



From insights to hotspots & solutions

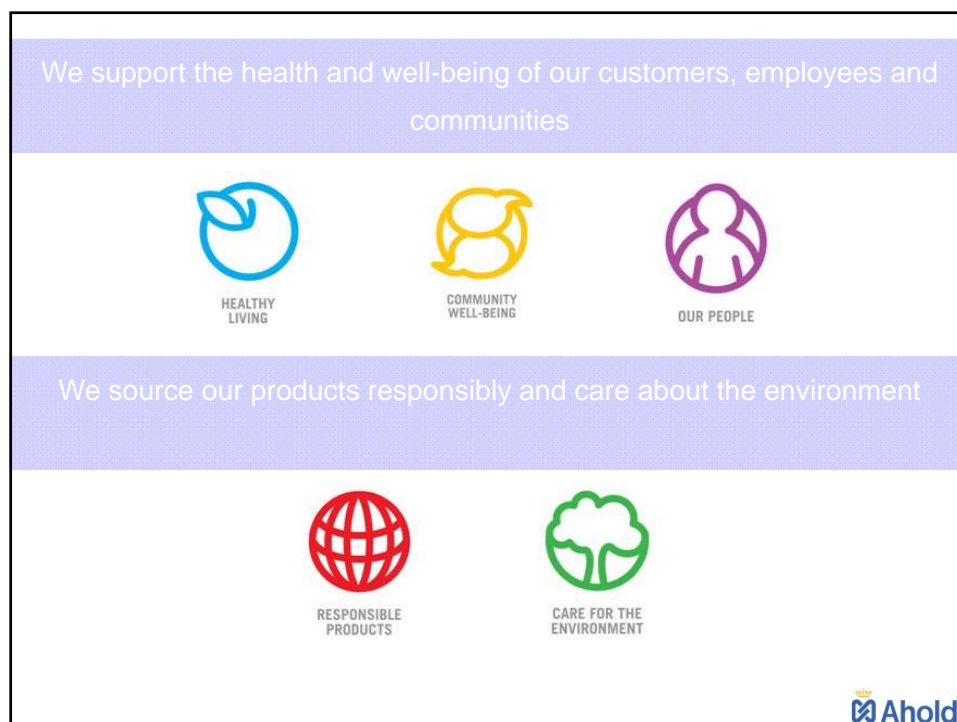
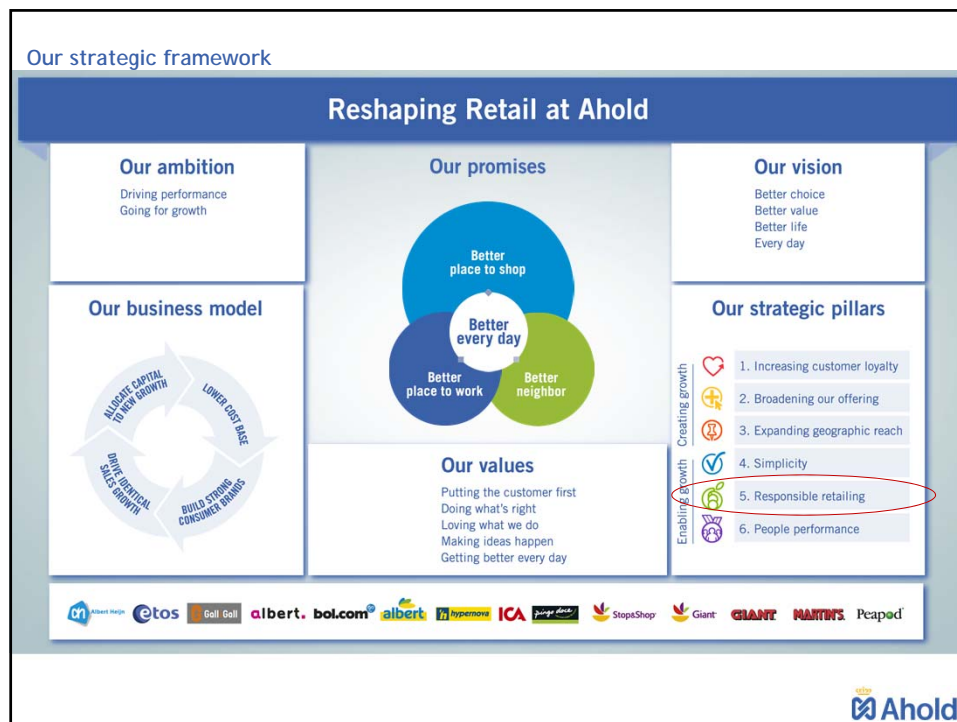
Onno Franse

Program director healthy living & climate action



Introduction





Responsible Retailing report 2012

“our food waste in 2012 was between 1 and 2 % of our total food sales, where fresh food waste is between 2 and 3 % and dry food waste between 0 and 1%. In 2013 we will continue to improve the accuracy of this measurement “



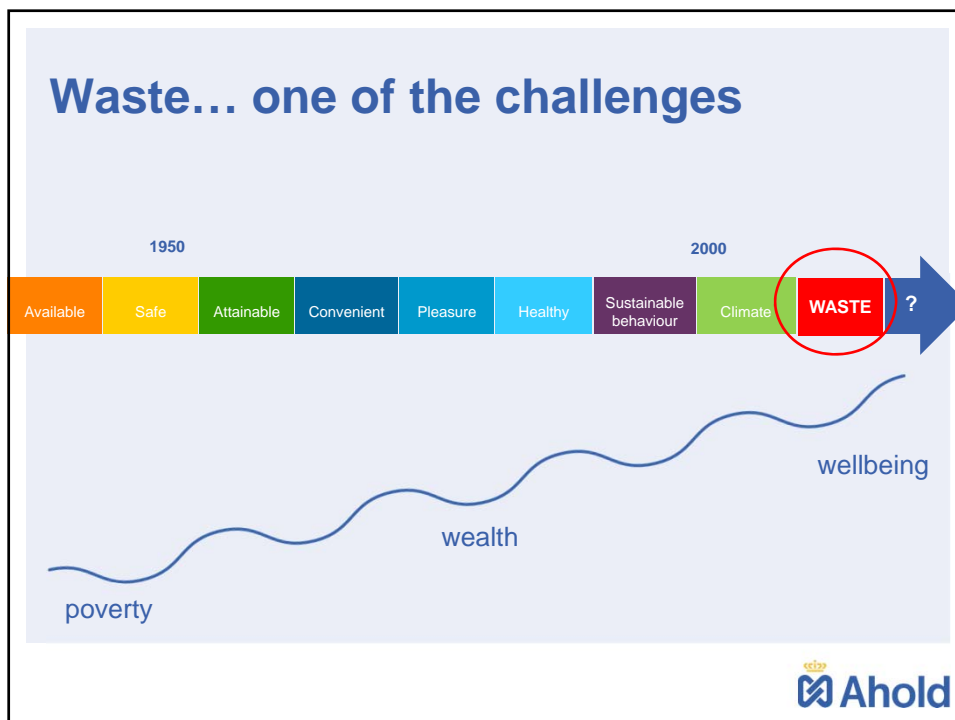
Waste management

“Minimize waste in
our operations...

...while supporting
our suppliers...

...and encouraging
our customers to do
the same.”





The evolution within Corporate Responsibility

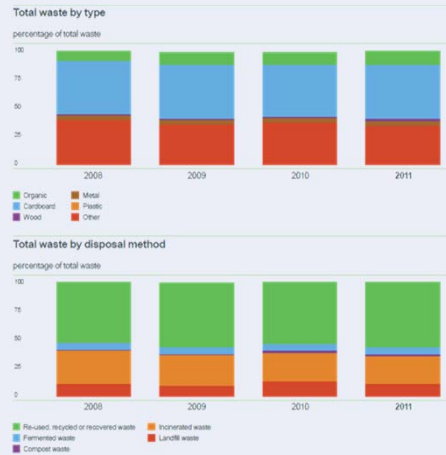


7 types of waste associated with retail



Waste management

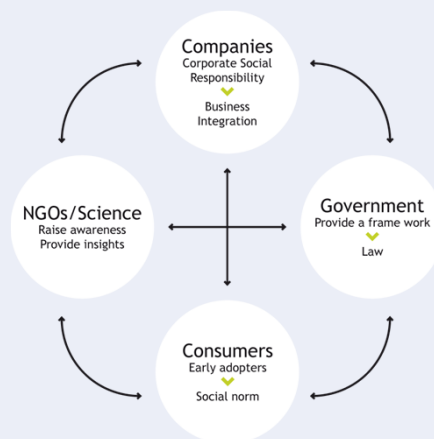
Measuring and reporting



Transparency



The role we have in this process



We accomplished quite a lot, but also **learned** a great deal

- Half a step ahead
- Evolution & common understanding
- Simple & inspiring
- Scientifically solid & socially sound
- Informed positive choice
- Long term objectives & short term choices
- “Single issues” & common coherence



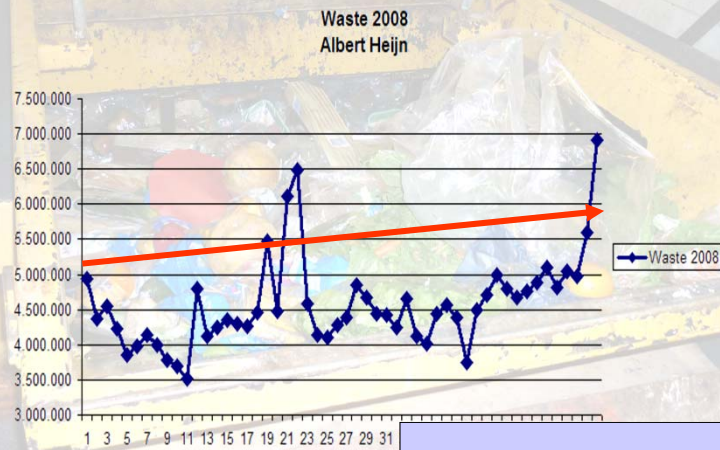
Waste!



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Waste is becoming a big concern...



But how to reduce it?

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Challenge by Executive Board of Albert Heijn:
Reduce waste by 30%

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Introduction

Erik Kok (Albert Heijn)

Project teammember OSA/waste reduction
specialties: Bleeders
Shelflife extension



Peter Werre (Ahold European Sourcing)

Project teammember OSA/waste reduction
specialties: Order unit optimization
Supply chain optimization



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Over 100 interviews throughout the organization



Over 100 ideas how to reduce waste within the supply chain

Basis for change

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Order unit optimisation



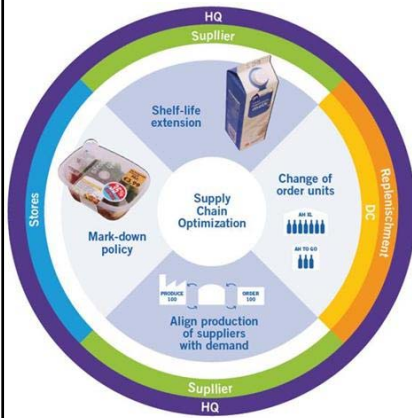
Shelflife extension



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Results



568 products increased in shelflife

1 full day more shelflife at delivery for meat and flowers

620 order units adjusted

From 300 to 180 bleeders

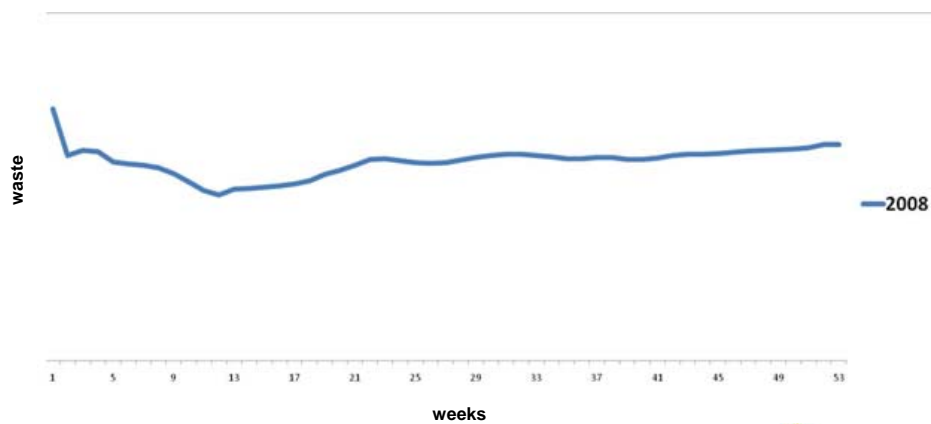
33% increase in last day selling

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Results

**Waste in percentage of sales
All fresh categories**

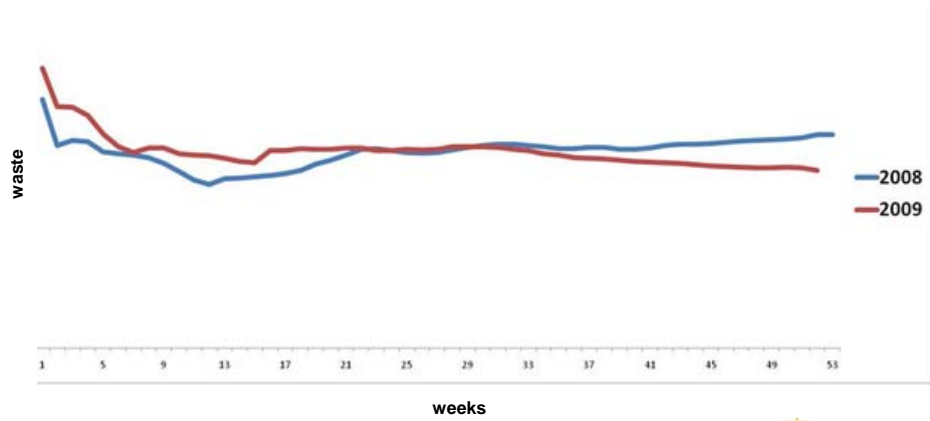


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Results

Waste in percentage of sales All fresh categories



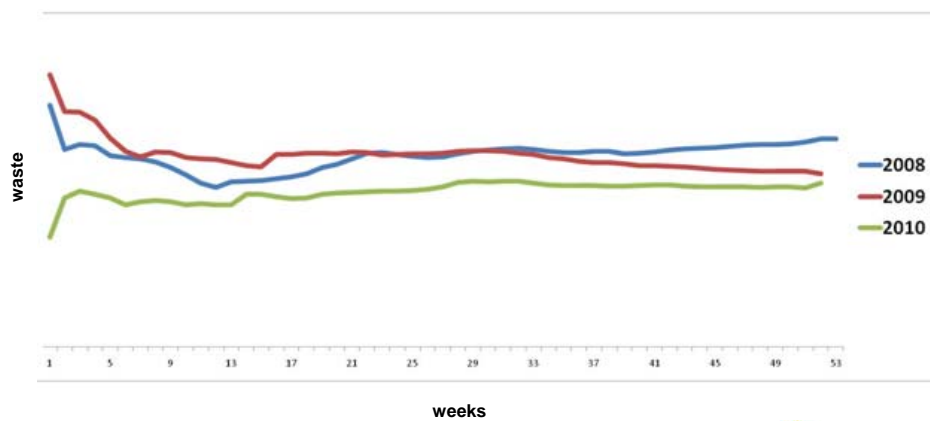
11/26/2013[Location], [Month DD, YYYY]

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Results

Waste in percentage of sales All fresh categories



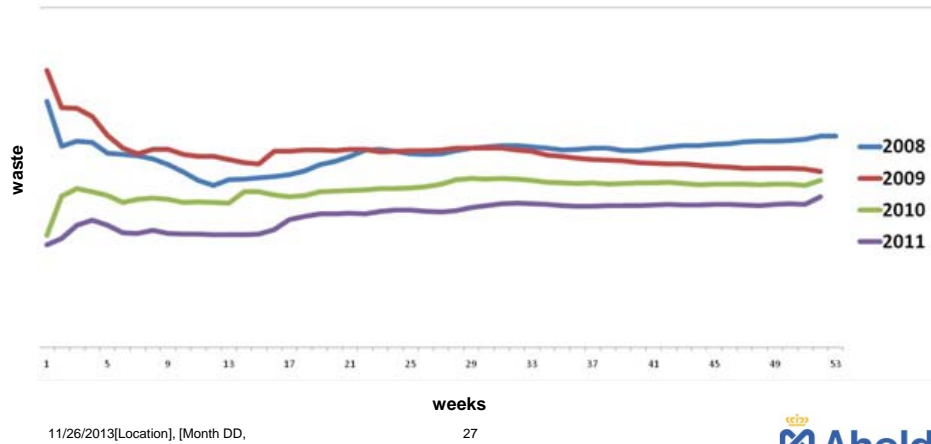
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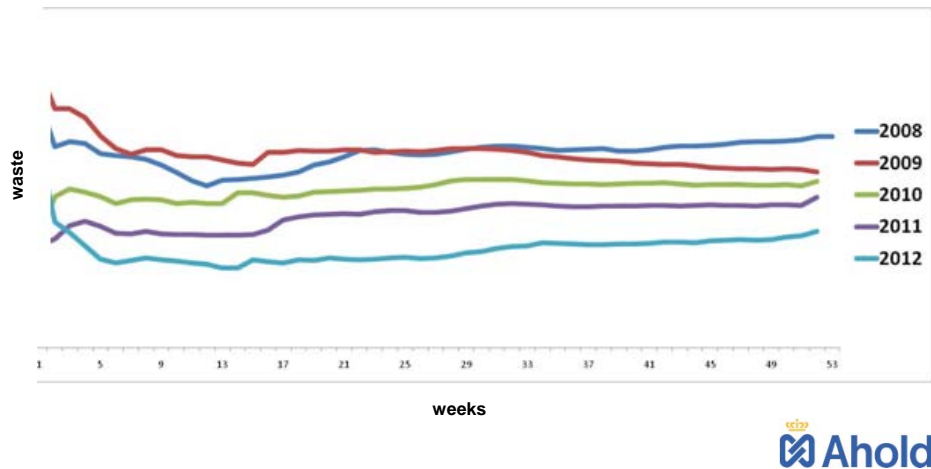
Results

Waste in percentage of sales All fresh categories



Results

Waste in percentage of sales All fresh categories



Pitfalls

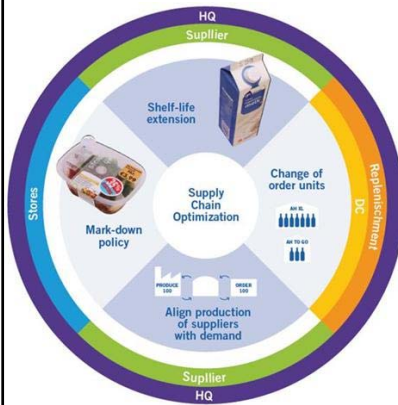
Priorities stakeholders

Mandate alone will not get it done

Budget alone will not get it done

• Complexity organization

Decision makers do not always oversee consequences of their decisions within supply chain



- Management commitment and budget needed
 - Dedicated lead crucial to secure successes
 - Cooperation is key for good results (commerce/replenishment/ suppliers/stores)
- Understand the whole supply chain to make the right decisions

Waste reduction is not a project.....
It's a way of life!



Thank you for your attention!

