

Case study: CIRFOOD



The Challenge

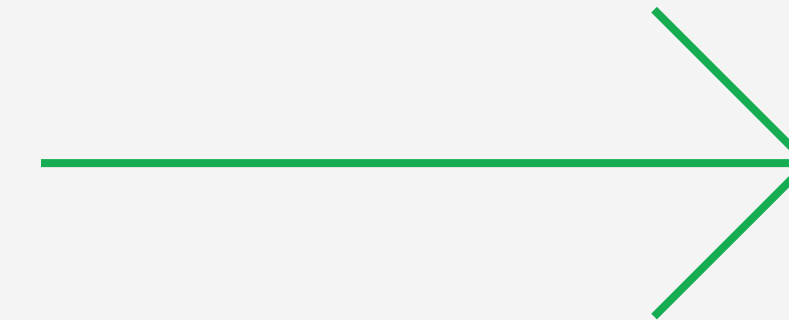
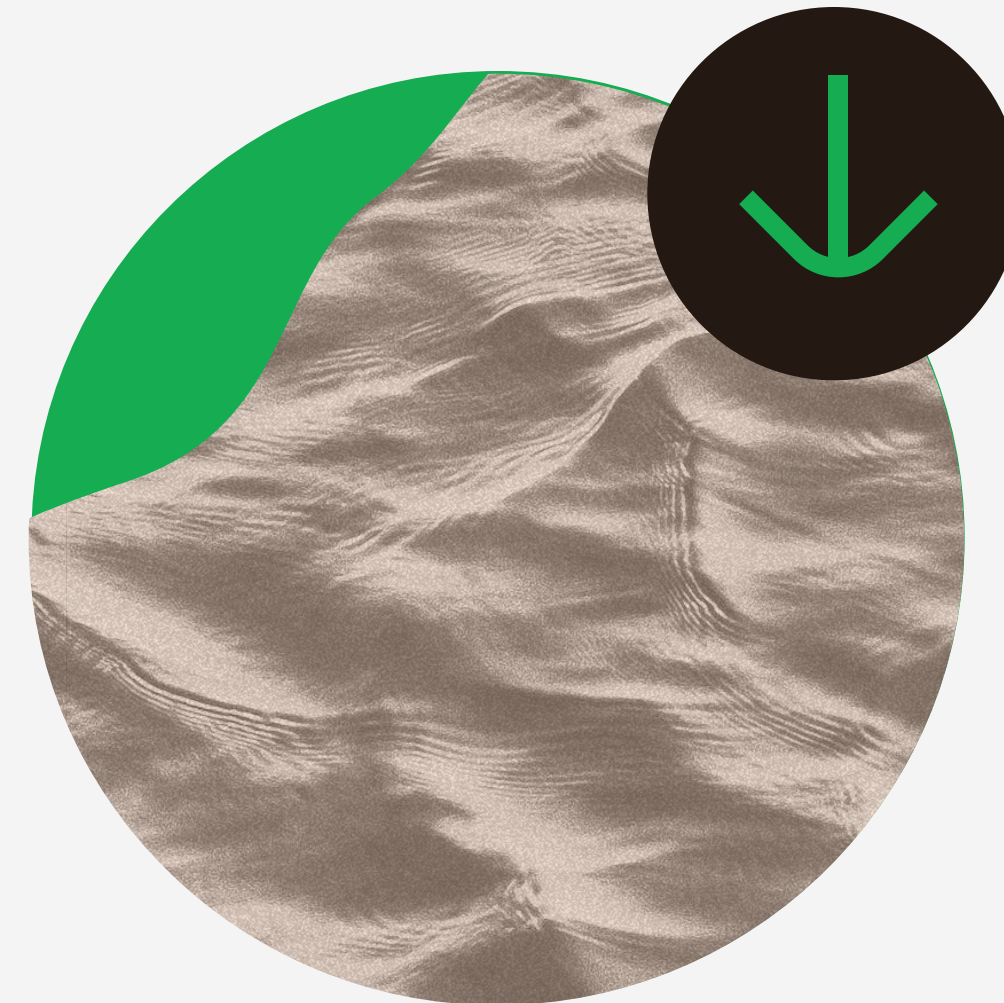
CIRFOOD required support to formulate a robust sustainability strategy, in line with the group ambitions.



The Solution

Answers to the questions:

- How can CIRFOOD formalize their sustainability strategy
- What steps are needed to improve their sustainability performance?



The outcome

A first step in demonstrating CIRFOOD's position in terms of sustainability: the EcoVadis Bronze medal.



Company Facts

€ <100 million in revenue

387 employees

130 locations

EcoVadis Bronze

The context

- CIRFOOD NL was undergoing a rebranding trajectory;
- The company lacked the in-house resources to put together a sustainability strategy that supports the ambitions of the group;
- CIRFOOD was also aware that there is a growing awareness about healthier lifestyles and sustainability topics.

Project Objectives

- Establish a robust sustainability strategy in line with the group's business strategy;
- Define the steps needed to improve sustainability performance and implement the necessary changes;
- Formalising the sustainability strategy for CIRFOOD NL.

Key Outcomes

- Bronze EcoVadis medal, a first step to identify the company's current sustainability positioning;
- A gap analysis report proposing both short-term and long-term actions to improve the company's sustainability performance;
- Implementation of tailor-made policies and procedures to formalize sustainability goals, targets and current efforts.

Nexio Projects' Solution

- Support in the completion of the EcoVadis assessment to benchmark the company within the food and beverage service industry;
- Strong policies, procedures and reporting in line with business strategy;
- Promotion and active collaboration for strategy implementation to ensure alignment with company DNA.

“In this new sustainability strategy, ‘veggie first’ is an important starting point. With this, we kill several birds with one stone: less meat means – at least for us – more vegetables and therefore healthy food.”

**Stefano Teatini,
Head of International
Procurement, CIRFOOD**

