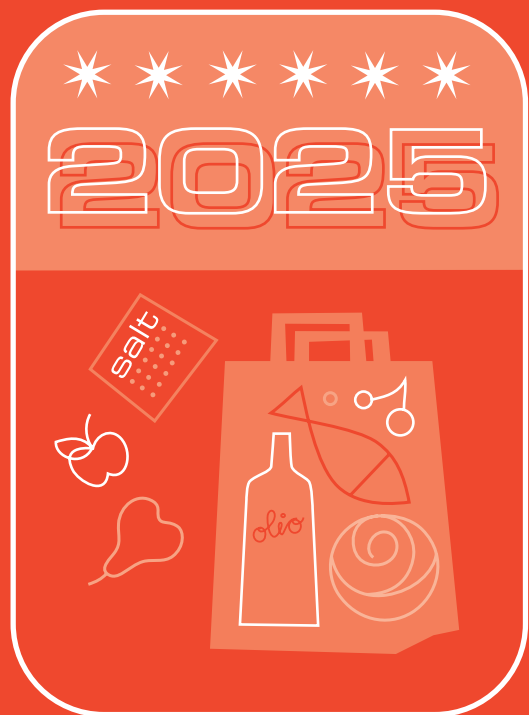


Think new,

think sustainable

The future convenience goods trade



A BRIEF PRESENTATION OF  
THE SWEDISH ENVIRONMENTAL  
ADVISORY COUNCIL'S DIALOGUE  
"FUTURE TRADE"

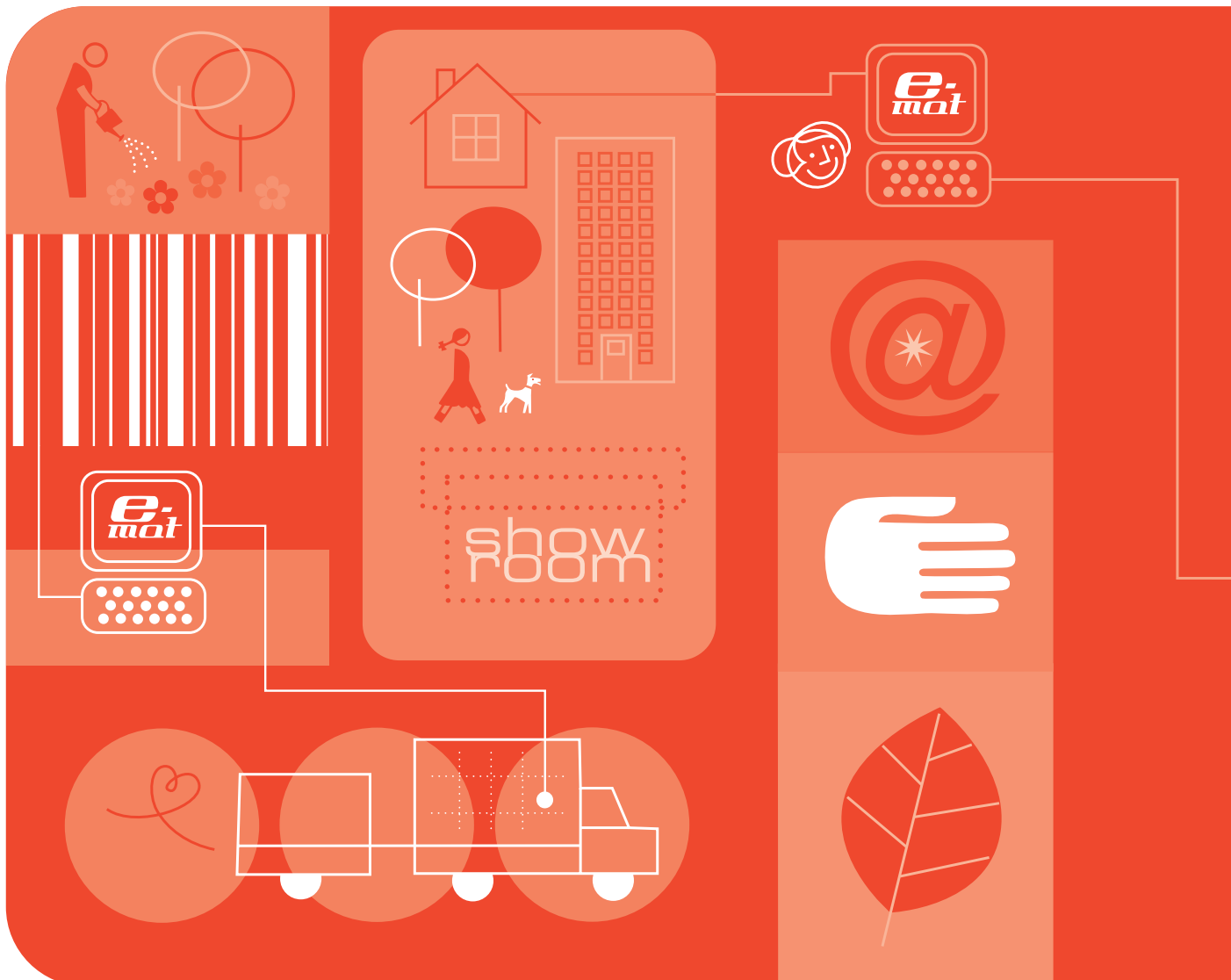
# Future trade

For one year, sixteen companies from the food processing industry, the transport industry, the retail trade and the IT sector have carried on a dialogue together with the Swedish Environmental Advisory Council on how the convenience goods chain – from the food processing industry to the household consumer – can be developed in a sustainable fashion in the future. The dialogue has resulted in a vision, goals and a strategy.

Vision

Goals

Strategy



# Think new, think sustainable

We are all aware of the fact that different functions in society impact our environment. This includes food and other convenience goods, i.e. what you buy in the supermarket. No one can say today what the convenience goods chain of the future will look like or how we will shop, but we know that a great deal will change. For example, IT may play an important role via e-commerce.

By adopting the environmental perspective early, we can create systems that have less environmental impact. Together we can find the sustainable solutions.

## Our vision

The vision is the dialogue group's picture of a desirable convenience goods chain with a 25-year horizon. We have used the vision as a point of departure in the continued work. It is our hope that the vision will also

stimulate ideas and discussions on how the convenience goods trade can become ecologically sustainable in the future.

Some quotations from the vision are presented below.

The entire vision in Swedish is posted on [www.mvb.gov.se](http://www.mvb.gov.se)

Environmental issues are integrated naturally in all parts of society, by means of consistent and long-range political decisions at both the national and international level. Similarly, the environmental perspective is integrated in corporate operations."

"Progress in IT has made it simple and convenient for consumers to select environmentally sound goods."

"A considerable portion of B2B (business-to-business) commerce is conducted electronically and in many cases automatically. Most consumers also do more and more of their shopping for convenience goods via e-commerce..."

"Deliveries to several households in the same residential area or community are coordinated, whether it be convenience goods or other goods, regardless of supplier."

"The transport industry has undergone far-reaching change. New vehicle and fuel technology, such as fuel cells and renewable energy sources, have more or less solved the old emissions problems."

"In the food processing industry, environmental issues are integrated as a part of the strategic issues. As a result, energy consumption in processing has declined substantially compared with in 2000."

"There are also local convenience stores, sometimes connected to restaurants, reading rooms or leisure activities, as well as specialized niche boutiques and showrooms where products are displayed and can be tried and tested in different ways."

# From vision to action

With its sights set firmly on the vision, the dialogue group has formulated goals and a strategy to take us from today's reality to the future we envision. We chose this approach in order to focus on the possibilities rather than the problems.

We have particularly discussed three themes:

- transport and logistics
- e-commerce
- the content and production of goods

# Our goals

## Overall energy goals

- By 2025, 75 percent of the convenience goods transport volume consists of eckokilometres<sup>1</sup>.
- The transport volume in the food-processing industry and the retail trade, together with household purchasing trips, measured in road-based vehicle-kilometres has been cut in half by 2025.
- By 2025, total energy use in food processing has decreased by about 30 percent per kg of food produced compared with in 2000. Fossil-based energy represents about 20 percent of the total.

## Overall goals for the content of convenience goods and input materials

- By 2005, knowledge<sup>2</sup> is available concerning the health and environmental properties of the substances used directly or indirectly in the convenience goods chain.
- By 2007, man-made chemical substances that are carcinogenic, mutagenic and reproduction-toxic have been phased out of the entire convenience goods chain.
- Organic substances that are very persistent and accumulate to a high degree in organisms are not present in the convenience goods chain after 2010.
- By 2015, other persistent and bioaccumulative substances have been phased out of the entire convenience goods chain.
- By 2013, no metals that give rise to harmful concentrations of the same in man or the environment are used in convenience goods.

To realize these goals, the actors in the convenience goods chain and the state must cooperate.

<sup>1</sup> An eckokilometre is defined on the basis of the Swedish Society for Nature Conservation's basic requirements for goods transport, i.e. non-renewable energy 0.10 kWh/tonkm, NOx+SOx 0.25 g/tonkm and NMHC 0.01 g/tonkm

<sup>2</sup> According to the proposal of the Committee on New Guidelines on Chemicals Policy (SOU 2000:53)

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2025



# Strategy

# 5 strategic areas

## Collaboration between industries and transport modes

- Coordinate shipments
- Collaborate in build-up of e-commerce
- Strengthen and establish collaboration around producer liability systems.

## New technology and new solutions

- Develop and procure new technology
- Develop IT tools for all links in the chain
- Apply life cycle cost in investments.

## Research and development

- Increase cooperation between the research community and the actors in the convenience goods chain
- Accumulate knowledge concerning the environmental impact of e-commerce.

## Sustainable companies

- Integrate environmental issues in business plans
- Introduce quality control and environmental management systems
- Integrate environmental issues in all types of education
- Link reward systems to environmental performance.

## Marketing and sustainable products

- Shape opinion via environmental information
- Develop systems to visualize the environmental impact of products
- Demand eco-labelled products and develop the eco-labelling systems
- Specify environmental requirements in procurement.

## Participating companies

Axfood Sverige AB  
ICA Handlarnas AB  
Kooperativa förbundet  
Out-net AB

Arla Foods  
Procordia Food AB  
SIA Glass AB  
Cross Internet

Tankebolaget AB  
Posten Sverige AB  
Telia AB  
Poståkeriet Sverige AB

Schenker-BTL AB  
SJ Cargo Group  
Skandi System AB  
Volvo Mobility System

The next step

# The next step

At a meeting in October 2000, Björn Rosengren, **Minister for Industry, Employment and Communications**, and **the presidents** of the participating companies agreed on continued collaboration for sustainable trade in convenience goods. Their sights are set on arriving at agreements on concrete measures, which should also include development and follow-up, by the autumn of 2001.

As a part of this continued work, a steering group will be established whose first task will be to prioritize project areas and start task groups for them. The projects may deal with combined transport, development of vehicle and fuel technology or cooperation for environmentally compatible e-commerce. In addition to the companies that have participated in the dialogue, the task groups may also include public agencies, non-governmental organizations and other companies with links to the focus of the projects.

## Read the report

This brochure provides a brief presentation of the results of the dialogue group's joint work. The report entitled *Tänk nytt, tänk hållbart – en dagligvarukedja för framtiden* ("Think new, think sustainable – a convenience goods chain for the future") contains the vision and the strategy in their entirety.

The report and the brochure can be ordered from the Environmental Advisory Council. They are also available on the Environmental Advisory Council's website at [www.mvb.gov.se](http://www.mvb.gov.se)

At the Environmental Advisory Council's secretariat you can contact:

Anita Aspegren  
Maria Daléus  
Eivor Hagman  
Siv Näslund, Administrative Director

## The Swedish Environmental Advisory Council

The Environmental Advisory Council, which advises the Government on environmental issues, has the commission of carrying on a dialogue with segments of the business community regarding their work with sustainable development.

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