S.E.T. Initiative and ProSustain
Sustainability Pyramid

Corporate Level

Strategic program
continuous improvement

Company initiatives

Premium products

Product Level

Advanced standards

Extended product standards

Basic standards

Legal compliance

Must have

Baseline

Voluntary
global standards

Company activities

Product requirements

Differentiation

Strategic program
continuous improvement

Advanced standards

Extended product standards

Basic standards

Legal compliance
## Sustainability Pyramid

### SET Position

### Corporate Level vs Product Level

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### Voluntary global standards

- ISO 22000
- BUREAU VERITAS Certification
- International Labour Organization

### Extended product standards

- PRO PLANET
- Bio
- Fairtrade

### Company activities

- Residues in fruits and vegetables

### Strategic program

- continuous improvement

### Sustainability Pyramid

- 5-a-day campaign
- Use of green electricity in stores
- Production of biogas out of waste
- Company Kindergarten

- Voluntary global standards
- Extended product standards
- Company activities
- Residues in fruits and vegetables
S.E.T.: Tools for More Sustainable Consumer Goods

Focus on consumers

Sustainability / Traceability

Social/political frame

Hot Spot Analysis
Definition of the degree of freedom to operate

Eco-Efficiency Analysis

LCA - Optimization of Product Value Chain

New categories discussed:
Biodiversity
Blue Water

Traceability
Provides transparency to manage sustainability along the supply chain

Product Value Chain Transparency
ProSustain: Connects and Complements Horizontal Standards

Sustainable Food

ProSustain Vertical Product Sustainability Standard

- Retailer: IFS/BRC/...(CFG accredited)
- Fish Processor: IFS
- Fish Farmer: Aquaculture Dialogue/Global GAP
- Feed Producer: ISO / ILO / HACCP
- Fishoil / Fishmeal producer: MSC / IFFO
- Additive Producer: Responsible Care Program
- Palm Farmer: RSPO
- Soy Farmer: RTRS
- Crop Farmer: GAP

ProSustain

ProSustain connects and complements horizontal standards for sustainable food products.
Certification of Product Sustainability
ProSustain: Product Sustainability Standard

Helping better products grow in the marketplace
Public version
Overview of ProSustain

Main considerations

- DNV standard which can be used for any customer or product
- DNV believes ProSustain is the most robust standard for assessment and assurance of products
- The application of the standard is tailored to specific product groups (e.g. chemicals or food and beverage)
- The standard covers specific requirements and the quality of the organisation's sustainability management processes
- The standard enables the measurement of performance from two perspectives: organisation and product (including supply chain)
- The standard enables measurement and communication of continual improvement
- On-site verification of compliance with practices (suppliers) is optional
- Outcome of the assessment is expressed in terms of ‘maturity rating’ and specific product performance:
  - organisation – internal report and certificate
  - product – internal report, product label and certificate (product performance details are reported on DNV website)
S.E.T. meets ProSustain

- S.E.T. and its tools help to fulfill the needs of the ProSustain Standard:
  - Hot Spot Analysis is base for Eligibility
  - EEA helps to define Product Sustainability issues
  - Traceability helps to Manage Product Sustainability in the supply chain
S.E.T. meets ProSustain

ProSustain Assurance

Supply Chain
Retailer
Processor
Slaughter Farmer
Feed producer

Legal Requirements

Good Practices Standards
like:
• IFS
• BRC
• MSC
• RSPO
• Global GAP

Sustainability Improvement With S.E.T.

Transparency with S.E.T.