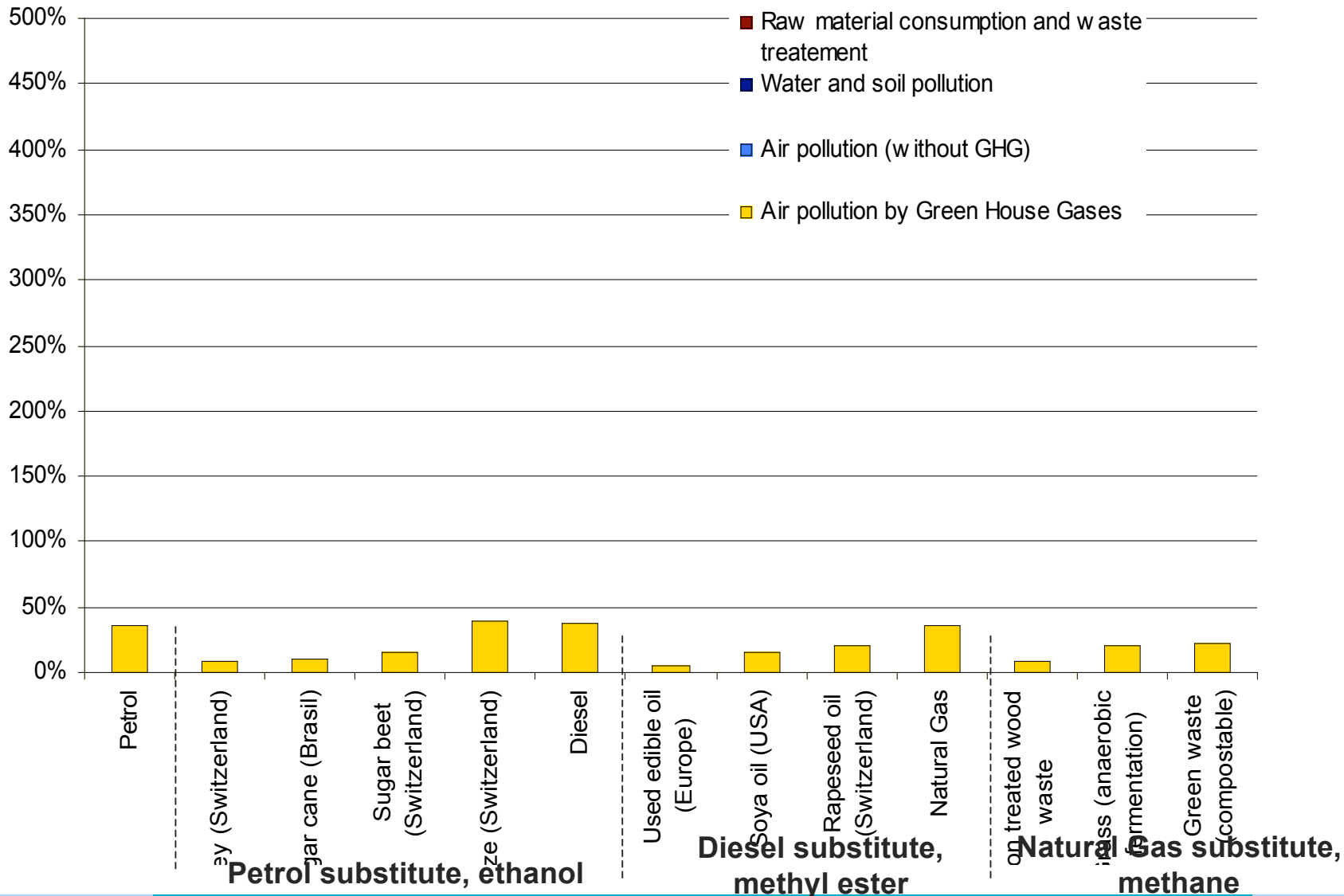
**To defend the Planet is a matter of attitude and also good choices.**

A reason to be proud of us is to have partners with FSC certification. To maintain sustainability, to select future responsible partners and to take care of future generations: This is the choice of “Garoto”.

# On-pack labelling Fairtrade Nescafé

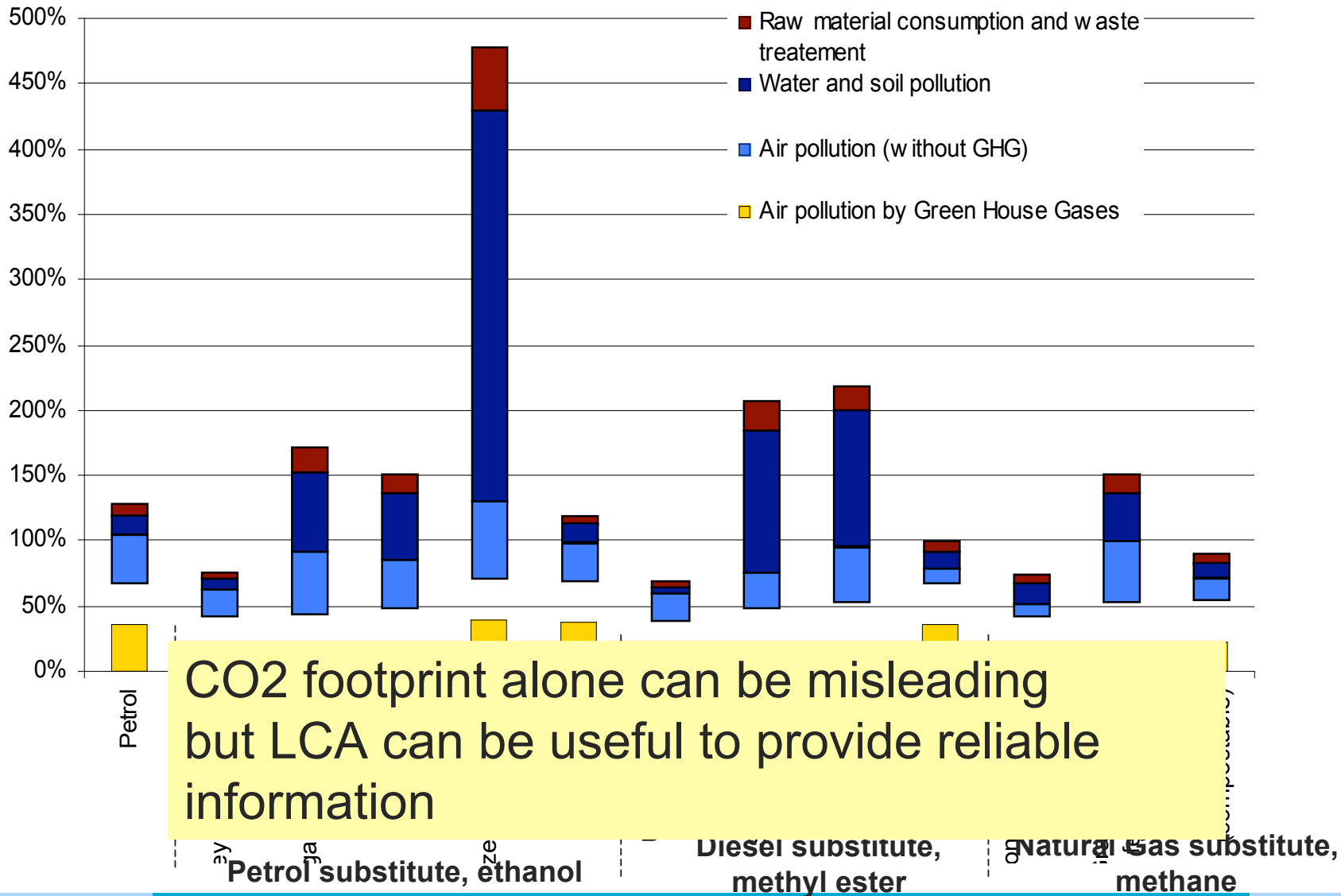


# Careful with agrofuel !



Source:  
SWISS FOEN, 2006

# Careful with agrofuel !



Source: SWISS FOEN, 2006