

ENVIRONMENTAL POLICY

ANNASCAUL BLACK PUDDING CO.



Contents

Who we are?.....	3
How can Annascaul Black Pudding help create a better world and grow its business?	3
What is sustainability?.....	4
Why Should Annascaul Black Pudding Care?	4
What Are the Benefits of Sustainability to Annascaul Black Pudding?	6
Why Now?	7
Which are our main impacts?	7
What is our environmental strategy?	8
Appendixes	10

Who we are?

Annascaul Black Pudding Co. is an Irish artisan food production business located in Annascaul, Co. Kerry since 1916.

We produce fresh blood black pudding, white pudding, a traditional pork sausage range, sausage rolls and dry cured traditional, smoked, and streaky rashers. Using local and Irish ingredients is very important to us both from a quality & traceability perspective and also in supporting other Irish businesses. Production is at our dedicated production unit in Annascaul. All products are hand made with care by our team thereby guaranteeing the provenance of each product and also contributing to the local community in many ways.

We have received numerous awards such as Commanderie des Fins Goustiers Du Duché D'Alencon, Kerry County Enterprise Awards and The Kerryman Business Awards, being included in different Guides: Mc Kennas Guidesor and Georgina Campbell Guides.

How can Annascaul Black Pudding help create a better world and grow its business?

Annascaul Black Pudding can have a significant positive impact on the world and improves the business by tackling sustainability issues. This can be achieved by improving our products and services considering their sustainability and effectively communicating these changes to the world. We firmly believe that this would increase people's awareness of sustainability issues and make our products more appealing to our target audience.

This document explores how these goals can be achieved.

Key takeaways:

- **Annascaul Black Pudding** is already sustainable-by-default to a certain degree and has a great basis for becoming a SMB thought-leader in the sustainability area.
- The positioning of **Annascaul Black Pudding** as sustainable can help grow the business.
- The Sustainability Leader needs to address sustainability issues internally and externally, to put it on the business culture's agenda.
- In order to achieve that, there is a need for a dedicated leadership role and commitment for sustainability in the business.

What is sustainability?

“Development that meets the needs of present generations without compromising the needs of future generations”. (WCED, 1987).

This definition involves that businesses must consider the following in their operations: social equity, short- and long-term thinking, and trade-offs between using resources now or later. These implications have been often ignored or misunderstood.

Sustainability focuses on efficient and effective solutions that are better for the society and the environment by promoting actions like the following:

- Decrease of carbon footprint
- Recycle and reuse
- Reduce over-consumption
- Diversity and more

Many of these aspects are already practiced by **Annascaul Black Pudding** and should be leveraged.

Why Should Annascaul Black Pudding Care?

As a responsible and conscious business, **Annascaul Black Pudding** is already thinking of collaborating with a more sustainable approach for the future of the business and the future of the environment. As a part of our vision, we are looking forward to supporting sustainable development to the best of our ability and capacity.

There are issues that **Annascaul Black Pudding** could help to address:

- **Climate change:**
 - According to the Environmental Protection Agency in Ireland, in 2018, the global temperature had been increased by 1.0°C relative to pre-industrial levels. At the current rate of warming, the world is expected to reach 1.5°C warming between 2030 and 2052 (IPCC, 2008). Globally the two main features of climate change are:

- Changes in the rate of occurrence and scales of extreme weather events, such as heatwaves or rainfall events, and
- slow onset changes such as sea-level rise, loss of glaciers, and ecosystem changes.
- In Ireland, these features would be translated into:
 - Increase in temperature by between 1 and 1.2°C and heat wave events in 2050
 - Increase in both dry periods and heavy precipitation events
 - Extreme summer temperatures, intense rainfall and potential changes in wind and storm patterns
 - Conditions that may allow pests and diseases to spread
 - Impacts in the infrastructure systems, water quality and supply
 - Rise in global sea levels, increasing coastal erosion, flooding and damage to property and infrastructure
- **Energy:**
 - Most of the world's energy demand has been generated by fossil fuels and reserves are in decline.
- **Water:**
 - Effective management of water is crucial to ensure a sustainable, clean, and safe supply.

During the last decades, generations were busy industrializing our society without the requirement to consider the full-cycle impact of the businesses.

Today, society is becoming more aware of these issues and feels a responsibility towards resolving them. Annascaul Black Pudding is in a position to increase this awareness further and leverage our own sustainable actions to become more appealing to our clients.

What Are the Benefits of Sustainability to Annascaul Black Pudding?

→ Improved Business Perception

Sustainability issues have a strong connection to business perception. **Annascaul Black Pudding** is currently investing an effort in community development (we collaborate with charities like Food Share and support local initiatives) and Energy & Climate Change, therefore an Environmental Policy is far more powerful.

In addition, being a sustainable business could be a competitive differentiator for **Annascaul Black Pudding**.

→ Potential Revenue Growth

Businesses should direct more greatly focus on the environmental attributes of their products and services. Research has shown that new generations describe their attitude as very positive in relation to environmental issues. Hence, it is significant to pay attention to modernity, national origin of products and environmental protection.

In addition, many sustainability issues are implemented by reducing consumption. This can be translated into costs reduction.

→ Recruiting and Retaining Talent

Modern society is more likely to choose to work and collaborate with businesses that share their values, and will go out of their way to work for those that demonstrate a genuine commitment to Corporate Social Responsibility and sustainability. If businesses fail to prove that they are sincere, they risk alienating not only customers but also employees or suppliers.

→ Increased Attractiveness

Most of our business customers have a personal responsibility agenda. It means that:

1. Clients will demand more sustainable practices from **Annascaul Black Pudding** within time.
2. Once positioned as a sustainable business, **Annascaul Black Pudding** would immediately become more attractive for clients, since it would become a part of their personal responsibility agenda.

Why Now?

With our continuous mission and values, our clients will start expecting **Annascaul Black Pudding** to improve our commitment to sustainability and have an Environmental Policy.

Which are our main impacts?

As a SMB our impact on the environment is not very significant, but we would like to address the following issues derived from our activities.

- Product and service-related sustainability impacts:
 - Packaging and labelling
- Non product and service-related sustainability impacts:
 - Delivery of products to our customers
 - Electric energy consumption
 - Water consumption
 - Waste production from production activities

ANNASCAUL BLACK PUDDING CARBON FOOTPRINT¹

The Carbon Footprint results for Annascaul Black Pudding considering Scopes 1 and 2 were the following in 2020:

SCOPE 1	
Mobile combustion (delivery of products to customers)	6.95 tonnes CO ₂ e ² in 2020

Table 1: Scope 1 emissions.

¹ Calculations made with GHG Emissions Calculation Tool March 2021.

² SEAI's emission factor for diesel: <https://www.seai.ie/data-and-insights/seai-statistics/conversion-factors/>

SCOPE 2	
Purchased electricity	10.60 tonnes CO ₂ e ³ in 2020

Table 2: Scope 2 emissions.

SCOPE 1+2
17.55 tonnes CO ₂ e in 2020

Table 3: Scope 1+2 emissions.

What is our environmental strategy?

→ Create a dedicated sustainability role at Annascaul Black Pudding

The nominated and dedicated person who will coordinate this effort and provide all involved parts with needed support and information is Eileen Ashe.

Eileen Ashe executes the Environmental Policy, monitors the environmental and social impact of the business, and improves its performance while enhancing the business' reputation.

→ Communicate our commitment to sustainability internally – by the Sustainability Leader

Employees should feel that it is a part of the businesses' agenda and not just a "nice to have". It would make employees feel that they have a "permission" to act.

→ Evaluate the existing and future situation with sustainability

Annascaul Black Pudding is already intentionally taking care of some sustainability aspects. We should track the existing situation so we can create a baseline for the sustainability of the business in the future.

→ Ensuring compliance with environmental legislation

We want to ensure that legal obligations are met and thus avoid unnecessary or unintentional negative impacts on the environment.

→ Improve product and service-related sustainability issues

³ Electric Ireland's emission factor from the fuel mix disclosure label in 2020.

Taking care of the basic issues we are having right now, will allow us to see the initial reaction of our customers and evaluate the value of it.

Annascaul Black Pudding is already taking care of product and service-related sustainability aspects:

- Handmade production of products
- Reuse of cardboard boxes
- Use of 100% recycled paper

*In Appendix 1 — Product/service-related sustainability improvement opportunities, we specify the measures that **Annascaul Black Pudding** has in mind for the short and long term of the business.*

➔ **Celebrate internally the achieved goals & start communicating externally**

At this point, we should be comfortable to start a low-key external communication on the website and experiment on how it affects business growth.

➔ **Improve NON-product and service-related sustainability issues**

Our commitment to sustainability is not a greenwashing. **Annascaul Black Pudding** should go further to the issues that are not necessarily visible to our clients and artists but that actually minimize our negative environmental impact.

The business is already considering some sustainability aspects of non-product and service-related issues:

- All suppliers are local and some of them considered “Green” (e.g., Lee Strand⁴)
- Main courier with a strong Corporate Social Responsibility policy (DPD⁵)
- Lighting is being progressively changed to LED
- Use of reusable dishware and silverware
- Use of environmentally friendly wash up liquids
- Different bins for general and recycling waste
- Established methods of measuring the waste for monitoring purposes

*In Appendix 2 — Non-Product/service-related sustainability improvement opportunities, we specify the measures that **Annascaul Black Pudding** has in mind for the short and long term of the business.*

⁴ <http://www.leestrand.ie/environment/>

⁵ <https://dpd.ie/About-DPD/Corporate-Social-Responsibility>

Appendixes

Appendix 1 — Product/service-related sustainability improvement opportunities

PRODUCT CATALOGUE AND SERVICES	
Ingredients and raw materials	<ul style="list-style-type: none"> Choose sustainable ingredients when possible
Green procurement	<ul style="list-style-type: none"> Draw up a “green purchasing criteria” for the most of the suppliers: <ul style="list-style-type: none"> Consider which products/services are the most suitable based on both their environmental impact and on other factors such as the information the business has, what is on the market, the technologies available, costs and visibility Identify the business’ needs and express them appropriately, ensuring transparency for potential suppliers or service providers Look for examples of environmental characteristics in databases/eco-labels Do not shift environmental impacts from one stage of the life cycle to another Consider environmental performance, such as the use of raw materials, sustainable production methods, energy efficiency, renewable energies, emissions, waste, ‘recyclability’, dangerous chemicals, etc. Ask suppliers about green alternatives when there is uncertainty about the actual existence, price or quality of green products or services Where appropriate, specify the environmental criteria that need to be met as a part of the contract
Packaging	<ul style="list-style-type: none"> Minimize the waste coming from wrapping materials (trying to avoid foil and cellophane) Encourage suppliers to ship material in reusable containers

PRODUCT CATALOGUE AND SERVICES

Delivery of products

- Explore how to use green delivery methods (green couriers...)

Appendix 2 –NON-Product/service-related sustainability improvement opportunities

FACILITIES		
Building	In general	<ul style="list-style-type: none"> • Ensure high energy efficiency standards for hot water systems and electronic devices
	Kitchen, breakroom & Toilets	<ul style="list-style-type: none"> • Aerators on sinks • Buy reusable filters for coffee machines • Buy products in bulk where appropriate, including coffee, tea, sugar, and other consumables • Reduce the temperature of water coming from the hot tap. 25-35 °C is considered enough for comfort and health • Dual flush toilet retrofits • Consider using silent hand dryers over paper towels
Lighting		<ul style="list-style-type: none"> • Lighting retrofits, occupancy sensors • Ensure the maximum usage of daylight • Use of switches designed to allow the user to regulate the intensity of lighting • Using motion sensors for less often frequented places (toilets and entrances)
Furniture		<ul style="list-style-type: none"> • Select environmentally and socially responsible producers and create a management strategy for environmentally friendly disposal of old furniture • Orientation of furniture determines the time period when work can be done using natural light

FACILITIES	
	<ul style="list-style-type: none"> • Ensure that furniture has limited organic solvent content and VOC emissions (in products such as adhesives and surface treatment substances) • Furniture components must be easily separable for recycling at the end of the product lifetime • Refurbish old furniture (by moving or redecorating it)
Cleaning	<ul style="list-style-type: none"> • Minimize the usage of hazardous agents or replace them with environmentally friendly detergents • Ensure the adequate education of the cleaning staff about the methods of cleaning, potential risks, and environmental aspects • Ensure the right treatment and disposal of detergents and their containers • Purchase in bulk – e.g., detergents in concentrated form with refillable containers to decrease generated waste • When choosing an eco-friendly detergent, identify if products have the following characteristics (more information in the European Commission Green Public Procurement (GPP) Training Toolkit-Cleaning Products and Services): non-hazardous, biodegradable, ingredients derived from renewable sources instead of petroleum, packaging is recyclable, and usage is not harmful to human health • Read “signal words” on labels. The signal words poison, danger, warning, or caution, found on product labels are placed there on the order of authorities and are primarily for your protection. In some cases, these words are on the label because of the potential impact that the product can have on the environment. <ul style="list-style-type: none"> ○ Poison/danger denotes a product that is highly hazardous, and ingesting small amounts can be fatal ○ Warning means moderately hazardous ○ Caution denotes a product that is less hazardous ○ Corrosive products can damage skin and mucous membranes ○ A strong sensitizer is a chemical that can increase allergies • Use of green certification products and labelling:

FACILITIES	
	<ul style="list-style-type: none"> ○ EU Eco-Label (for more information and catalogue of products visit: https://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html)

ENERGY	
Electricity	<ul style="list-style-type: none"> • Reduce the use of electricity • Invest in solar thermal collectors or in photovoltaic panels • Purchase clean power from renewable energy sources (I-RES) and high efficiency cogeneration
Machinery	<ul style="list-style-type: none"> • Application of the green basics of reusing, repairing, and recycling before buying new equipment • Consider whether a product has an eco-label or energy certification (Energy Star, etc.) before changing an old device for a new, more energy efficient one • Buy the most energy-efficient product that will last as long as possible • When choosing IT equipment, also consider the presence or absence of hazardous substances such as brominated flame • Use of the following functionalities in computers: <ul style="list-style-type: none"> ○ “System standby” ○ “System hibernates” ○ “Turn off monitor” ○ “Turn off hard disks” • Choose the option with as little packaging as possible

ENERGY	
	<ul style="list-style-type: none"> • Consider purchasing timers such as photocopiers and printers so they switch off automatically when not in use • Opt for rechargeable batteries whenever possible • Avoid sending used items to the landfill by donating them to an organization that can use them, or by recycling their components as appropriate

CONSUMABLES	
Paper	<ul style="list-style-type: none"> • Develop a procedure for reducing paper use: <ul style="list-style-type: none"> ○ Give paper a second chance: reuse paper that has only been printed on one side for faxes, draft copies, or as scratch paper ○ Recycle paper: collect the “useless” (used on both sides) paper separately • Develop a procedure for purchasing environmentally friendly paper products: <ul style="list-style-type: none"> ○ Recycled paper made from a high percentage of post-consumer recycled content and/or eco-labelled paper ○ Paper that is chlorine-free processed (PCF) ○ Prefer FSC labelled paper (originating from sustainably managed forests) ○ Use unbleached and uncolored paper ○ Buy the lightest-possible-weight paper ○ Buy products in bulk to minimize packaging • Explore options to use less wasteful techniques of printing: <ul style="list-style-type: none"> ○ Send information electronically ○ Use e-mail instead of faxes or letters when possible

CONSUMABLES	
	<ul style="list-style-type: none"> ○ Make sure printers and copiers are set to print on both sides of paper ○ Avoid color printing when possible, setting black/white print as default ○ Have a look at new sustainable printing software on the market. Alternatively, MS Office has an EconoMode function which is free • Keep copiers and printers in good repair • Keep track and measure how much paper is used and how much is wasted
Water	<ul style="list-style-type: none"> • Ensure that everyone at the business is aware of the need to be water efficient • Use tap water instead of bottled water. Water filters can be used • Invest into toilets and kitchen equipment for more energy and water efficient units • Integrate a water measurement & conservation system when possible • Fixing leaks is the most efficient way to reduce water consumption and the water bill • Use a faucet aerator (perlator) to reduce water consumption. There are also EU Ecolabel and GPP criteria for taps and showerheads • The dishwasher should be used when it is full • With the use of recycled paper, a reduction in indirect water usage will be made • Middle stand cold water faucet to provide warm water in the middle stand. Most people do not wait until water warms up, they wash their hands under cold water

WASTE	
In general	<ul style="list-style-type: none"> • Create a waste minimization and recycling scheme to involve everyone in the business: source, separate and collect together a sufficient quantity of a particular type of waste material: <ul style="list-style-type: none"> ○ Identify all points at which waste is generated ○ Identify any waste which is hazardous and consider how it can be separated from the main waste stream, or replaced with a non-hazardous substitute ○ Identify the costs of the current waste management practices ○ Look at opportunities to reduce, re-use or recycle the waste: <ul style="list-style-type: none"> ▪ Buy or lease durable and repairable equipment, such as photocopiers, computers, coffeemakers, etc. ▪ Reduce paper use ▪ Consider the length and coverage of warranties and service contracts when selecting products ▪ Buy products and materials (e.g., coffee, tea, sugar) in bulk to reduce packaging ▪ Select products and materials (e.g., cleaning agents, paints, ink) with non-toxic content in large reusable containers to avoid the generation of hazardous waste ▪ Purchase equipment that does not require batteries, such as solar-powered calculators, manual can openers and mechanical pencil sharpeners ○ Set targets for reducing waste ○ Inform and train staff about waste separation for recycling • Purchase equipment that does not require batteries, such as solar-powered calculators, manual can openers and mechanical pencil sharpeners • Inform and train staff about waste separation for recycling • Waste streams that should be selectively collected are as follows: <ul style="list-style-type: none"> ○ It is mandatory to collect hazardous waste (incl. batteries, paper waste, chemical waste, Hg-lamps etc.) and WEEE separately ○ Paper waste (e.g., office paper, newspaper, paper, and cardboard packaging)

WASTE	
	<ul style="list-style-type: none"> ○ Packaging waste ○ Plastic (e.g., plastic bottles, containers) ○ Glass ○ Metal (e.g., aluminum cans, foil, tin cans, and bottle caps) ○ Biowaste (mostly food waste)

MOBILITY	
Local trips (from home to work)	<ul style="list-style-type: none"> • Encourage use of public transport, bicycles, car-sharing and eco-friendly vehicles • Encourage Eco-driving: <ul style="list-style-type: none"> ○ Change gears appropriately ○ Drive smoothly ○ Braking and accelerating back up to full speed uses more petrol than driving at a consistent speed ○ Switch off the engine during short stops ○ Minimize fuel wasted during idling by turning off the engine whenever the car is stopped or held up for an extended period of time (even as little as 30 seconds) ○ Keeping the vehicle well-tuned • Use energy efficient vehicles

MOBILITY

Long distance trips

- Organize the trips so they are multipurpose, enabling to maximize the trip productivity
- Encourage car-sharing
- Use energy efficient vehicles

COMMUNICATING

- Small signs as stickers and warning labels to remind the staff about the right behaviour (e.g., next to switches, water taps, or on monitors to remind users to save energy, water, or paper)
- Inform and take into action the opinions of the stakeholders of the company such as employees, customers, and suppliers, etc. and tell them how environmental-friendly the business is
- Share the achievements on the business' website for stakeholders to see
- Put a green message into your email signature (such as "please consider the environment before printing this e-mail")