



Implementing ISCC-plus Orkla Confectionery & Snacks Sweden 2020

Orkla Confectionery & Snacks Sverige

2020 12 10

Orkla Confectionery & Snacks Sweden

- A company in the Orkla group since 1995
- Orkla companies are leading suppliers of branded consumer goods
- Sustainability is on top of agenda
- Orkla Confectionery&Snacks Sweden
 - Leading swedish brand owner in the categories Crisps and Biscuits
 - Sweden population 10 million



Orkla and Sustainability

Sustainability



Nutrition and wellness

Making it easier to live healthily



Safe products

Safe products build trust



Sustainable sourcing

Partnership for sustainable raw materials



Environmental engagement

Strong engagement for the environment



Care for people and society

Strong local engagement for sustainability



Business mobilisation to achieve the 1.5C climate target

07.12.20

Orkla among the best in the world for climate change leadership

One step up from last year and a top score. The investor initiative CDP ranks Orkla among the best listed companies when it comes to climate change leadership.

News type: News
Distributed to: All topics, Orkla All, All locations



OLW is our beloved Snack brand



Allways important work in taste and design, new varieties and tastes



OLW Sourcream & Onion

OLW Dill & Gräslök

OLW Saltade

OLW Grill

OLW cheez doodles

Our four most loved potato crisp varieties in Sweden

We also produce Cheez Doodles one of the most popular snack in the Nordics

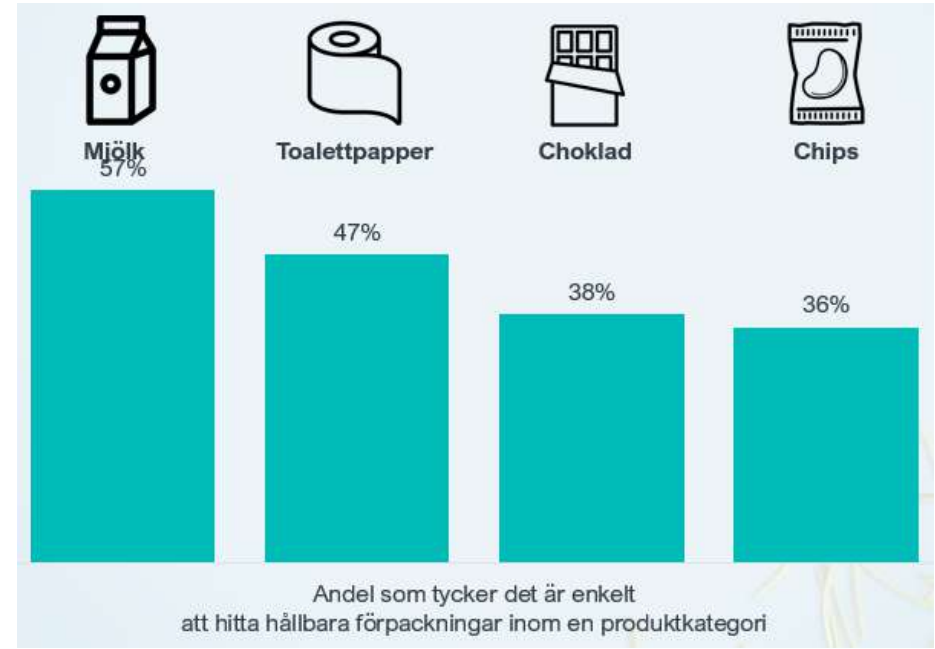
Producing our own crisps and snacks in our factory in region Värmland.



Design and taste is always king – and now we add more sustainability!



Reasons why important – consumers wish to buy sustainable packaging



Orkla Confectionery & Snacks:
"We want to help our consumers finding sustainable packaging and make climate smart decisions."

Implementing ISCC-plus in Orkla Confectionery&Snacks Sweden 2020



A perfect start – for a first step to fossil free packaging

Project - Plastic from the forest



So many questions!

Lots of new knowledge needed

Can we do this?

Do consumers know about ISCC?

How to communicate sustainability with taste

Timing?

Cooperation

Transparency

Go from fossil OPP to BIO-OPP

Plastic from the forest – A sustainable project full of good cooperations and learnings



- project manager
- marketing
- sustainability
- packaging development
- innovation
- purchase
- quality
- product development
- communication
- planning
- call off
- production
- sales

- Packaging suppliers
 - good partners
- Design and communication partners

Audit

- Certification body

ISCC support and Claims/label verification

- ISCC organisation

- Lawyer legal verification
 - Design
 - Claims
 - Campains





OLW proudly presents a bio-OPP for OLW's snacks packaging: plastic from pine oil by massbalance ISCC certified reduces CO₂-impact from the plastic with 50%!

Communication to our customer and consumers:

With pine oil from Finland

ISCC-plus certified by mass balance solution and ISCC labelled packaging

Massbalans = our packaging suppliers are exchanging the same amount of fossil oil with pine oil that is needed for the plastic in our packaging and we book keep this.

- Works like green electricity

50% less CO₂-emissions from the plastic of the packaging compared to fossil plastic.

- Cooperation with packaging raw material suppliers around LCA analyses

Quality testing:

- Shelflife testing – as good taste and crispiness
- Migration testing – as safe

Implement the ISCC-plus standard in the company during Corona time

- New routines and controls
- New knowledge and cooperations





Developed a temporary green pine needle design!

OLW pine needle label:



Plast from pine oil.
50% less CO₂-impact.

We explain openly and proudly what we do:

Pine needles in the crisp factory!

Together with our packaging supplier we replace fossil plastic with bio based through ISCC plus certified massbalance, corresponding to the amount plastic in this pouch. It leads to 50% less CO₂-emissions from the plastic in the packaging.



Use of the logo verified with ISCC



Checking communication and legislation with our Orkla lawyer

Timing of certifications – to be on the market in august 2020



OLW Sourcream & Onion



OLW Dill & Gräslök



OLW Saltade



OLW Grill

Implement the ISCC-plus in our supply chain during 2020 and Corona!

- very good cooperations, shared learning and remote audit and follow up on site audit.

Proudly received the certificate the 25th of June and the whole supply chain in time for start.

We started with the 4 best selling varieties in the fall 2020 – big impact from start

Continuing with a continued change over plan during 2021 - want to lead the change to circular and bio economy





Reactions and some conclusions

Internally Orkla, Customers consumers – very positive reactions

To think about:

- * Good explanations, explain for both consumers and experts
- * For us it was important to be very transparent and proud about massbalance
 - This is our first step
- * And of course important to continue our common work for recycling of plastic packaging material.

The image features a central circular logo with a red background and a silver border. The letters "OLW" are prominently displayed in the center in a bold, white, sans-serif font with a thick blue outline. The logo is surrounded by a ring of white stars, with larger stars at the top and bottom and smaller ones in between. The entire logo is set against a light blue background that is decorated with scattered green, needle-like elements, possibly representing pine needles or grass, which are more densely packed on the left and right sides.

OLW

THANK YOU!

