



PRESS RELEASE

July 16th 2014

Bord Bia (the Irish Food Board) appoints 2degrees to support collaboration and best practice in the Irish food sector

2degrees is pleased to announce that it has been appointed by Bord Bia – the Irish Food Board, following a public tender process, to collaborate on the development, implementation and management of an online platform to facilitate programs and engagement within the Irish food and drink industry on sustainability issues.

The Origin Green Platform will support Bord Bia's Origin Green initiative, an industry-wide sustainability programme which aims to create a sea change towards the development of sustainably produced food and drink.

The Irish Food Board launched the Origin Green initiative in 2012, a pioneering sustainability development programme, which clearly sets out Ireland's ambition to become a world leader in the delivery of sustainable, high-quality food and drink products. The voluntary programme requires food manufacturers to develop a sustainability plan that defines clear targets in key areas of sustainability, such as emissions, energy, waste, water, biodiversity and social sustainability activities. The programme is the first of its kind to be rolled out on a national scale and the Irish Food Board believes it will be key in setting Irish food and drink exporters apart from their competitors.

The establishment of the platform marks an important milestone in the Origin Green programme. It will now be simpler, easier and more attractive for Irish food and drink manufacturers to become verified Origin Green members, with the platform providing assistance in the creation and development of sustainability plans.



Becoming verified members of the programme allows companies to demonstrate a proven and authenticated commitment to sustainability. The Origin Green platform will also provide advice on how best to use this verification for marketing and other competitive benefits.

In cooperation with the Irish Food Board, the platform will be managed by 2degrees and provide further support for Irish food and drink manufacturers by promoting knowledge sharing (from within the community and from external experts), collaboration and the further development of support materials.

Martin Chilcott, Founder and CEO of 2degrees, commented:

“It is our ambition to deliver a service to Bord Bia that will help them achieve their goal of having 75% of Irish food and drinks exports coming from verified Origin Green members. We believe that the community engaging on the 2degrees hosted Origin Green platform will have the desired effect of increasing awareness of Origin Green across the buying community”.

The appointment builds on 2degrees deep experience in platform based collaboration programs in supply chains, having run large-scale projects for companies including Asda, Tesco and Kingfisher. Origin Green members will also have access to 2degrees 42,000 sustainability professionals that are part of its online community.

Notes to Editors

About Bord Bia – the Irish Food Board

Bord Bia is the Irish food, drink and horticulture industry’s trade development and promotion organisation. Our priorities are focused on building Ireland’s reputation as a world leader in safe sustainable agriculture and food production with a premium positioning in the marketplace; enhancing competitiveness by supporting innovation and building capabilities; building



exports in selected high potential export markets; and supporting a vibrant home market.

Bord Bia operates a network of international offices, providing a full range of customer support services in Amsterdam, Dubai, Dublin, Dusseldorf, London, Madrid, Milan, Moscow, New York, Paris, Stockholm and Shanghai.

www.bordbia.ie

About Origin Green

Origin Green is Ireland's national sustainability program. It is the only sustainability program in the world that operates on a national scale, uniting government, the private sector and food producers through Bord Bia, the Irish Food board.

Two years into the journey, some 345 Irish food and drink companies have registered with the Origin Green programme. The anticipation is that, by the end of 2014, 75% of Ireland's food and drinks exports will be sourced from Origin Green verified members. An achievable goal, as the programme currently has 57 verified members, representing 65% of exports. At farm level, 38,000 Bord Bia Quality Assured beef farms, representing 85% of Ireland's beef production, have been assessed for emissions performance in the first steps to gather data on carbon, water and biodiversity at farm level.

To date, the Irish Food Board has undertaken more than 65,000 carbon assessments, a world first. No other country anywhere is carbon foot-printing its farms on what is in effect a national scale, and not just once but routinely on an 18 month cycle, and doing so in a process of measurement, feedback and continuous improvement.

In addition to Origin Green, the Irish Food Board's introduced a national Sustainable Dairy Assurance Scheme, the first national dairy scheme of its type anywhere in the world.



Origin Green have 10 Ambassadors placed in some of the world's leading food and drink accounts as part of a two year programme to build global trade awareness of Ireland's sustainability credentials.

www.origingreen.ie

The 2degrees Origin Green platform is custom built to enable best practice collaboration using best practice Community Management techniques and using a combination of resources, facilitated dialogues, training and knowledge sharing both online and in-person that has been proven to work.

About 2degrees

2degrees helps global corporations cut costs, reduce risk and grow by being more sustainable, making it more efficient for enterprises to work closely with their suppliers at scale. The result is a move away from traditional ways of operating in the supply chain to a more effective form of partnership between customer and supplier and real collaboration between suppliers themselves.

Using a bespoke online platform and innovative process, 2degrees enables knowledge-sharing and exchange of good practices between customer and suppliers and the suppliers themselves.

2degrees capability arises from a unique combination of experienced engagement managers, a fit-for-purpose platform and process, and access to the experience and knowledge of its 42,000 members, as well as experience of running large scale engagements for major corporations, such as Tesco, Asda and Kingfisher.