

Tesco commended for environmental strategy

4 October 2007

Tesco Ireland have received the Repak Excellence Award for 2007 in response to their multi-faceted environmental programme which aims to substantially reduce the amount of packaging and other carbon generators.

The Tesco strategy, launched in 2007, sets a target of being the first Irish retailer to reach 100% recycling of packaging and store waste by 2010. The move will see more than 24,000 tonnes of waste recycled each year. Compostable packaging will be available on a number of organic fresh products. Secondary cardboard and plastic packaging will be replaced by re-usable green crates. Packaging on own label brand products will be reduced by 25% by the target date.

In-store energy consumption will be reduced by 50% and Energy Champions will be appointed to all stores, while state-of-the art automated recycling machines will be introduced to the store network.

Speaking at the awards ceremony held in Dublin on 4 October 2007, Repak CEO Andrew Hetherington said that Tesco Ireland were demonstrating strong leadership in the protection of the environment through its strategy to minimise its carbon footprint and address crucial environmental concerns through recycling, packaging reduction and sustainable energy use. Tesco are showing that major retailers can care both for the environment and for consumers needs in a highly practical way.