

## SUSTAINABILITY: AT THE HEART OF CUSTOMER EXPERIENCES



For some time, sustainability has been a hot topic for businesses and customers alike – and this is only set to increase.

As consumers become ever more eco-conscious, placing sustainability at the heart of your customer experiences is not just the right thing to do, but it can also help you appeal to the growing demand. This means optimising your practises, products and services to ensure they are sustainable. **But don't just take our word for it – here are the facts...**

### CUSTOMERS ARE BECOMING INCREASINGLY ECO-CONSCIOUS



**32% of consumers are highly engaged** with the idea of adopting a more sustainable lifestyle<sup>1</sup>



**Over 80% of eco-conscious customers said sustainability had been a deciding factor** when choosing where to eat.<sup>2</sup>

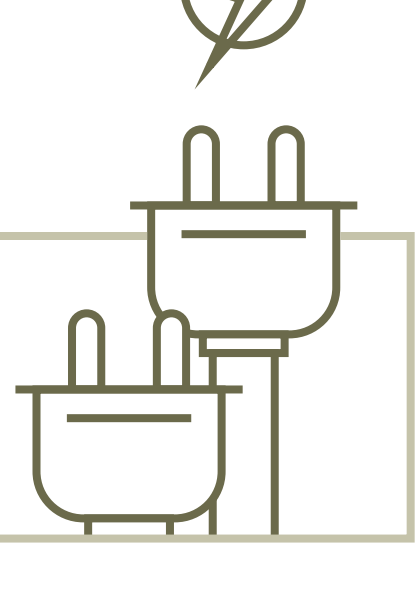


**83% of consumers expect hospitality brands to take part in sustainable practices.**<sup>2</sup>

### CUSTOMER-FACING BUSINESSES MUST UP THEIR GAME

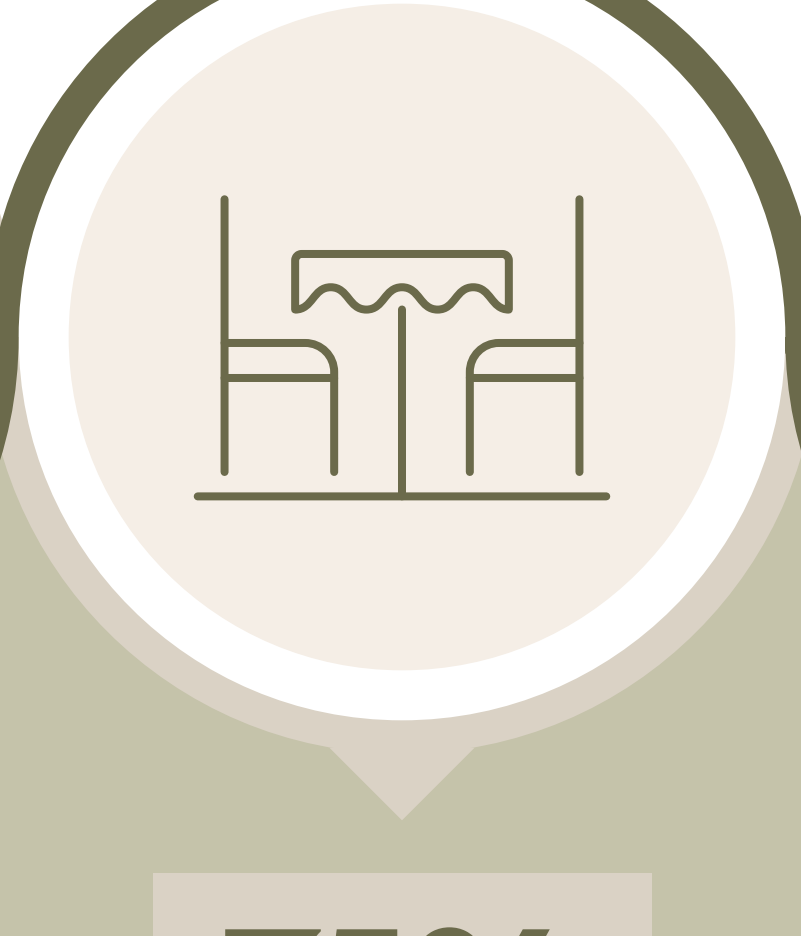


It has been estimated that **75% of hotels' environmental impacts can be directly related to overconsumption**—including energy consumption.<sup>3</sup>



**45%**

of restaurants surveyed during coronavirus said **they throw most food waste into the bin.**<sup>4</sup>



**75%**

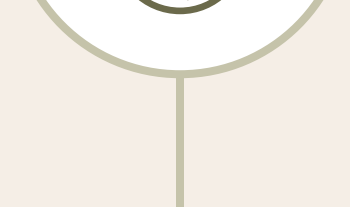
of food waste from the hospitality and food service sector is **avoidable and could have been eaten.**<sup>5</sup>



**56%**

of packaging and other 'non-food' waste that is thrown away **could have been readily recycled.**<sup>5</sup>

### UNDERSTANDING HOW YOUR BUSINESS CAN MAKE A DIFFERENCE



#### SUSTAINABLE SOURCING

When selecting suppliers, determine whether sustainability is on their agenda. Identifying whether they have been accredited with sustainability certifications such as B Corp, LEED, Rainforest Alliance or Fairtrade International can support you in this.

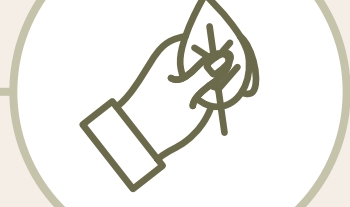
#### CONSERVING ENERGY

Upgrading your building design to be more sustainable would be the optimum change. However, you can take smaller measures like reviewing your HVAC system, switching to alternative forms of energy, or only purchasing energy-efficient appliances.



#### RESPONSIBLE WASTE MANAGEMENT

First carry out a waste audit to truly understand how much waste your business is creating. Once completed, you can implement a range of strategies from inventory management tools for food waste reduction, swapping out your single use materials, and optimising your recycling habits.



### HOW IS NESPRESSO<sup>®</sup> MAKING A DIFFERENCE?

At Nespresso<sup>®</sup> Professional, we are committed to creating a positive impact.

Our goal is to help you create memorable, tasteful and meaningful coffee experiences by producing the highest quality coffee, responsibly.

### UNCOVERING THE STORY OF A CUP'S CARBON FOOTPRINT:

When it comes to your coffee's carbon footprint, it's what you don't see that makes all the difference. At Nespresso<sup>®</sup>, we're looking across the entire lifecycle of a single cup of coffee in order to reduce its carbon footprint and help us reach our goal of becoming carbon neutral by 2022. The main sources of your coffee's carbon footprint is how it's cultivated and transported, how it's prepared and how it's packaged.

#### HOW GREEN COFFEE IS CULTIVATED AND TRANSPORTED

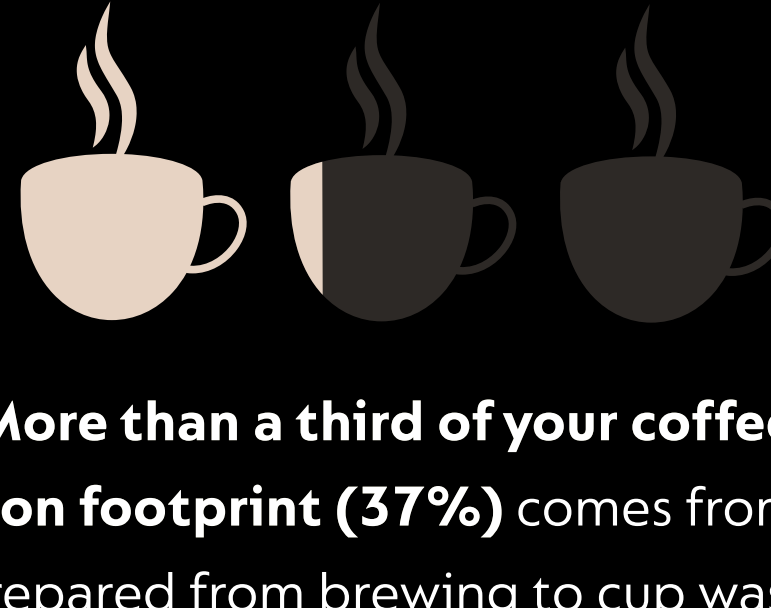


The way green coffee is cultivated and transported accounts for **45% of each cup's carbon footprint.**



That's why using a **precise amount of coffee in our capsules** and **promoting sustainable farming practices** are key to improving our carbon footprint and helping us reach our goal of becoming carbon neutral.

#### HOW A CUP OF COFFEE IS PREPARED



**More than a third of your coffee's carbon footprint (37%)** comes from how it's prepared from brewing to cup washing.<sup>6</sup>



**Our precision brewing system uses only what's needed to prepare a cup of coffee** – optimising coffee, energy and water usage – making it a sustainable way to enjoy coffee.

#### HOW THE COFFEE IS PACKAGED

At **8%**, packaging is only the **4th largest contributor** to your coffee's carbon footprint.<sup>6</sup>

Nespresso<sup>®</sup> capsules are made with aluminium, which is infinitely recyclable. All capsules collected by Nespresso<sup>®</sup> are recycled.



Discover how we can help your business to deliver sensational and sustainable customer experiences, simply

VISIT OUR WEBSITE

or give us a call on

**02392 314 441**

to find out more