

going green in ireland

For the past few years the plant management team at Cadbury Ireland's Rathmore Crumb Factory has been focusing on reducing the energy needed to make the chocolate crumb that goes into many of our brands. The more energy they save, the more money they save – what's good for the environment is also good for the business.

As a first step they commissioned a comprehensive energy audit of the site. They then set about implementing the ideas generated by the report.

"One of the most interesting opportunities we found concerned our air compressor which could only provide compressed air at a constant pressure", says Frank Hickey, Site Environmental Steward. "So we replaced it with a digitally controlled, speed-regulated machine which supplies exactly the pressure the system needs. As a result we have been able to run the system at a lower pressure and reduce its electricity consumption by 29%."

"Our focus on energy consumption has also led us to review some of our day-to-day practices. We have reduced space heating times and temperatures, restricted unnecessary use of the cooling tower and revised the sequence in which the refrigeration units operate. All in all, since 1992 we have reduced the electricity needed to make each tonne of product by 22%, and the boiler energy required by 18%. And we haven't finished yet!"

As well as cutting down on energy use, the team has also improved environmental standards in other areas: reducing factory waste by 39% and effluent discharge strength by 91% per tonne of crumb over the last nine years.



making light work in the USA

We are constantly looking for opportunities to reduce the environmental impacts of our packaging without compromising on safety or consumer satisfaction. One of the ways we do this is to make the packaging lighter but still just as good at protecting the product.

At our Mott's plant in Williamson, New York, we make applesauce and juice as well as other fruit products. Many of our products are sold in 36-ounce and 64-ounce recyclable plastic bottles. In the past two years, we have reduced the amount of corrugated cardboard needed to package these bottles by 75%. What's the secret of all this weight loss? A clever combination of a cardboard tray with a shrink-wrap cover.

"By moving to 'tray-and-shrink', we have been able to reduce the overall weight of packaging leaving the factory during a typical year by almost 3,000 tonnes", says Tom Freeman, Site Environmental Steward. "Both the card and the plastic wrap can be recycled after use. We also sell applesauce in a single-serve plastic cup sealed with a foil lid. We have recently reduced the weight of the foil used on each cup by 25%. These changes not only conserve resources, they also reduce the impact from transporting the packages because they weigh less – and, of course, they save us money."

watching water in russia

Water is one of our most important raw materials. It's the main ingredient in our soft drinks and is used extensively in our manufacturing processes. Cooling and heating systems, washing, and canteen and office facilities – our plants depend on reliable, high quality water supplies. As you can see, making brands people love can be thirsty work.

We know the world's water resources are facing increasing pressure from over-consumption, which is why we place great emphasis on conserving water and using it as efficiently as we possibly can.

At Cadbury Russia's plant in Chudovo, for example, we have been driving down water consumption. Water meters were installed at various points throughout the production process so that consumption could be closely monitored. Having a clear idea of just how much water was being used, and where, allowed the site to identify significant opportunities to use less. Processes were improved and awareness among employees was raised. As a result, the plant reduced water consumption per tonne of production by 8% between 1998 and 1999.

