

Mars first food manufacturer to introduce sustainable standard in logistics

Green Order makes ordering behaviour impact on the environment visible and measurable

Mars Belgium proudly introduces Green Order, a green logistic standard which makes the impact of the ordering behaviour on the environment both visible and measurable. The concept developed by Mars has been converted by Capgemini Consulting into a reference standard which can be used by all the players in the industry. Hence, this standard makes up the basis for a more ecological behaviour and a better synchronization of the logistic chain between suppliers and distributors. The first analyses show a substantial growth in efficiency for all the partners, which is directly proportional to the reduction of the CO₂ emissions.

Durable technology *versus* durable behaviour

In Belgium, road transport represents 20.8% of the overall CO₂ emissions.¹ The transport industry assumes its responsibility in aiming frequently at green technologies, since a real change in logistic behaviour proved to be hard to get crystallized up to now. Indeed, as the manufacturers often supply smaller volumes, the haulage businesses repeatedly have trucks that are insufficiently loaded on their way to the distribution centres. Improving the cooperation between the different players in the logistic chain would offer a way out to this situation. Yet, a clear and univocal guideline was required so as to reach this goal.

When an associate's initiative turns into a Mars' durable project...

Is there a way of having all the logistic players speaking in one and the same "green voice"? Mars has outlined a global strategy in terms of sustainable development and has set up a framework which is receptive to the development of new ideas with respect hereto. It is exactly within this context that one of Mars' associates has worked out a project with a view to have the entire industry adopting a durable logistic. Today, the company proudly presents the fruit of this dynamism in terms of sustainable development: Green Order, a standard which allows the industry to assess the impact of the ordering behaviour on the environment. Whereas the industry usually focuses on the technical aspects as to sustainable development related issues, Green Order will allow the industry to convert the information linked to the ordering behaviour and the social responsibility arising from it, into a number of actual and specific actions.

¹ <http://www.febiac.be/public/content.aspx?FID=558>

With Green Order, Mars is the first European manufacturer in the food industry to measure the CO₂ emissions at the ordering level and to inform its customers thereof. Mars Belgium's logistic partner, DHL, sees to the concordant CO₂ values being printed on each and every forwarding note. These figures will result in the distributors consciousness-raising as to their ordering behaviour.

In this way, Mars would like to enter into a dialogue with the distributors in a view to enhance the effectiveness of their ordering and, if necessary, to combine the Mars' supplies with those of other manufacturers within the distribution network. This means that Green Order is fully integrated in the logistic process, which would require a sustained cooperation between all the players in the industry in order to be successful.

A standard of durability for the entire logistic chain

Mars teamed up with Capgemini Consulting in order to develop Green Order into a widely and universally acceptable standard. Their goal is to have this standard gradually acknowledged by a growing number of interested parties within the logistic chain, while maximizing the impact of Green Order.

Hence, Mars Belgium makes an appeal to all the logistic players on the Belgian market to join the Green Order project. In this way, Green Order should allow the industry to generate some concerted (innovative) actions within the logistic chain. Initially, the loading levels of the food industry's own supplies will be registered. Subsequently, the supplies by different manufacturers within one and the same distribution network will be grouped in order to have the trucks loaded to their full capacity.

Meanwhile, Colruyt has responded positively to the Green Order initiative. Teaming up with Mars Belgium, the supermarket chain will apply the Green Order standard to optimize the loading level of its trucks.

Benefits, both in the ecological and the economic field

It is no surprise that the Green Order project has been greeted in such a positive way, as of its introduction in Belgium. Indeed, Green Order is not only beneficial to the environment (less CO₂ emissions) and to the community (less traffic-jam), but also offers some benefits in the economic field (cost reduction). Thanks to Green Order, the distributor will gain from the "inbound efficiency" when taking delivery of goods, whereas the manufacturer and the haulage company will be able to optimize their transports. The first analyses not only show a reduction of the CO₂ emissions, but an accompanying rise in the transport effectiveness in a way which is directly proportional to the CO₂ reduction.

"All these benefits will have no other effect than to strengthen our belief in that Green Order will eventually become the reference CO₂ indicator for the logistic industry", says Annick Serré, Mars Belgium Market Logistics Manager, in conclusion. "At last, Green Order provides the industry with a guideline which will allow all parties concerned to enter into a dialogue and to promote a profound change in our ordering behaviour."

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About Mars Belgium

Mars Belgium is part of Mars Incorporated. Mars, which was founded in 1911, is one of the largest family-owned companies in the world. The concern firm operates in 6 different market segments, and holds a leader position in each of them: Chocolate, Wrigley Gum & Confections, Petcare, Food, Drinks and Symbioscience. The company's headquarters are in McLean (Virginia, USA). Globally, Mars has over 65,000 associates in 68 countries, spread over the 5 continents. Some of the world's most popular confectionery brands belong to Mars, in particular the M&M's[®], Snickers[®], Twix[®], Mars[®] and Bounty[®] chocolates, the Uncle Ben's[®] rice, the Pedigree[®], Cesar[®] and Frolic[®] dog food, as well as the Whiskas[®] and Sheba[®] cat food.

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