

**PROJECT:**

Better by design: replicating promising practices, tools and methodologies to support and enable companies in Latin America to improve sustainability of their food and beverage products – **Peru, Nicaragua, Honduras**



Implementing entity:
World Resources Forum (WRF)



Project partners:
WRAP; University of Toulouse;
Grupo GEA; CONADES; Thema1



Amount:
Budgeted: USD200,000
Spent: USD200,000



Duration:
11.08.2017 – 31.12.2018

**Project objective:**

The overall objective of the project was to reduce the GHG emissions, energy, water and material use and waste associated with food and beverage sold by retailers in Peru, Honduras and Nicaragua. The project aimed to build local capacity (of retailers and suppliers) on Sustainable Product Development and Design (SPDD), and Sustainable Advertisement and Communication Campaigns (SACC) to help improve their sustainability performance, relationships with major customers, market share and access to existing and new markets.

Project status: Completed

01

Throughout the project a total of three companies (Industrias Union in Peru, Delmor in Nicaragua and Grupo MacDel in Honduras) applied the “Better by Design” tools: SPDD and SACC. They received technical support from the project team including local partners in each country.

02

Industrias Union in Peru was chosen to improve the sustainability of their granola bar by switching to eco-design packaging with the support of the project partners.

03

Project partners have also supported policy development in Peru that resulted in the issuing of a law to control the distribution of single-use plastics.

04

Grupo MacDel reached out to the providers of sustainable packaging for their cleaning products. Decision on changing to sustainable

packaging will be taken after the end of the project upon completion of cost benefit analysis.

05

Awareness raising activities as well as trainings on the “Better by Design” tools took place throughout the project and targeted private companies in the Latin American region.

06

CO₂ emissions were quantified based on life-cycle assessment and life-cycle inventory data (according to ISO 14040/44). More specifically, by applying the ISO 14064 standard on greenhouse gas emissions accounting. Through this, the reduction of 10tCO₂eq per year is estimated due to the change of packaging material in Industrias Union; and a reduction of 0.65tCO₂eq per year estimated for the change in packaging of Grupo MacDel.