

Origin Green Gold Membership 2021



An initiative by

BORD BIA
IRISH FOOD BOARD

Discover Gold

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Origin Green - Reaching New Heights

When Origin Green was launched in 2012, it was a world first - no other country had developed a sustainability programme that covered the scope and breadth of the entire food and drink industry. It remains a pioneering programme which only grows in relevance with each passing year, enabling Irish companies to prove and share their sustainability credentials on an ongoing basis to trade customers and other key stakeholders alike.

Origin Green continues to evolve to ensure Bord Bia is helping Irish food and drink companies to remain up to date with the evolving needs of trade customers and their consumers, globally. With the introduction of the Origin Green credits system in 2020, it is now easier to identify members who are performing at a high level or excelling in their sustainability performance.

Up until that point, all companies had been designated as verified members of Origin Green following approval of their sustainability plans from the independent programme auditors annually. While this will continue, it must be recognised that this was a broad categorisation in a large membership cohort which did not reflect the ambition of individual companies who are making significant strides in their sustainability efforts. In light of this, Bord Bia has introduced a new status for members to aspire to: Origin Green Gold Membership.

Companies are now eligible for Gold Membership where they have demonstrated an overall exceptional performance within a given year. Companies are awarded credits based on the performance against the targets set in their sustainability plans. Should a company be awarded a sufficient number of credits that reaches or surpasses a predetermined threshold, they are designated as Gold Members.

With appropriate benchmarks and requirements set throughout five different membership tiers based upon a company's size, all members of Origin Green will have a reasonable opportunity to achieve Gold Membership each year.



Sustainability Programme
GOLD MEMBER
2021

Reaching Gold Membership

Based on our revised charter and new tiered credit system, companies that have reached a predetermined higher threshold (as outlined in the chart below) will be designated as Gold Members of the Origin Green programme and recognised accordingly. This will last until the next annual review cycle where all members once again will have a refreshed opportunity to achieve Gold Membership.

All sizes of companies, across all sectors will have the opportunity to achieve this milestone based on attaining the higher threshold of credits. Companies wishing to be considered for Gold Membership for 2022 must have their annual progress reports into with Mabbett (the third party verification authority) no later than May 31st, 2022. Any submissions after this date will be automatically ineligible for Gold Membership.

Membership Tiers	Revenue / Turnover	Minimum Targets Required	Credits Required	Gold Membership
Tier 1	>€250m	8	16	21
Tier 2	>€50-€250m	7	14	18
Tier 3	>€10-€50m	6	12	15
Tier 4	>€1-€10m	5	10	12
Tier 5	>€100,000-€1m	4	8	10

Origin Green Gold Members excel in the following areas:

- Raw Material Sourcing
- Packaging
- Emissions
- Waste Reduction
- Water Efficiency
- Health and Nutrition
- Energy Efficiency
- Social Sustainability

For detailed information on the credits system and eligibility for Gold Membership please refer to the Tiered Membership Guidance Documents which can be found at the following link: <https://www.bordbiamarketinghub.ie/>



Why Go for Gold?

Gold Status takes Origin Green Membership to the next level, providing members with 3 exclusive benefit types:



Opportunity for Differentiation

Gold Members will have an opportunity to stand out from the crowd with a unique Gold Member identity and an exclusive suite of new materials to differentiate themselves from the wider membership base for the duration of their Gold Membership term (which is determined by the year in which they achieve the Gold Membership status and when the next annual review process falls.)

- Customised Gold Member Certificate
- Gold Member Logo
- Gold Member Plaque
- Gold Member Announcement Kit:
 - Social Media Posts and Assets
 - Internal Engagement
 - Trade Customer Announcements



2 Opportunity for Profiling

Gold Members will benefit from increased profiling opportunities which will include:

- Appointment as Gold Members at Bord Bia's inaugural Origin Green Gold Membership Awards ceremony to be held on November 19th 2020
- PR opportunities in regional, national & international media where relevant: profiling CEOs, profiling companies.
- Profiling on origingreen.ie website, and Origin Green social media campaigns on Twitter and LinkedIn channels
- Gold Membership case study
- Interview film with their CEO / MD



3 Gateways to Networking & Collaboration

Gold Members will get access to exclusive networking and collaborative opportunities for example:

- Access to Sustainability Experts
- Thought Leadership/Speaker opportunities at Bord Bia events such as member forums
- Networking opportunities at future Bord Bia and Origin Green events



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The companies who have achieved Gold Membership status for 2021 will be announced on September 24th during our virtual Origin Green Gold Member Announcement event.

We encourage all our Origin Green Gold Members to leverage their new credential, for which assistance and materials will be provided by the Origin Green Team.

For more information please contact:

Sharon Colgan

E: sharon.colgan@bordbia.ie

E: origingreensupport@bordbia.ie

T: 01 668 5155