



This years TR Sustainability Week has seen six leading companies pitch the story of their green evolution to our panel of high-profile Sustainability Guardians, with a view to earning the coveted TR Sustainability Trailblazer or TR Sustainability Hero status in the popular Sustainability Pitch programme.

Their enthusiastic participation has brought to life the driving goal of the Sustainability Pitch initiative, which was established in 2021 to recognise and reward sustainable products and initiatives associated with the travel industry by giving companies a platform to demonstrate innovation across a number of environmental and social barometers.

This years programme attracted an impressive lineup of entries, and it has been inspiring to see the progress thats being made by stakeholders from a variety of categories.

In case you missed any of the video broadcasts during this week, please see below for a summary, including the results

Chillys

For this pitch, Peter Roberts, Head of Commercial at Chilly's shared information on the B Corp Certified company's mission to accelerate the adoption of sustainable products in everyday use.

The company is in the process of measuring its footprint – including carbon emissions, water and chemical use, and waste – to fully understand the impact it is having.

Roberts outlined several best practice examples of embracing reusables rather than single-use plastic bottles at airports, as the company eyes exciting targets for travel retail in 2024.

VIEW NOW: The Sustainability Pitch Session 1: Chilly's

Were delighted to reveal that Chillys has been awarded the four-star TR Sustainability Trailblazer 2023 status.

Ferrero

This family-owned business is one of the world's largest sweet-packaged food companies, with more than 35 much-loved brands such as Kinder, Nutella, Ferrero Rocher, and Tic Tac sold in more than 170 countries.

In this pitch, Ferrero shared an insight into the four key pillars that drive its sustainability strategy – to protect the environment, source ingredients sustainably, promote responsible consumption and empower

Sustainability Pitch sessions: The results
people.

Ferrero's VP of Public Policy Centre Francesco Tramontin engaged in a vibrant question and answer session with the Sustainability Guardians.

VIEW NOW: The Sustainability Pitch Session 2: Ferrero

Were delighted to reveal that Ferrero has been awarded the five-star TR Sustainability Hero 2023 status.

Beam Suntory

Our third Sustainability Pitch came from Beam Suntory, which is committed to operating as a responsible business that's actively contributing to a more sustainable, equitable future for everyone - with travel retail earmarked to play a key role.

A core value of the New York headquartered premium spirits company is 'Growing for Good' and, through its Proof Positive sustainability strategy, it has committed to a roster of ambitious goals and investments.

In this pitch, a selection of key milestones were highlighted, and GTR Marketing Director Manuel González Soto answered questions put to him by the Sustainability Guardians.

VIEW NOW: The Sustainability Pitch Session 3: Beam Suntory

Were delighted to reveal that Beam Suntory has been awarded the five-star TR Sustainability Hero 2023 status.

Sustainaholics

Sustainaholics, and the portfolio of brands it represents, was thrust into the spotlight in the fourth Sustainability Pitch of TR Sustainability Week.

The London-based spirits disruptor presented its latest The Alumi Collection of 5cl sustainable miniatures which, **as revealed by TRBusiness**, are produced using 100% PCR (*post-consumer recycled*) aluminium, ultra-compact, lightweight and shatterproof 5cl.

Founder David Mills took the mic to discuss compliance around sustainability communications in the face of the EU's adoption of a proposal for a directive on green claims, and the circularity solution offered by the company's trademarked The Aluminis miniatures.

VIEW NOW: The Sustainability Pitch Session 4: Sustainaholics

Were delighted to reveal that Sustainaholics has been awarded the five-star TR Sustainability Hero 2023 status.

Mondelēz International

Confectionery manufacturer Mondelēz International expressed how it is working toward a brighter, more sustainable future by helping to drive lasting positive change and create sustainable futures in the cocoa growing communities of Ghana.

Mondelēz also shared the details of the next steps in its Travel Retail Made Right sustainable journey, with

Sustainability Pitch sessions: The results

pertinent questions answered by Beatriz de Otto Méndez, Head of Customer Marketing WTR.

VIEW NOW: The Sustainability Pitch Session 5: Mondelēz International

Were delighted to reveal that Mondelēz International has been awarded the four-star TR Sustainability Trailblazer 2023 status.

Bitmore

Specialist consumer tech and accessories brand Bitmore, a recently-certified B Corp, shared an insight into its sustainability journey so far, including how the TR focussed brand has been using recycled plastics, silicone, rPET and plant based alternative materials in its products since 2019.

Following an update on the amount of virgin plastic the company has saved, as well as the volume of Co2 it has offset in 2023, CEO Hoj Parmar slipped into the hot-seat to answer questions from the Sustainability Guardians.

VIEW NOW: The Sustainability Pitch Session 6: Bitmore

Were delighted to reveal that Bitmore has been awarded the five-star TR Sustainability Hero 2023 status.

Thank you to our Sustainability Guardians for taking time out of their busy schedules to participate in this years impressive round of pitches.



From left to right: Tracy Ross, Projects & Design Manager, Sustainability Champion & LEED Green Associate, Aer Rianta International Middle East; Arnaud Rolland, Vice President CSR, Lagardère Travel Retail; Renzo Radice, Global Head Corporate Communications & Public Affairs, Dufry; and Zoe Farmer, Global Director Retail Management, gateretail.

You can find out more about this year's Sustainability Guardians, and how the Sustainability Pitch initiative works, by watching the Explainer Video below.

WATCH THE EXPLAINER VIDEO

About TR Sustainability Week: 4-8 September 2023

As TR Sustainability Week 2023 draws to a close, TRBusiness would like to take this opportunity to express sincere thanks to all those who participated.

It is incredibly rewarding to see how TR Sustainability Week, the duty free and travel retail industry's only event dedicated to sustainability, has grown since its inception in 2021, said Nigel Hardy and Janice Hook, Co-owners & Joint CEOs of TRBusiness.



Each year, we aim to move the conversation forward on how the industry is working toward a more sustainable future and this week's carefully curated content agenda has achieved exactly that.

The event has once again attracted significant support from a variety of high-profile event partners. We'd like to take this opportunity to thank them for their backing as, without their valued support, this event would not be possible.

We would also like to thank all the speakers and Sustainability Guardians who have taken time out of their busy schedules to participate. Sustainability is important to TRBusiness, which is why the event is 100% complimentary to attend.

Watch the live conference sessions on-demand. All the live conference sessions, which were broadcast on Tuesday 5 and Wednesday 6 September, are now [available to watch on-demand here](#).

View our sustainability content. Stay close to the [dedicated section on our website](#) to view more TR Sustainability Week content.

Read the Sustainability Issue. The dedicated TRBusiness Sustainability Issue 2023, packed with exclusive interviews and in-depth insight, can be read [here](#).

To find out more, about TR Sustainability Week please visit:
www.travelretailsustainabilityweek.com

Thank you to our event partners.