



POZUELO

Sector: Food



Region: Costa Rica



Pozuelo is a Costa Rican company established in 1919 in San José. Since 2006 it has been part of Nutresa Company from Colombia. The company produces cookies under different brands, among them: Tosh, who is the product under analysis at this paper. Pozuelo, the commercial brand of the cookies, has an environmental sustainable program which is a third-party verified one. The program was designed to strengthen the cookie supply chain while transforming the lives and livelihoods of consumers. It is based on actions such as providing sustainable life, construction of opportunities for employees and communities, scholarships for partners, as well as developing and implementing Community Action Plans and improving access to third party enterprises to grow as business. The program helps the communities address the dynamic and complex challenges they face on environmental, social and economic dimensions — all of which are interrelated and demand a holistic approach to solve. This company sells cookies in Central America, México, and the Caribbean.

Mindset

Life Cycle Thinking: Tosh is the sustainable product of the company, and it is designed for people that want a healthy life. To obtain this, the company has addressed a Carbon Footprint for this product with a third party verified program since 2018. The analysis was made in the production of raw material transformed to the landfill. The company has spent up to \$172 500 per year on environmental management, with this, 45 water cubic meters are being reduced per year, as well as 61 977 kWh, 964 ton of CO₂eq/year, 6,9 Tons of packing material, and 2 Tons of solid waste are recycled per year. The product has had a Neutral Carbon brand since 2018.

Hotspots Analysis Approach: Pozuelo always starts with a needs assessment to build the most relevant interventions in the industry practices in their facilities. Although the principle was not based on a comprehensive product hotspots analysis, this approach is considered at the industry and community levels.

Mainstreaming sustainability: “Tosh, vivir en armonía”, and the goal of the company to set up in the Central American market as a food product company that focuses on the welfare of the consumers, demonstrates to the world their work with special emphasis on climate actions. Pozuelo has established their products for the wellness of the consumers, and the “Muuuuucha galleta” slogan has been in the heart of the consumers since 1919. The company followed a development process based on a long-term roadmap, which includes the socio-economic and environmental aspects as crucial to improve their products’ performance over time.

Principle 1: Reliability



A consistent evaluation is needed to verify impact of the industry, their communities, and measure progress towards the goal of sourcing all Tosh products as sustainably ones. Pozuelo works with one independent third party verifiers ICONTEC (Instituto Colombiano de Normas Técnicas y Certificación). ICONTEC is responsible for measuring the progress on ground by conducting studies on Life Cycle Analysis. These studies are designed to evaluate Tosh production line and the facilities Environmental Performance. [ICONTEC](#) verifies the flow of raw materials from Pozuelo suppliers into the Pozuelo supply chain.

It also verifies the benefits which the cookies consumers receive, as well as employees, considering such as premium payments and clear trade terms. Experts along their research and development team are involved and provide evidence to generate industry-specific recommendations, which improve the efficacy and cost-effectiveness of the project interventions.

The message and the logo conveyed on the product follows and reflects the evidence that the company has a neutral carbon program. Third party verifiers confirm such evidence.

The logo of the program is applied only to the brands that obtain their cookies' volume through the Cookies' program. Next to the logo there is a text that explains the context of the program is taking place on, such as "Neutral Carbon Product". Also, there is a link to the program website, where consumers can find more detailed information. The label is clear; however, it does not include the way all consumers can help to improve their life through consume. There is also a link in the major package which leads to the information on the web page, however, it is necessary to improve the web page related to the benefits of this product.

Principle 2: Relevance



The principle highlights elements that make a difference to the overall sustainability performance of the cookies. The hotspots at the industry phase include the facility environment, supply chain to enhance cookies productivity, and community development that supports creation of additional livelihoods. The hotspot analysis includes since supply raw materials, facilities, production process, sales points, and was looking for water and energy consumption reduction among others.

The principle is based on a voluntary initiative that exceeds regulatory requirements of the production and consumption countries. It helps to maintain the best farm environment which is crucial to improve cookies' productivity over time.

The connection between the principle and the product is clear and additional details are available online to support a better understanding of the principle. Consumers can access detailed information in infographics and general information available online.



Principle 4: Transparency



Additional information is available on the website which is written in plain and non-technical language. It is also possible to access progress reports and information on the development of the process. The web page mentions that the brand is carbon neutral since 2019, as well as environmental indexes.

Consumers can trace the information behind the process, and how it was generated and verified. It is clear how, and by whom, the sustainability principle was developed; and who provided the evidence behind the claim, and how.

Principle 3: Clarity



Principle 5: Accessibility



The brand of the cookies logo is, in general, placed front and/or back of pack with appropriate size and the use of colorful fonts. In the cookies packages appears the ICONTEC logo, so it is associated to the carbon neutral certification. The consumers must have more information related to the carbon neutral logo (a copy of the certification must be available at the web page).

The information is available on-package, website and social media.



Principle 8: Multi-Channel and Innovative Approach



Pozuelo talks through the brands to individual consumers. Brands such as TOSH has started to communicate to their consumers and further action is already planned. In the meantime only through social media, web page, blogs and informative bulletins at internal level the information is communicated.

Principle 6: Three Dimensions of Sustainability



The principle communicates selected impacts in all three dimensions of sustainability, and those impacts are addressed by the following actions:

Environmental: Maintenance of the environmental aspects on the facility, ecosystems, and protecting land through compensation programs. Investment on good industry practices.

Social: Food Banks for communities, voluntary programs to support environmental action, food security and childhood support. The company has established communication with consumers to support an environmental sustainable life style.

Economic: Assurance of fair wages for employees. Training in good industrial practices and additional sources of income. Access to scholarships, financial literacy training as well as business management training to improve livelihoods.

Principle 7: Behaviour Change and Long-Term Impact



Pozuelo, definitely incorporates sustainability on its products and stimulates consumers through a sustainable life style. Besides this, the company has established a long term relationship with the consumer to support behavior changes.

The topics which matter to consumers are referenced in the product packaging, but the language and the pictures used on packaging vary nationally according to local contexts. Pozuelo could improve its action towards this principle by asking consumers to be actively involved.

The on-pack claim is the first stage of consumer communications. For this, different additional communication channels are used to communicate the results and progress made by the program such as websites, social media, blogs, and newsletters.

Principle 9: Collaboration



Pozuelo wants to involve a wider group of participants to jointly develop the basis for the sustainability claim. Fairtrade International is a program considered for most organizations in Costa Rica. This Program's partners (NGOs, suppliers) and researchers are also involved in the program design, development, and communication of the principle. **Pozuelo** works closely with governments in environmental and quality programs.

The program creates partnerships with governments, non-governmental organizations, supply chain partners, and communities to further support local communities. **Pozuelo** welcomes other stakeholders to participate and thereby improve the overall public acceptance of the claim by consumers.

Principle 10: Comparability



This principle states that product comparisons should be used only where it really helps the consumer to make sustainable choices. In this claim, **Pozuelo** opted for not addressing this aspect. However, this is one of the first carbon neutral certified brands.