

2degrees powers Asda-Walmart’s supply chain to make sustainable food the value-for-money choice for families”

- ***2degrees will engage Asda’s top fresh food suppliers to help them increase their water, energy & waste efficiency***

[2degrees](#), the world’s leading community for sustainable business, has joined forces with Asda-Walmart to engage the retailer’s top fresh food suppliers across meat, produce and bakery to increase their water, energy & waste efficiency.

2degrees will host and manage the Asda Sustain & Save Exchange, an online collaboration space where suppliers can share best practices, learn from their peers, ask questions and explore opportunities for collaboration. The Exchange supports Asda’s transformational [Sustainability 2.0 strategy](#) which sees Asda shift its focus to targets for its products and supply chain. This is supported by a recent Asda report, [‘Green Is Normal’](#) which highlights that Asda’s customers are demanding sustainable products, and don’t expect to pay a premium for it.

“Sustainability isn’t a bolt-on or stand alone element of people’s lives – it’s simply part of them. It’s not something [customers] are thinking about getting round to – it’s as normal as having a cup of tea” said Paul Kelly, Director of Corporate Responsibility & External Affairs, Asda.

The report also finds that in times of particular austerity, products that are more energy, waste and water efficient, were demanded more by lower income households than higher income households. It included views from customers including Dr. Shankar Kanumakala, who said *‘I don’t stop caring because I can’t afford it’*. The research offers overwhelming evidence that the successful business of the future is a sustainable one.

Martin Chilcott, Founder and CEO of 2degrees said:

“Asda-Walmart’s leadership in creating the Exchange represents an important step for the retailer, enabling it to increase the resilience of its supply chains against the growing risks, including resource scarcity. The Asda Sustain & Save Exchange represents a shift from the more traditional model of transactional activity with suppliers to a more ‘collaborative’ way of working – a trend that we are seeing right across the retail sector.

“2degrees will provide a managed programme with a private space for collaborative problem-solving and peer-to-peer learning for Asda and its suppliers. The programme will equip them with relevant and valuable ideas and tools through webinars, case studies and forum discussions to help them increase their water, energy and waste efficiencies.”

The Exchange will enable suppliers to explore more sustainable and efficient methods for energy, water and waste management; delivering efficiencies across the supply chain. It will redefine relationships with suppliers, with the potential for shared buying, logistics and category learning – enabling suppliers to become more efficient and profitable businesses, better positioned to supply Asda and its customers.

Julian Walker Palin, Head of Corporate Sustainability, Asda said:

“Sustainability isn’t a bolt on or standalone element of people’s lives – it’s simply part of them. Green values don’t ‘belong’ to a single part of the population. Our customers have told us they want retailers like us to provide affordable, sustainable products as the norm, not make it a complex choice with a premium attached. By helping our suppliers to become more sustainable and efficient at the same time through the Sustain & Save Exchange we are helping to ensure everyone can afford to make sustainable choices.”

Ian Bowles, Group Head of Sustainability at Premier Foods, a supplier of Asda’s said:

“We’ve been involved in a number of these initiatives with 2degrees, and the way they have set this up gives me a lot of confidence that it will help us to make progress and give us a chance to showcase what Premier Foods is doing on sustainability; whilst at the same time learn from, and potentially tackle with others, things we can’t do alone.”

ENDS -

For further information please contact:

Gemma Perry on 020 7 932 1850 or email gemma.perry@Grayling.com.

About 2degrees:

[2degrees](#) is the world’s leading community of sustainable business with over 18,000 professional members. They provide managed services through their online community for both individual professionals and corporations. These services enable them to reduce costs, risks and environmental impacts, and so grow and build competitive advantage through sustainability.

2degrees do this by helping their members connect with one another; learn from one another; gain insights into the issues, impacts and business benefits of sustainability; engage and influence their stakeholders to achieve their sustainable business goals; collaborate to solve sustainable business problems and find solutions providers.