



# **BULLSEYE**

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# **FOOD**

MARKETING

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## **Course: Food Sustainability – Carbon Footprint Reduction**

### **Duration:**

**Six months**

### **Who Should Attend:**

**Food processing specialists, sales and marketing personnel, anyone running a new or established food business / SME.**

### **Description:**

It's clear that carbon reduction has become a fundamental part of the corporate landscape.

Large companies and investors are more aware than ever of the impact of their carbon footprint on the environment, on profitability and on liabilities.

Ever-increasing energy and materials costs are pushing companies to streamline their operations, eliminate waste and reduce energy consumption as much as possible.

Furthermore, consumers and the general population have shown an unprecedented interest in the 'green credentials' of the companies that they purchase from and the brands that they consume.

Consumer and lobby groups frequently research the environmental practices of a specific company – with easy access to a wide variety of data, they can often create a pretty clear picture of where a company falls on the green spectrum.

As a result of the questions and concerns that we receive about carbon reduction, Bullseye Food Marketing has teamed up with GreenStreets to offer *'Food Sustainability – Carbon Footprint Reduction'*. This popular training programme outlines the importance of carbon reporting throughout the supply chain. Run over a six-month period, we help Irish food companies to measure and manage their carbon footprint in a manner that is internationally acceptable (i.e. ISO standard).

On completion of the course, participants will also have the crucial skills they need to maximise the marketing and PR benefits of promoting of their company's environmental achievements.

Importantly, each participant business is provided with individual one-to-one training as well as group tutoring.

### **Topics:**

- Assessment and quantification of carbon footprint (to ISO 14064)
  - The implementation of CO2 reduction programme in each participating company
  - The verification and review process
  - Marketing of achievements to trade contacts and consumers
  - How to become aware of the environmental hotspots in your business
  - Identify cost-saving opportunities that will also help reduce their waste or emissions
  - The analysis and redesign process – how each participant company can reduce waste and inefficiencies
  - How to increase operating efficiencies and brand equity
  - Understanding environmental impact and creating competitive advantage
  - Delivering clear eco-messages that consumers can understand
  - Creating a unique selling point and increasing sales through your sustainability credentials
  - Identifying priority areas for action and developing a sustainability strategy
  - Preparing and communicating clear 'green' brand messages for each participant company
  - Understanding and tackling any negative issues
  - How to take a proactive approach and engage with retailers and consumers
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