



JAMES ROSS CONSULTING

Providing sustainability analysis and global environmental software for a world leader in snacks, foods and beverages

Our client views their environmental responsibility as covering all areas of their business. They are committed to continuously improving environmental programs and to finding solutions to environmental challenges. They've focused environmental sustainability efforts on water, energy, packaging and solid waste – areas where they can make the biggest impacts. In addition, there are now many programs in the area of sustainable agriculture and they partner with their growers.

Business Challenge

Our client was looking to assess how their current use of packaging could be reviewed to provide a consistent picture across all brands / technologies and markets; enabling them to develop consistent and cohesive strategies, based on solid, empirical and defensible data and which would meet emerging requirements from their customers (public and retail).

How JRC Helped

Initially our work involved assessment of our client's packaging relative to their market (a "best in class" analysis). This highlighted a number of inconsistencies and cost improvement opportunities. Greenshare (JRC's environmental software tool) was then deployed to corral data from individual products, plants and vendors across disparate routes to market. This data was then supplemented with external metrics relating to packaging recycling, re-use and waste recovery within the destination market - allowing our client to assess the profile of any individual product, by market. JRC also deployed their EcoCircles system (a product sustainability comparison tool) within the Americas region to provide data for strategic decision making.

Value Delivered

The impact of our work to-date has been to develop a solid reporting platform (independently accredited) for our client in

this vital and increasingly significant strategic arena. In addition, as data has been assessed so local market sustainability opportunities have been identified.

About Our Client

Our client is a world leader in convenient snacks, foods and beverages, with revenues of more than \$39 billion and over 185,000 employees. Some of their brand names are more than 100-years-old, but the corporation is relatively young. They continue to dominate their market amidst strong rivals.

About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also www.jrconsulting.com.

Cost Optimization, Technical Support and Analytical Services