

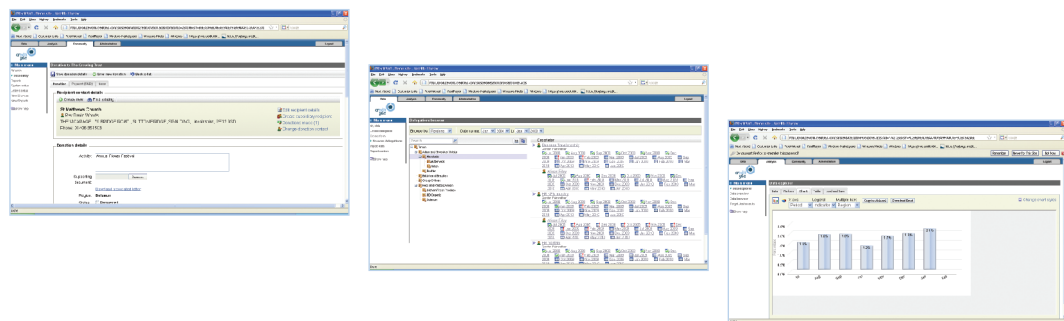
case study

Produce World

Produce World is a large food and farming enterprise supplying nearly all of the UK's major food retailers with a diverse range of fruits and vegetables. Their tagline – Growing Trust – exemplifies their commitment to their customers, communities and the environment.

challenges

Produce World had a bold plan to identify and report on the important corporate social responsibility issues represented by The Four Pillars – Workplace Culture, Environmental Stewardship, Community Impact and Responsible Sourcing. However, this was a brand new initiative with no precedent in the company. To realise their goal they needed to build a programme from the ground up, along with a system to capture information and measure progress toward its goals.



the solution

Produce World knew of credit360's reputation for innovation in CSR reporting, so they approached credit360 with the idea of collaborating to develop a system that would be appropriate for smaller companies. credit360 agreed and together they created a system that addressed Produce World's ambitious agenda.

- credit360 developed a system rich in functionality to capture myriad data. Monthly performance data is collated at sites into a central database, including carbon and greenhouse gas emissions, energy and water use, waste, resource use, health and safety, business travel, Human Resources and procurement.
- For a business looking to be a leader in corporate social responsibility, it's essential to have a system that can respond to political and scientific changes. The system's flexibility allows Produce World's administrator to easily add parameters and indicators that reflect new realities.

key benefits delivered to Produce World:

- with accurate data and information, Produce World was able to publish its first Corporate Social Responsibility Report
 - adaptable modules offered an affordable option that allowed Produce World to focus on the social and environmental issues important to them
 - easy-to-implement and modify, Produce World was adding indicators within months of going live
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“The best way to drive environmental and social responsibility performance is to link it to operational and financial performance. credit360 helps us capture extremely valuable management information in tangible metrics, such as energy consumption. That gives us confidence in the information and comparability and tremendous insight into areas where we can improve. Our customers have responded very positively to what we're doing. I'd like to think we're leading the way in the fresh food business.”

Gordon Fairbrother, Director of Corporate Social Responsibility

