

# Reducing the environmental impact of the average shopping basket by 50%

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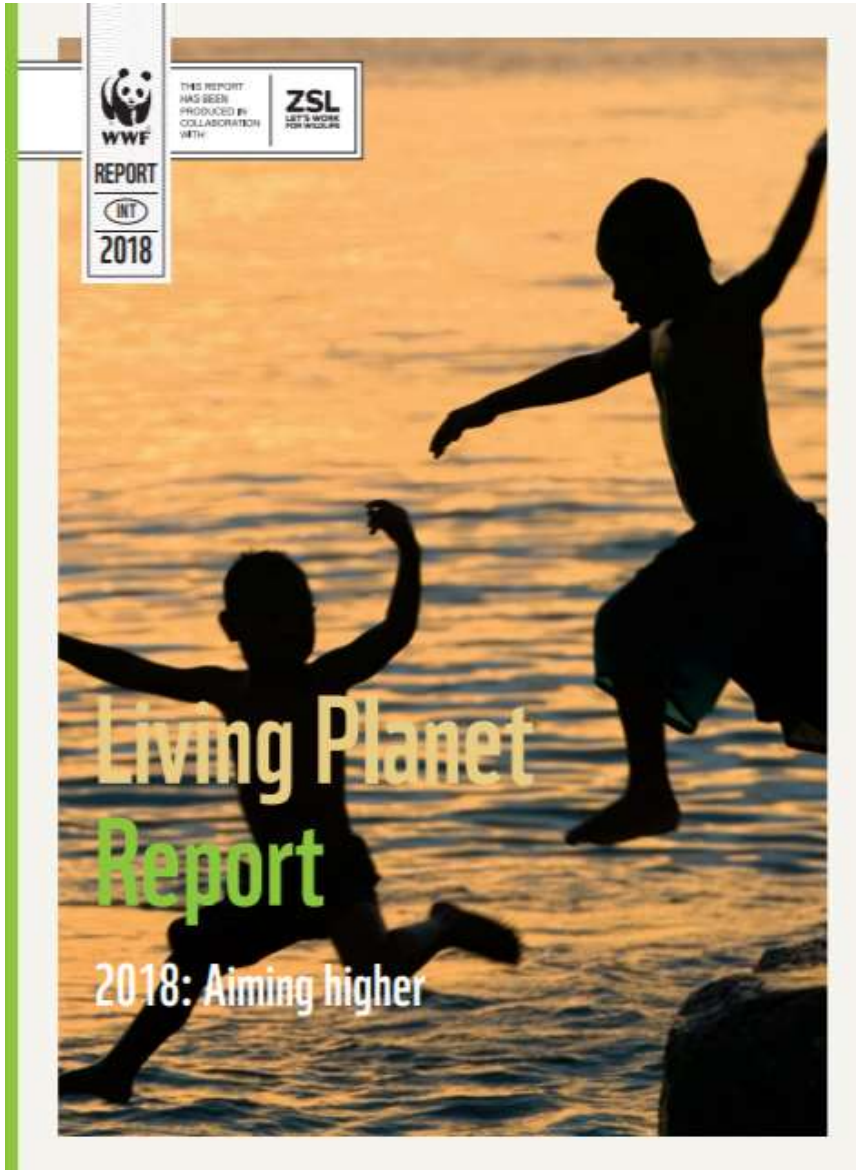
Laurence Webb: Tesco

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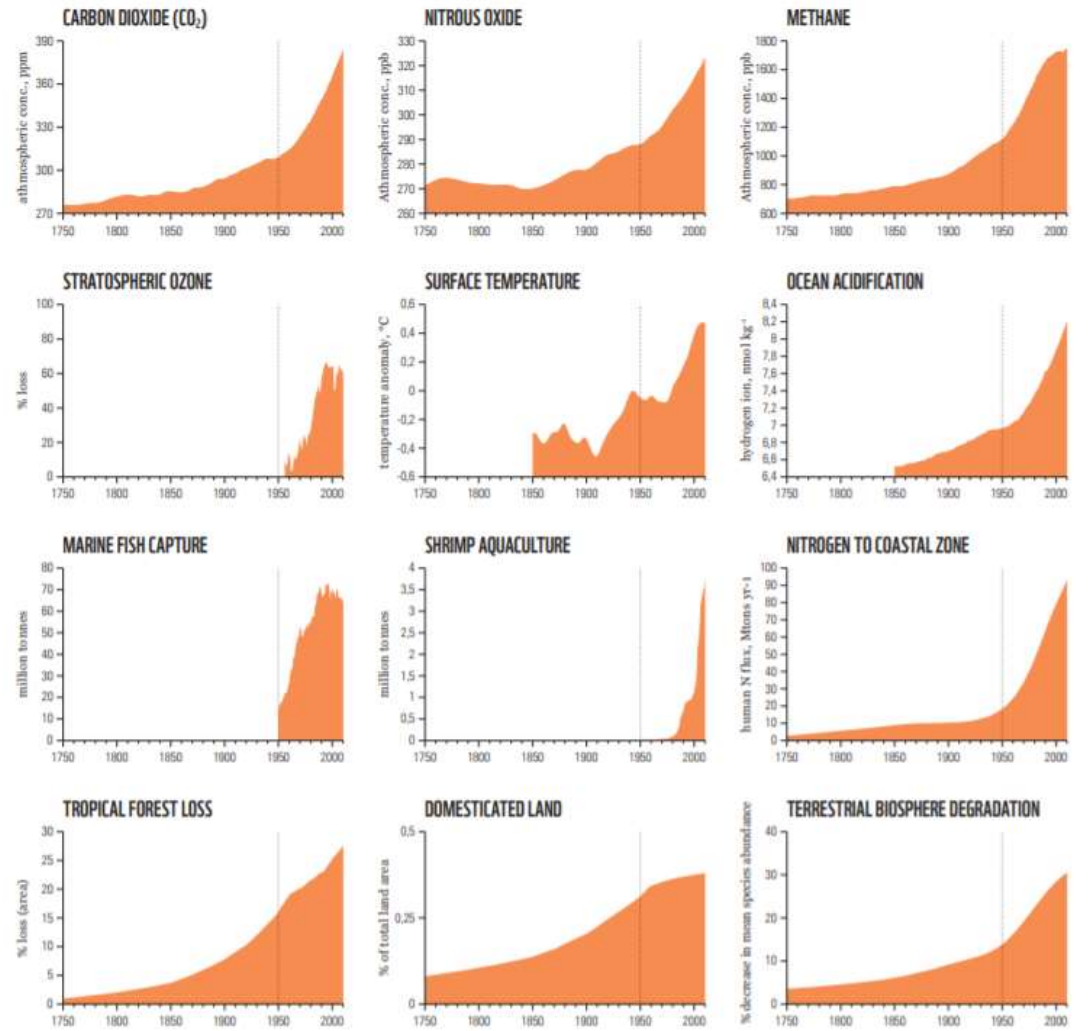


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## EARTH SYSTEM TRENDS



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Aim: to halve the environmental impact of the average UK shopping basket.

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**Helping our customers  
eat more sustainably**



**Restoring nature in  
food production**



**Eliminating  
waste**

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# Our flagship issues.

Climate  
change

Deforestation

Sustainable  
agriculture

Marine  
sustainability

Food waste

Packaging

Consumer  
diets

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# Our sustainable basket metrics: examples

## Deforestation

- % of palm oil from a verified zero deforestation palm oil importer
- % of South American soy from area / mass balance or verified zero deforestation areas

# Our average shopping basket.



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# Our sustainable basket metrics: examples

## Marine

- % of MSC and WWF green-rated fisheries (e.g. tuna)

## Agriculture

- % of fresh produce from regions with sustainable water management (e.g. oranges, potatoes, milk)

## Climate change

- % reduction in greenhouse gas emissions from cattle (e.g. milk, beef)

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# Learnings so far.

- Lack of robust data / more transparency
- Industry needs to recognise the urgency of key issues
- More industry-wide collaboration
- Greater clarity on how to roll out transformative innovations

Thank you.

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