



Footprint Forum 2010
Colle Val D'Elsa
7-10 June 2010

Barilla & Ecological Footprint

Luca Ruini - Barilla Group HSE&E Manager

Barilla
The Italian Food Company. Since 1877.

BARILLA Group



1877: Barilla's family begin the activities with a little pasta and bread shop in the center of PARMA

2009: BARILLA is one of the biggest Italians food player, the most sold world wide pasta brand, the biggest Italian's bakery, the third bakery in Europe.

Barilla

The Italian Food Company. Since 1877.



Barilla CSR Project



Sfide, impegni, azioni
per una crescita sostenibile



9 Challenges, Commitments & Goals

BarillaCFN



Processo di rendicontazione

Item della responsabilità sociale hanno sempre fatto parte integrante della cultura e dello spirito di Barilla. Nonostante ciò il nostro approccio alla sostenibilità e le iniziative attuate sono sempre rimaste fortemente vincolate ad una dimensione del fare, sostanzialmente non comunicativa. Ora riconosciamo l'esigenza di comunicare riguardo alle attività legate alla nostra sostenibilità e il diritto dello stakeholder ad essere informato nella maniera più trasparente possibile. Lo strumento principale di tale strategia è il bilancio o rapporto sociale, ambientale, di sostenibilità, ecc., che consiste nel produrre un rendiconto del lavoro della ditta, che ha a un sistema di indicatori relativi all'impatto di tale attività nel campo sociale e in campo ambientale. Questo tipo di documento è, però, in molti casi, possibile di un uso superficiale di quantificazione di comunicazione o di marketing. La nostra volontà ci spinge, invece, a fornire uno strumento che potesse far parte di una strategia di rendiconto dell'azienda, che ci portasse a un effettivo risvolgimento della cultura aziendale e del nostro approccio al business. Considerazione per le modalità esistenti di rendicontazione e l'ambizione di sperimentare un metodo innovativo ci hanno indotto ad affidare un rapporto di partnership con Fondazione per la Cittadinanza Attiva (Fondaca), ente di ricerca e formazione specializzato sui temi della cittadinanza d'impresa, che assicura le competenze e le esperienze specifiche in materia consentendo il confronto con

Rapporto di Sostenibilità



More than one indicator for a complete analysis



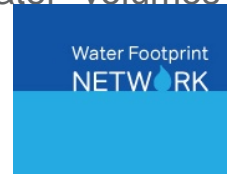
The **Carbon footprint** represents the total amount of greenhouse gases (GHG) produced to directly and indirectly support human activities, usually expressed in equivalent tons of CO₂.

The carbon footprint calculation have to follow a life cycle assessment approach, analyzing every producing phases to evaluate each impact.



The **Water Footprint** measures the water consumption in terms of water volumes consumed (evaporated) and/or polluted per unit of time.

(www.waterfootprint.org)



The **Ecological Footprint** is a measure of how much biologically productive land and water an individual, population or activity requires to produce all the resources it consumes and to absorb the waste it generates using prevailing technology and resource management practices.



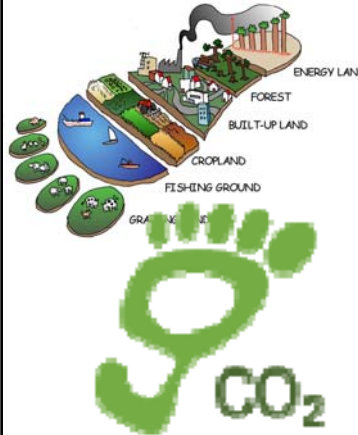
Barilla CSR Environment Commitments

COMMITMENTS

BARILLA ECOLOGICAL FOOTPRINT REDUCTION

Via two priority commitments:

- **Reduce Greenhouse Gases (GHG) emissions** in line with the objectives of the **Kyoto Protocol**
- **Minimize other Environmental Impacts** along the **Supply Chain**, with special emphasis particular attention on reducing and **recycling packaging materials**.

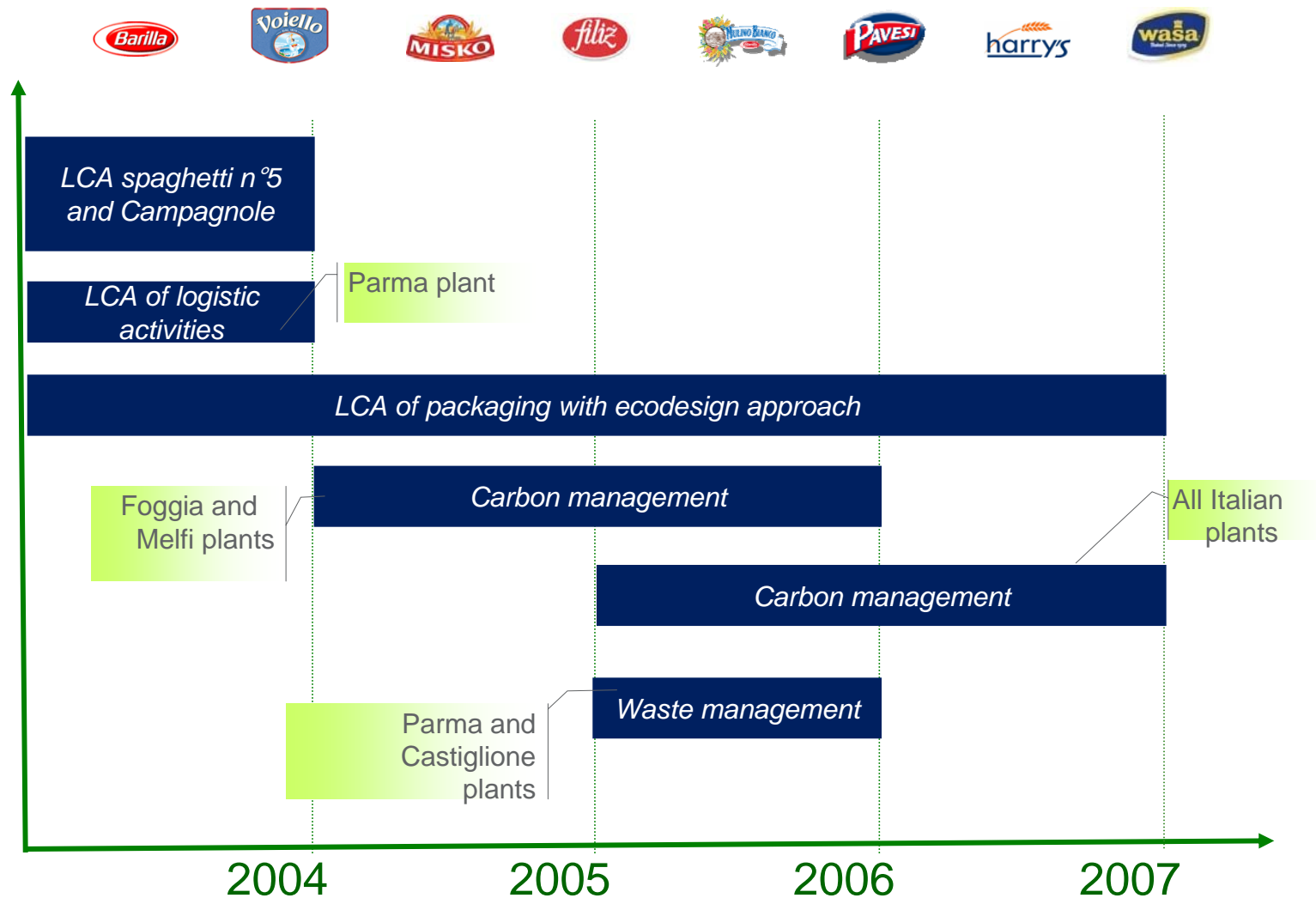


2014 GOALS (vs 2008)

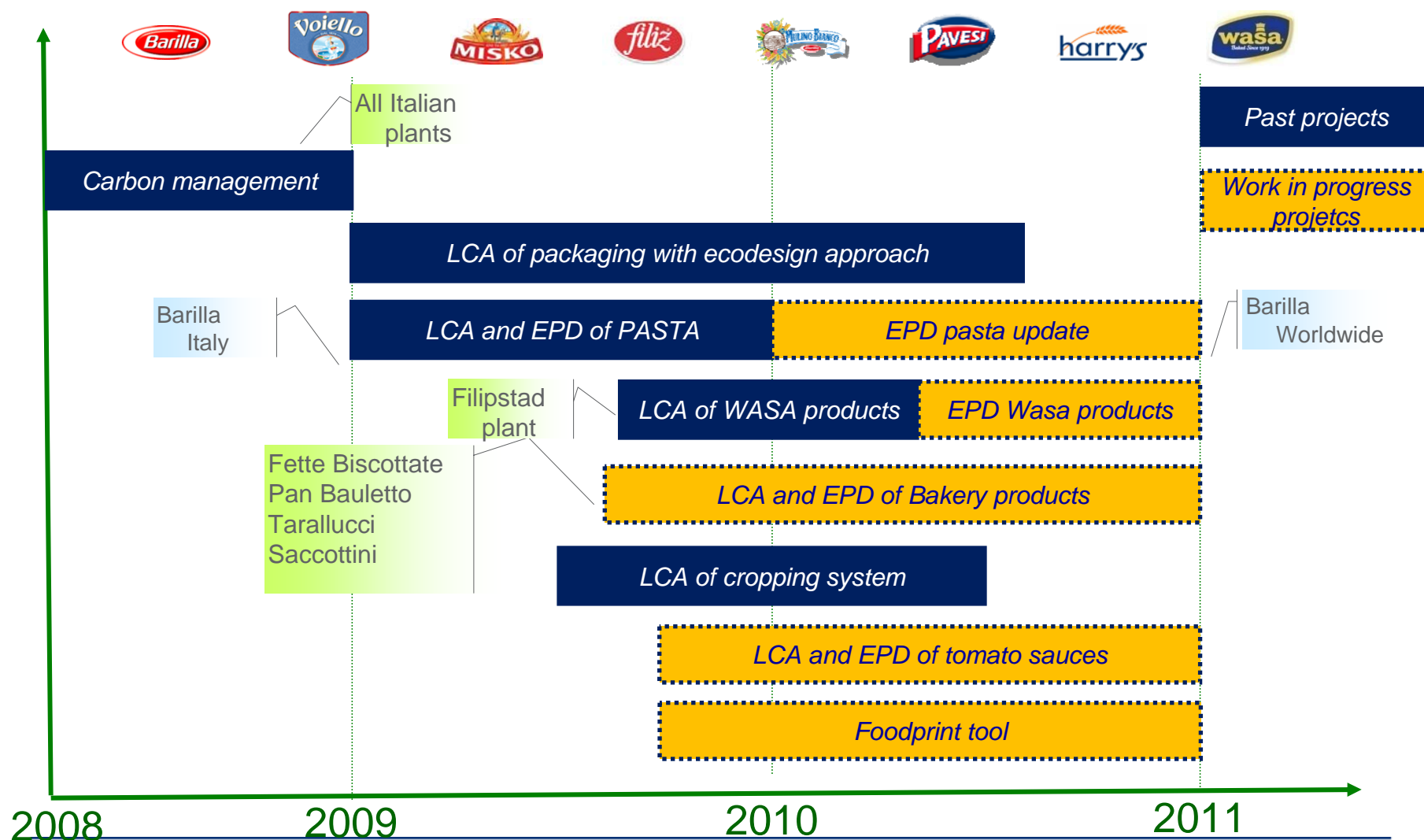
Develop the **procedure** and **calculate** the **Ecological Footprint** for **Barilla Products** fixing 2014 target (2011 CSR report).

- **Reduction of Carbon Footprint** for **Barilla products** by **-15%**
- **Reduction** by **-30%** of the **Energy Global Warming Potential (GWP)** (direct + indirect)
- Increase the **percentage of Recyclable Packaging** issued onto the market up to **+95%** of total Packaging

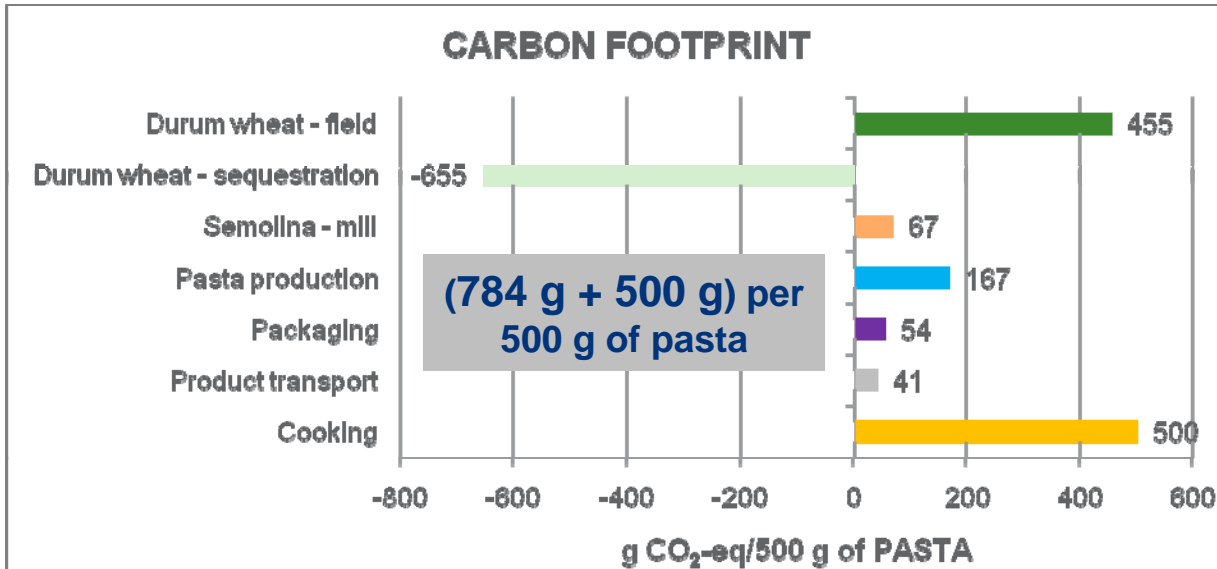
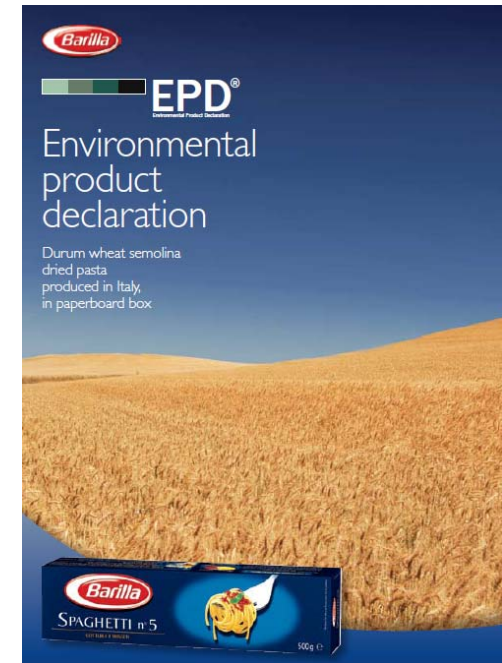
Life cycle studies in the past



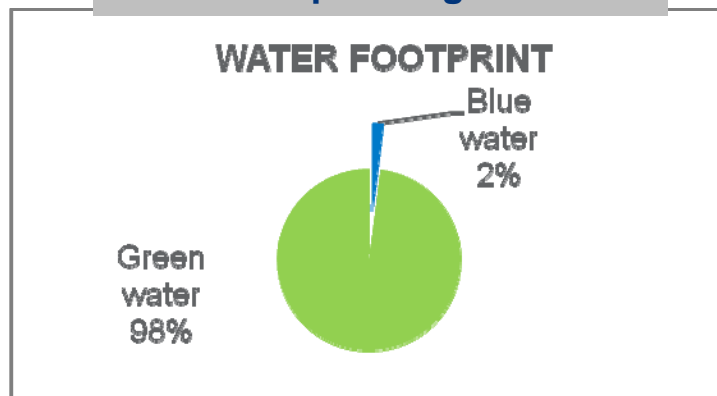
Life cycle studies in the past



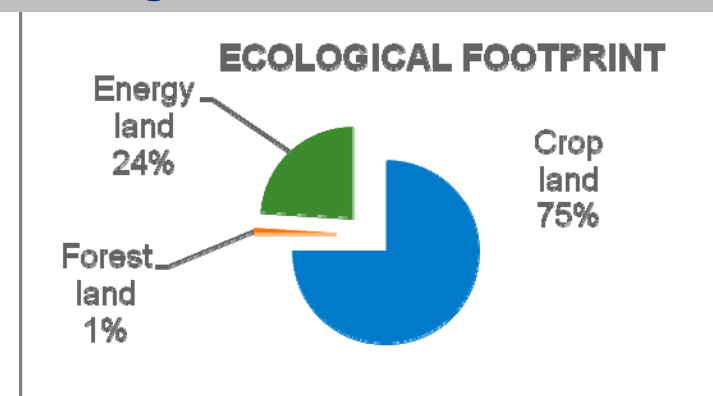
EPD of durum wheat pasta



700 litres per 500g of PASTA

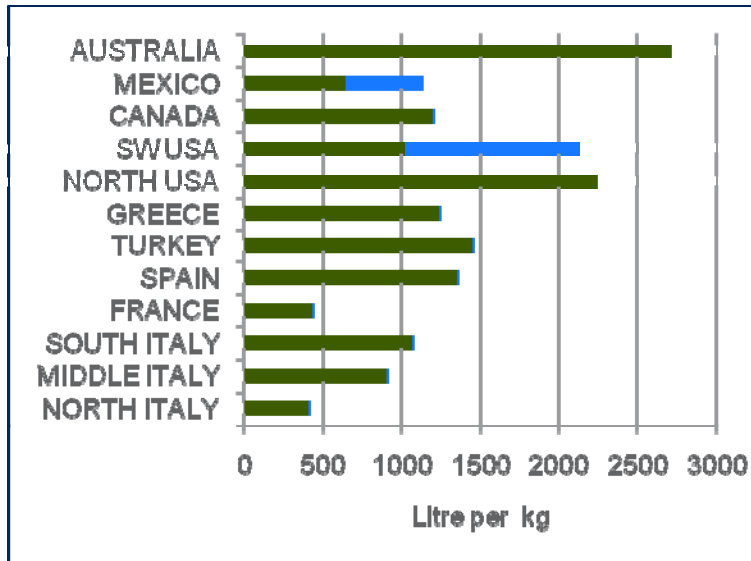


6,2 global m² per 500g of PASTA



Durum Wheat Cultivation

Ecological and Water Footprint

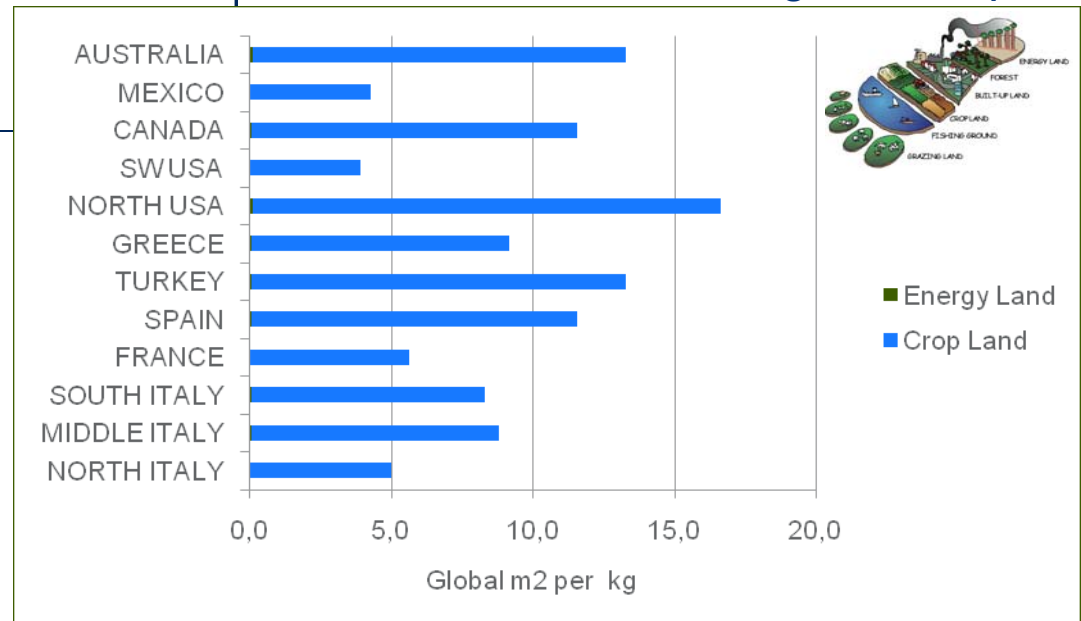


■ Green Water
■ Blue Water

Water Footprint

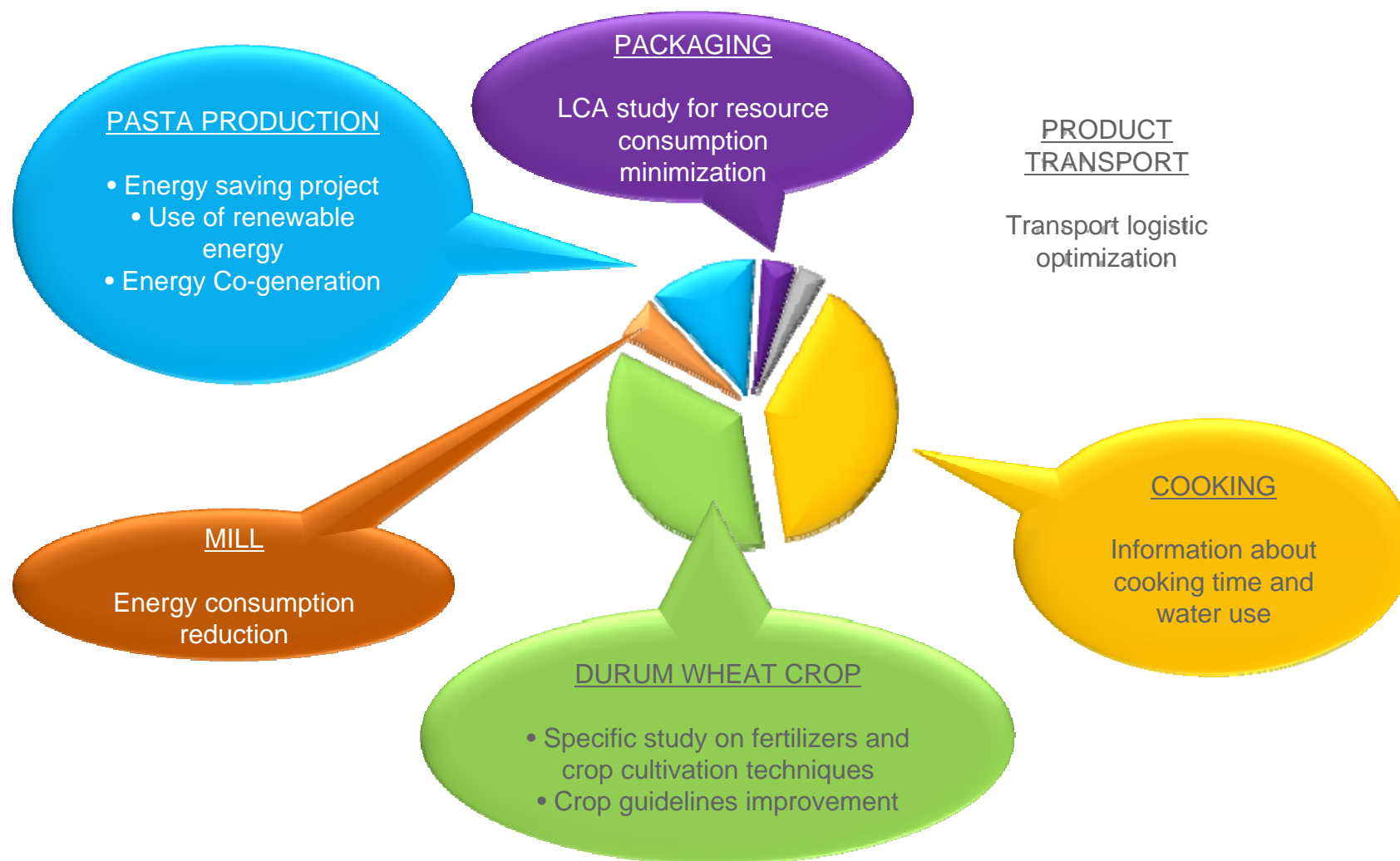


Ecological Footprint



■ Energy Land
■ Crop Land

From Analysis to Action





ITALIANO ENGLISH

BARILLA DEL SITE www.barillagroup.com

BARILLA CENTER FOR FOOD NUTRITION
people, environments, culture, economy

HOME
BARILLA OFFIN
AREE TEMATICHE
ATTIVITÀ ED EVENTI
PRESS AREA

Il futuro dell'alimentazione cresce insieme a noi.

FOOD FOR ALL
FOOD FOR SUSTAINABLE GROWTH
FOOD FOR HEALTH
FOOD FOR CULTURE

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The Double Pyramid: The Reason Why



Cambiamento climatico,
agricoltura e alimentazione



Alimentazione e Salute



BARILLA
CENTER
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NUTRITION

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NUTRITION

June 2009

September 2009

The concept of the **Double Pyramid** has, for the first time, been incorporated into the **BCFN Paper** in order to provide a simple means of communicating the fact that foods highly recommended by the **Nutritional Guidelines** in terms of **greater consumption (Mediterranean Diet)** tend to yield **least environmental impact**.



Recommendations and Paper of the Acting Presidency of Sweden

The current Acting **Presidency** of the European Commission held by **Sweden** sent a paper to the Member States that describes the relation between **climate change** and **nutrition**, in which a greater consumption of cereals and pasta is recommended.



1. -----IND- 2009 0292 8-- EM- ----- 20090608 --- PROJET

LIVSMEDELS
VERKET
NATIONAL FOOD ADMINISTRATION

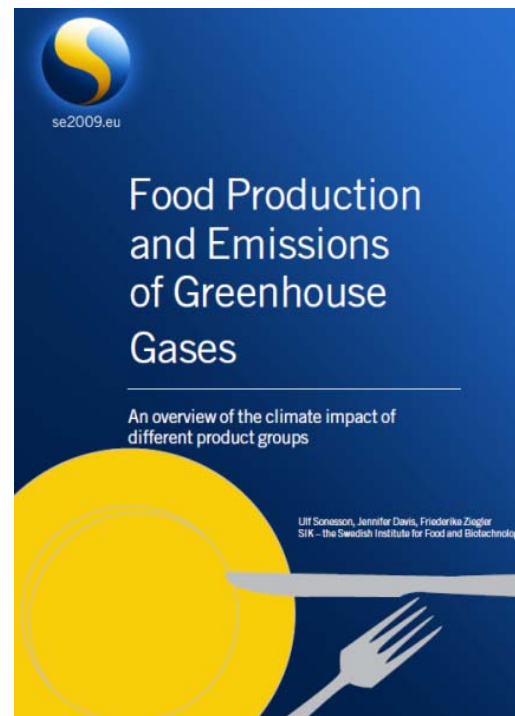
*The National Food Administration's
environmentally effective food
choices*

Proposal notified to the EU¹

Concerns the food groups:
Meat, fish, lamb, pork and chicken
Fish and shellfish

Fruits and berries, vegetables and leguminous plants
Potatoes, cereals and rice
Cooking fat
Water

1. The notification has been done in accordance with Directive 90/34/EC of the European Parliament and of the Council of 22 June 1990 laying down a procedure for the provision of information in the field of technical standards and regulations and of rules on information society services (OJ L 204, 21.7.1990, p. 37; Celex 31990L0034, as amended by European Parliament and Council Directive 98/40/EC (OJ L 217, 5.8.1998, p. 10 Celex 31998L0048).



November 2009
Lund Climate Smart
Food EU Workshop

13

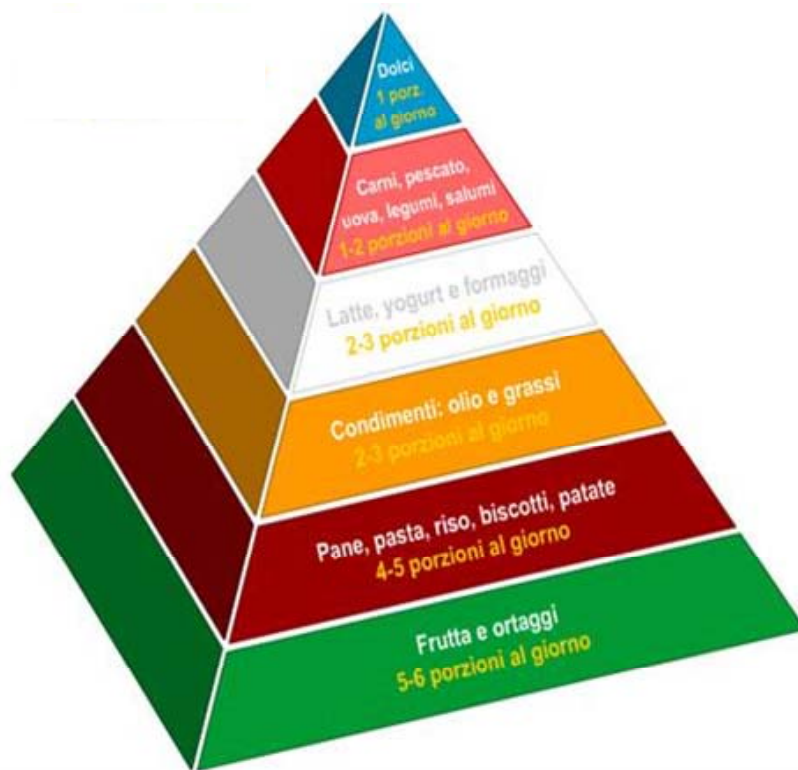
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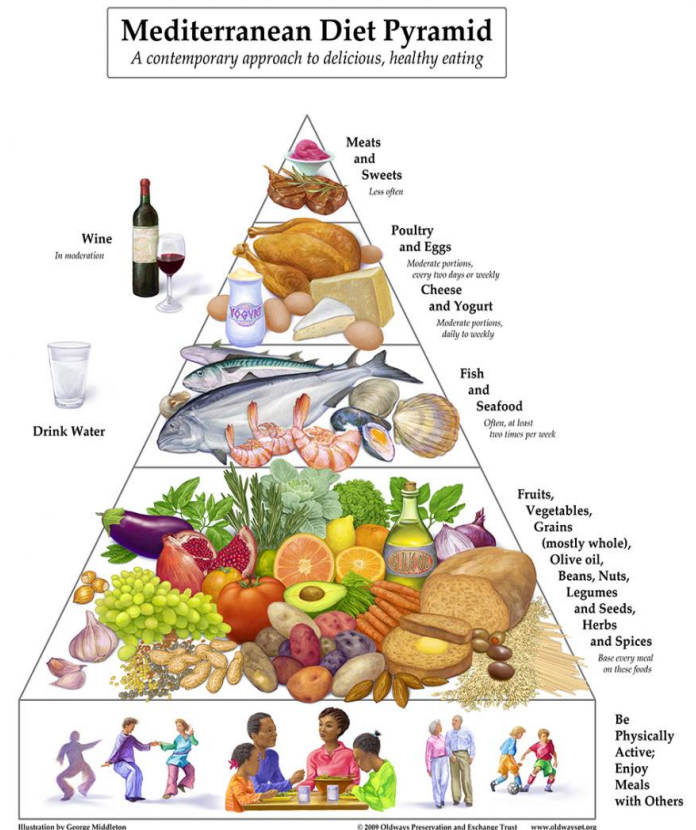
Starting from the Nutrition Pyramid

The starting point is the **Nutrition Pyramid**, which is divided into **six sections** that scale downwards to contain each nutritional food group.

The **base** of the **Pyramid** contains **Vegetable Origin Food**, while climbing towards the top reveals food that calls for **less frequent** consumption.



Source: Ministry for Health of Italy⁴

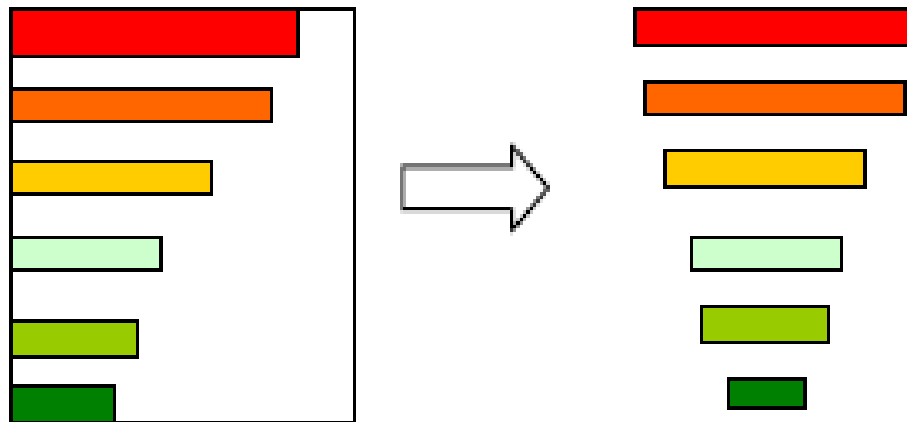


Source:
Oldways(www.oldwayspt.org)

Composing the Environmental Pyramid

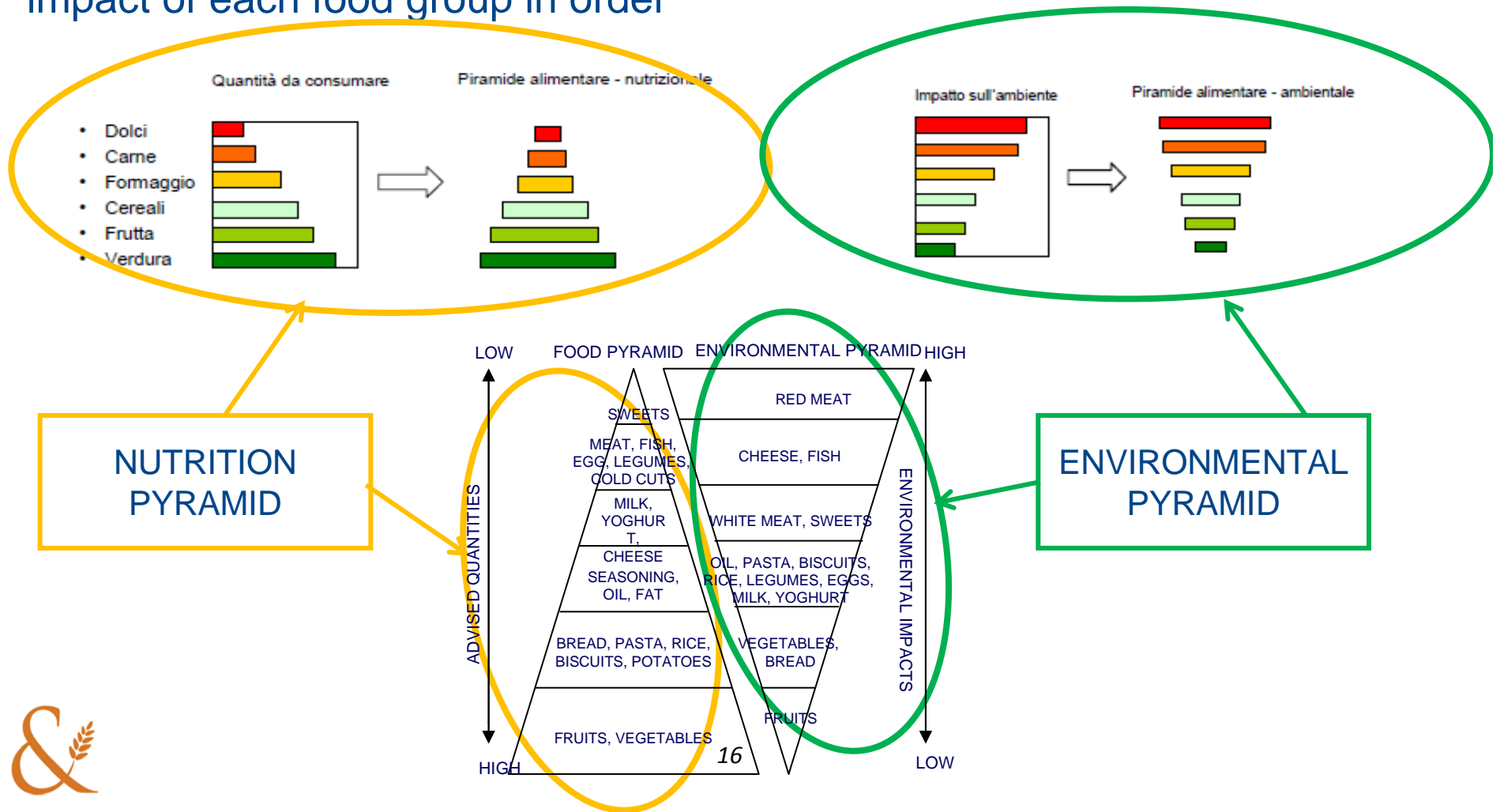
The **Environmental Pyramid** was composed by associating each **food group** with its **environmental impact** and placing them in a decreasing fashion to generate an **upside-down pyramid** in comparison to the **nutritional pyramid** whose **top layer** contains the **food group** that yields greatest **environmental impact** and **bottom-most layer** is reserved for the food group with **least** environmental impact.

Impact on the Environment Nutrition – Environmental Pyramid



Association between the two Pyramids

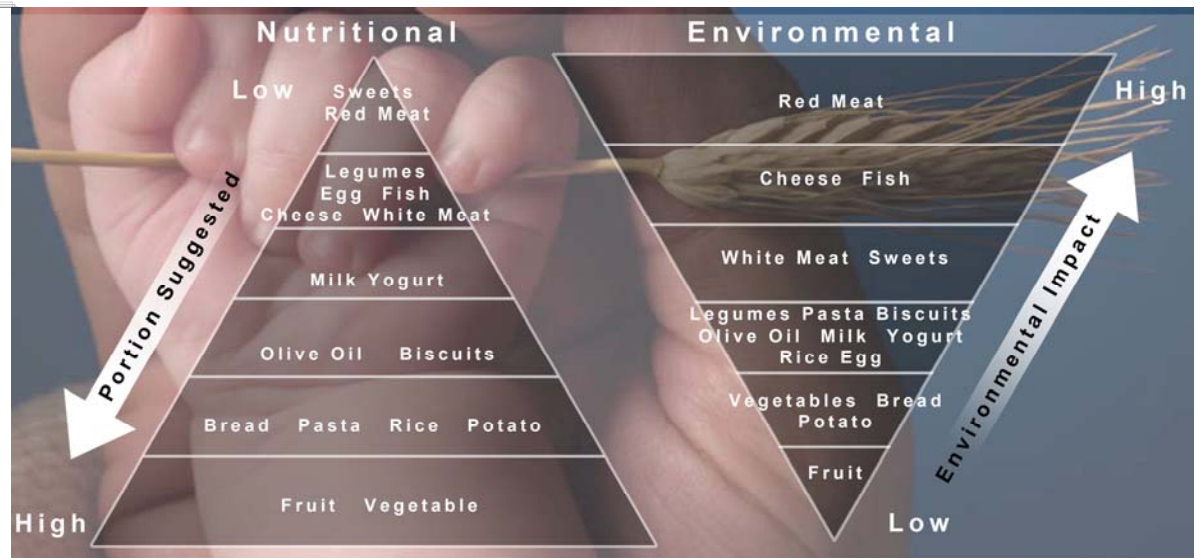
The **Double Pyramid** was put together by associating the nutrition pyramid to the environmental pyramid, and placing the environmental impact of each food group in order



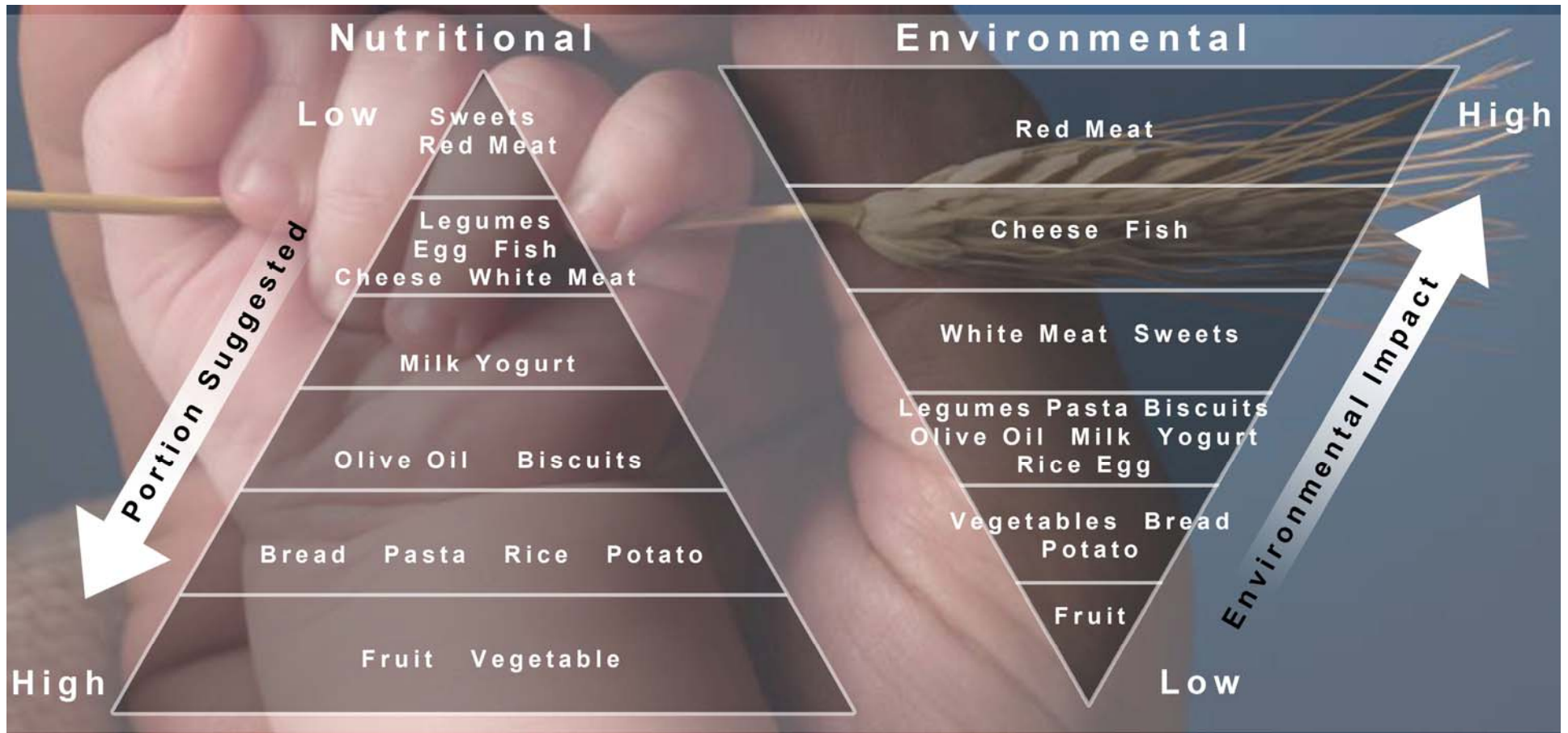
The Result is the BCFN Double Pyramid

BCFN proposes the **Double Nutrition Pyramid** as a simple means of communicating the fact that foods highly recommended by the **Nutritional Guidelines** in terms of **greater consumption** tend to yield **least environmental impact**.

Studies show that the **Mediterranean diet** yields positive effects on both **health** and the **environment**.



BarillaCFN Double Pyramid





**Alimentazione e Ambiente:
sano per te, sostenibile per il pianeta**

29 giugno 2010

Museo Nazionale
della Scienza e della Tecnologia

Via S. Vittore 21, Milano

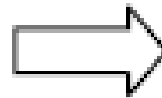
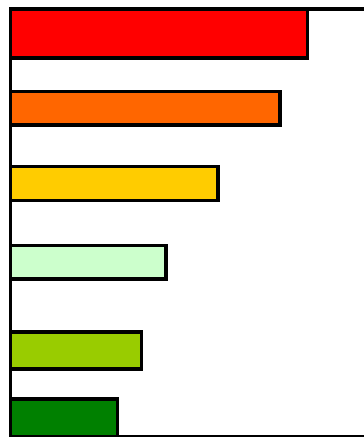


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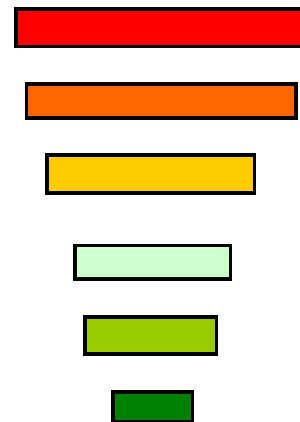
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Impact on the Environment



Nutrition – Environmental Pyramid



Association between the two Pyramids

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