

Pitches set: Suntory Global Spirits, Ferrero, Kellanova, Rémy Cointreau

A quartet of DF&TR suppliers will put their green products, services and initiatives to the scrutiny of a highly regarded set of industry executives this week, as TRBusiness welcomes the return of the hugely popular ‘Sustainability Pitch’ programme during TR Sustainability Week (2-6 December).

Ferrero Travel Market, Suntory Global Spirits, Kellanova GTR Pringles and Rémy Cointreau have submitted entries.

The results of the first Sustainability Pitch, courtesy of Suntory Global Spirits, will broadcast tomorrow (Tuesday 3 December) on TRBusiness.com.

Over the past eight weeks, pitch participants have each shared a video submission and were asked a series of questions by an eminent crop of ‘Sustainability Guardians’.

The quality of the video submission coupled with the answers provided to the questions received are used to evaluate each pitch as part of a two-stage evaluation process, with each Sustainability Guardian assigning merit across a range of different criteria.

These consider the overall objectives and achievements of the product/service/initiative on the environment and/or society; the impact of the company’s approach to its internal operations and wider community; the importance of the pitch to the organisation’s long-term sustainability/circularity goals; growth potential via future partnerships (i.e. environmental, humanitarian, welfare organisations); and the pitch’s ability to identify future improvements.

At the end of the evaluation, the Sustainability Guardians recognise each pitch participant with either the four-star ‘Travel Retail Sustainability Trailblazer’ or five-star ‘Travel Retail Sustainability Hero’ accolades – *to view a handy Pitch explainer video, scroll below.*

Broad scope of pitch entries

TR Sustainability Week, the DF&TR industrys only annual virtual event dedicated to sustainability, CSR and ESG topics, makes its fourth appearance in 2024 and is airing all week on TRBusiness.com – *click the button for more.*

Suntory Global Spirits’ Peatland Water Sanctuary initiative concentrates on the restoration and preservation of wetlands and peatlands in a multi-actor collaborative effort involving the Scotch Whisky Association, Forestry and Land Scotland and NGOs such as the RSPB.

Kellanova GTR has put forward the Pringles brand in view of developments such as the launch of its newly redesigned Pringles tube that is recyclable and boasts a paper bottom.



The Sustainability Pitch sessions will broadcast from Tuesday 3 December on TRBusiness.com.

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Elsewhere, it spotlights its 'Better Days' initiatives supporting pillars of sustainability, fighting hunger, health and equity, diversity & inclusion – with a nod towards its work with NaviLens – partnerships with food banks, and promoting wellbeing through supported breakfast clubs and collaborations with local farmers.

Rémy Cointreau's push on sustainable viticulture and support of its farming communities battling climate change that is threatening wine-growing terroirs plays out in a pitch illustrating how the company deploys agricultural practices to boost soil resilience and regenerate biodiverse environments while promoting agro-ecology.

The cognac purveyor's pitch stresses its approach in encouraging ethical and responsible consumption and communication, eco-design product actions and reducing the environmental footprint associated with its activities.

Meanwhile, Ferrero's pitch carries messaging around its dedication to environmental stewardship, underscored by its 15th sustainability report.

This outlines commitments in areas such as recyclable packaging, water preservation and raw materials traceability.

The pitch touches on Ferrero's continued work with global science institutes to promote balanced dietary choices and nutrition, responsible marketing frameworks, and employee engagement.

This year's Sustainability Guardians lineup features Graeme Stewart, CEO, Enviro-Point; Julie Lassaigne, Secretary General, ETRC; and Ian Upton, Head of Category Operations, Fulfilment (inc HCC), Services, Sustainability, Heathrow Airport.

Being selected as a 'Sustainability Guardian' is an incredible honour, reflecting my deep commitment to driving meaningful change within the industry, commented Graeme Stewart, CEO, Enviro-Point.



The Sustainability Pitch companies will have the chance to secure either the four-star TR Sustainability Trailblazer or five-star TR Sustainability Hero accolade.

As a regular speaker and passionate advocate for sustainability, I believe in challenging brands to push beyond the status quo and embrace more sustainable practices, added Stewart, who will join the 'Breaking down the barriers to travel and shopping' panel session on Tuesday 3 December. The 'Sustainability Pitch' initiative is a vital platform to bring forward innovative ideas, and I'm proud to be part of a movement that's shaping the future of responsible business.

Julie Lassaigue, Secretary General, ETRC said: I am truly honoured to have been chosen as a 'Sustainability Guardian' this year as I share a deep commitment to promote this topic and support our industry on their sustainability journey.

Lassaigue, who offered a timely roadmap of EU legislative changes as a panellist on the panel session 'Two sides of the same coin? Dispelling greenwashing/greenhushing' today (Monday 2 December), added: Sustainability is a multi-faceted issue and has long been a key consideration in travel retail, from operations and supply chain management to product development and customer engagement. I look forward to reviewing the TRB 'Sustainability Pitches' which quality keep increasing year by year and reward the best of TR sustainability industry initiatives.



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The Sustainability Guardians panel evaluated four pitches over the course of an eight-week period. (left to right): Graeme Stewart, CEO, Enviro-Point; Julie Lassaigue, Secretary General, ETRC; and Ian Upton, Head of Category Operations, Fulfilment (inc HCC), Services, Sustainability, Heathrow Airport.

Ian Upton, Head of Category Operations, Fulfilment (inc HCC), Services, Sustainability, Heathrow Airport stated: I am thrilled to be selected as a Sustainability Guardian, part of the TR Business Sustainability Week and I look forward to hearing thoughts, ideas, and insights from the other organisations.

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As Heathrow's lead on retail sustainability, I will be applying these valuable learnings to the unique airport environment, to ensure as the UK's hub airport, Heathrow delivers a sustainable journey while meeting our passengers' expectations.

Stay close to TRbusiness.com for more sustainability news, views and video interviews, and follow all the action from the 'live' panel sessions by clicking the above button.

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