

Topic	Metric	Score	Product of Supply	Food Foundation analysis	Evidence and links to sources
Healthy & Nutrition					
Healthy & sustainable food sales 1.00					
N1	Company has a target for, and reports on, a sales-weighted % increase in healthy food, menu items or products quantified using a transparent and recognised approach.	1	P	Striving to comply with targets from Public Health England on reducing fat, salt and sugar. Reduced sugar content by 200 tonnes in own brand ice creams.	http://sustainability.iceland.co.uk/our-food
N2	Company has a target for, and reports on, an increase in fruit & veg as % of food procurement or sales.	1	P	Following a pilot project across 36 stores and to demonstrate that families will eat an extra portion of fruit and vegetables a day if it is the first thing they encounter when entering a store.	http://sustainability.iceland.co.uk/our-food
N3	Company has a target for, and reports on, a % shift in protein procurement or sales that come from animal vs plant-based protein sources.	1	P	Following the runaway success of the famous No Bull Burger, which became Iceland's bestselling new product in 2018, Iceland has launched the largest frozen vegan range in the UK. We have internal sales targets to increase sales of plant based foods. We have also recently doubled our range of plant-based food in our almost 1000 stores, and continue to develop this range. We are supporting the range extension with significant marketing activity, signposting our core customer to the range and educating them on the benefits of reducing their meat intake.	http://sustainability.iceland.co.uk/our-food/the-plant-based-food-revolution/ http://sustainability.iceland.co.uk/news/iceland-doubles-its-meat-free-offering-in-response-to-consumer-demand/
Encouraging healthy & sustainable diets 1.33					
N4	Company has a target for, and reports on, the % of menu items or products with intuitive front-of-pack or (restaurants and caterers) consumer-facing nutrition labels (ideal 100%)	1	P	We encourage healthy eating and provide full nutrition information panels to help our customers plan their diet each day. Where possible, we also label our fruit and vegetables with a '5 A Day' logo, to remind our customers of the importance of consuming these as part of a healthy diet, and aim to provide an at-a-glance guide to the number of portions contained in each pack. We gave our full support to the Department of Health's Responsibility Deal on Fruit and Vegetables in November 2012, designed to help people consume their '5 A Day', and pledged to offer coupon deals on fruit and vegetables, increase their promotion to our customers using new website and social media features, and to introduce new fruit and vegetable products.	https://about.iceland.co.uk/doing-it-right/good-food/
N5	The company's marketing strategy prioritises healthy foods, especially when marketing to children.	1		Supports Veg Power. We have supported our 'free £1 veg' offer for families in receipt of Healthy Start Vouchers with significant marketing activity including in store materials, window posters, social media and colleague engagement. We adhere to guidelines around HFSS and do not specifically market products to children	https://about.iceland.co.uk/doing-it-right/good-food/ http://sustainability.iceland.co.uk/healthy-start/
N6	The company can evidence reducing food insecurity by improving the accessibility and affordability of healthy food via at least one major strategic or collaborative initiative.	2		Iceland has extended its giveaway of frozen veg to customers using Healthy Start Vouchers in its stores across England, Wales and Northern Ireland until the end of August 2021. The free veg worth £1, will boost the value of each voucher (worth £3.10), ensuring families have easy access to great value, nutritious food. In Scotland, families will receive the same offer of free frozen veg when they spend £4.25 or more on a Best Start Foods card. Iceland is the only supermarket to put in place a proactive community campaign including contact with local authority public health teams and provision of downloadable assets, to support Healthy Start.	https://about.iceland.co.uk/doing-it-right/good-food/ http://sustainability.iceland.co.uk/healthy-start/
Environment					
Climate change 1.50					
E1	Company has a target for, and reports on, scope 1 & 2 emissions reduction (Science-based target)	2		In March 2010, the business was officially certified as having attained the Carbon Trust Standard, after achieving a 15% reduction in carbon emissions relative to turnover over the three year assessment period, and an absolute reduction in emissions of 23kn 2011. We set targets to reduce our carbon footprint by 30% by 2020, 60% by 2030, 100% by 2050. By the end of 2019/20, we had reduced our carbon footprint by 74% since 2011, despite the business seeing 36% sales growth, with 181 additional sites in that period. Thanks to an investment of over £35 million, we have now surpassed the targets for both 2020 and 2030, and have reduced our carbon footprint by 74% since 2011.	http://sustainability.iceland.co.uk/wp-content/uploads/2020/07/Carbon-Our-Story-So-Far-2020.pdf
E2	Company has a target for, and reports on, scope 3 emissions reduction (Science-based target), specifically food in supply chain	1	5	Iceland is working in partnership with The Carbon Trust to develop a scope 3 carbon footprint, which will be calculated every 3-4 years. The Carbon Trust will also be reviewing the supermarket's scope 1 & 2 emissions to validate its methodology and ensure no areas are overlooked within both scope's calculations. The scope 3 carbon work report will be concluded in Autumn 2021 with Iceland publishing a report of the results afterwards.	http://sustainability.iceland.co.uk/our-planet/carbon-footprint/
Biodiversity 1.67					
E3	Company has a target for, and reports on, zero net land-use conversion through company's reliance on palm oil as a product or an ingredient.	3	5	End of 2018: had ended the use of palm oil as an ingredient in all Iceland own label food. Member of the RSPO.	https://sustainability.iceland.co.uk/our-planet/palm-oil/
E4	Company has a target for, and reports on, zero net land-use conversion through company's reliance on soy as in animal feed.	2	5	Recalculated Iceland's soy footprint, and it is actually 20,252 tonnes, not 60,000 as previously reported. This has been updated on our website.	https://sustainability.iceland.co.uk
E5	Company has a target for, and reports on, zero net land-use conversion through company's reliance on beef.	0	5	No data found.	https://sustainability.iceland.co.uk
Sustainable food production practices 1.50					
E6	Company has a target for, and reports on, the % of wild-caught or farmed fish & seafood certified to higher sustainability standards	2	5	In 2019 we launched a new range of MSC certified labelled products across all stores. The twelve cod, haddock, plaice and prawn lines make up a significant portion of Iceland's core offer of whitefish and seafood, and further products are in the pipeline. Farmed fish: aim to meet the standards set by GAA, BAP, G.A.P and ASC. Wild-caught: Suppliers of Iceland own brand fish and seafood are encouraged to use practices that minimise discards and that avoid capture of immature or undersized fish. A risk assessment must be undertaken to identify the environmental impact of the fishing, including seabed damage and protected areas. 2019: launched a new range of MSC certified labelled products across all stores. Iceland has made a significant effort to obtain MSC certification for an increasing number of its own-label products, with 60% certification across our range. Iceland won MSC newcomer of the year UK in 2020.	https://sustainability.iceland.co.uk http://sustainability.iceland.co.uk/our-suppliers/sustainable-fish/
E7	Company has a target for, and reports on, the % of products produced under sustainable production practices and recognised environmental management schemes.	1	5	Working to protect UK pollinators through our Backyard Nature campaign, which is funded by the Iceland Foods Charitable Foundation and supported by NGOs	https://sustainability.iceland.co.uk
Water use 0.50					
E8	Company has a target for, and reports on, water use reduction in operations	1		No data found but claim very low water use operationally.	https://sustainability.iceland.co.uk
E9	Company demonstrates it is working collaboratively on multiple projects (UK & overseas) to reduce water stress.	0	5	No data found.	https://sustainability.iceland.co.uk
Food loss & waste 2.00					
E10	Company demonstrates strategies to engage with customers on food waste and contributes to collaborative initiatives (in UK: Food Waste Action Week).	2	P	Plans to step up advice on meal planning, portion sizes, storage and recipes to use up left-overs. Help customers understand how to cook from scratch using frozen food, to minimise waste while choosing a healthy diet. We regularly use our marketing campaigns and owned channels to educate consumers on ways to reduce food waste. We recently supported Food Waste Action Week on our own channels. In 2020 we launched a campaign in partnership with Birds Eye, supported with research and data on the benefits of switching to frozen in reducing household food waste. We conducted a study in partnership with Manchester Metropolitan University, challenging 20 families to reduce food waste by switching to frozen and collecting qualitative and quantitative data. The study found that food waste can be reduced by 40% when switching to frozen food, and was supported by a national PR and social campaign.	https://sustainability.iceland.co.uk Example of support for Food Waste action week on Iceland's social media channels. https://twitter.com/IcelandFoods/status/1368577180863758336 https://bff.co.uk/a-frozen-food-revival-study-commissioned-by-birdseye-and-iceland-indicate-the-changes-in-shopping-habits-will-be-for-the-long-term/
E11	Company has a target for, and reports on, a % reduction in food sold or handled and discloses volumes redistributed, sent to animal feed, anaerobic digestion, and land-fill.	3	P	Target: Reduce food and drink waste by 20% by 2025 and aim to publicly report on food waste in 2020 as currently refining measurement of unsold food. Company feedback: We have published our Food Waste Report 2019 on our website, detailing how we've achieved a 23.2% reduction of food waste in our own operations in the last two years. In 2019/20, we sold 1,375,343 tonnes of food to customers. We sent 7,952 tonnes of food waste for anaerobic digestion. This equates to 0.57% of the total weight of products sold by Iceland.	https://sustainability.iceland.co.uk
E12	Company demonstrates collaboration with its main suppliers to track, measure and act on food waste in its supply chain.	1	5	Work with suppliers to minimise the amount of waste food Iceland generates by ensuring that do not carry excess stocks of perishable lines. Use 'wonky veg', avoiding waste caused by the quest for perfect-looking vegetables in fresh displays.	https://sustainability.iceland.co.uk
Plastics 2.50					

E13	Company has a target for, and reports on, % plastics packaging that is recyclable.	2	P	In 2020 we were the first retailer in the UK to publish our plastic footprint, with support from Greenpeace, Friends of the Earth, A Plastic Planet and Surfers Against Sewage. Target: Commit to eliminating plastic packaging from own label food range by 2023 and 10% reduction in the overall packaging footprint by the end of 2023. Reduced 29% on own label plastic packaging usage in January 2018. (3,794 tonnes our of 13,000 tonnes) Reduced more than 80% of plastic packaging in ready meals. Carried out a plastic-free product trial over 3 months in 2019 and the learning to guide plans in 2020. Lack specific target for recycling of plastics but 2019 plastics footprint released at 32,000 tonnes	https://sustainability.iceland.co.uk http://sustainability.iceland.co.uk/wp-content/uploads/2020/03/Iceland-Plastics-Annual-Report-2019.pdf http://sustainability.iceland.co.uk/wp-content/uploads/2020/09/Iceland-Plastic-Packaging-Footprint-2019.pdf
E14	Company has a target for, and reports on, reducing single-use plastics without creating a food waste risk	3	P	In 2020 we were the first retailer in the UK to publish our plastic footprint, with support from Greenpeace, Friends of the Earth, A Plastic Planet and Surfers Against Sewage. Commitment to be plastic free on own label products by end of 2023 End of 2019 – 3,795 tonnes removed from the 13,000 at the outset No longer using (production) black plastic packaging – Jan 2020 No longer using PVC packaging – March 2020 Removing Polystyrene, 13 products left, polystyrene free by end of 2021	https://sustainability.iceland.co.uk http://sustainability.iceland.co.uk/wp-content/uploads/2020/03/Iceland-Plastics-Annual-Report-2019.pdf http://sustainability.iceland.co.uk/wp-content/uploads/2020/09/Iceland-Plastic-Packaging-Footprint-2019.pdf
Animal welfare & antibiotics		1.00			
E15	BBFAW tier position or Company has a target for % of animal products certified to high animal welfare standards.	1	S	Work with suppliers to ensure high standards of animal welfare based on the Five Freedoms endorsed by the Farm Animal Welfare Council: 1. Freedom from hunger and thirst by ready access to fresh water and a diet to maintain full health and vigour. 2. Freedom from discomfort by providing an appropriate environment including shelter and a comfortable resting area. 3. Freedom from pain, injury or disease by prevention or rapid diagnosis and treatment. 4. Freedom to express normal behaviour by providing sufficient space, proper facilities and company of the animal's own kind. 4. Freedom from fear and distress by ensuring conditions and treatment which avoid mental suffering. GCTV must be monitored on a very regular basis by personnel who have been trained in accordance with the relevant Welfare of Animals (Slaughter or Killing) Regulations (WASK) and the Welfare of Animals at the Time of Killing Regulations (WATOK). Any legal animal welfare breaches must be highlighted immediately to the Iceland Technical Manager	https://sustainability.iceland.co.uk
E16	Company has a target for, and reports on, zero supply chain use of antibiotics as a prophylactic or growth promoter and to reduce the total use of antibiotics classified as "medically important antimicrobials".	1	S	Work with suppliers to ensure high standards of animal welfare based on the Five Freedoms endorsed by the Farm Animal Welfare Council. Iceland's antibiotics policy clearly states that prophylactic use of antimicrobials, where the antibiotics are administered before showing clinical signs of any disease, is not permitted on any animal that is intended to be used for the manufacture of any products supplied to Iceland. This is a contractual obligation for our suppliers overseen by our technical team.	https://sustainability.iceland.co.uk http://sustainability.iceland.co.uk/our-suppliers/animal-welfare/
Social inclusion		1.50			
Human rights		2			
S1	Company recognises the need for a real liveable wage for all employees and reports on progress towards that.	2		Shareaction data: Base wage £8.72 and £9.59 for London	ShareAction report 2021.
S2	Company has a target for, and reports on, the % of major suppliers engaged to ensure human rights and labour rights, including and beyond tier one. Must include engagement on child and forced labour, and health and safety of workers.	1	S	Iceland is a member of SEDEX and requires all of its own label suppliers to be members of SEDEX, linked to Iceland, SAQ completed and any associated audits that are required should be in place and up to date. Iceland expects all suppliers to be working towards and complying with "The ETI Base Code" in addition to any labour laws where the site/supplier is located in the world. The base code is derived from International Labour Organisation (ILO) core conventions and covers the below 9 key areas: Employment is freely chosen Freedom of association and the right to collective bargaining is respected Working conditions are safe and hygienic Child labour shall not be used Living wages are paid Working hours are not excessive No discrimination is practised Regular employment is provided No harsh or inhumane treatment is allowed In the UK, Iceland is a signatory to the Gangmasters and Labour Abuse Authority (GLAA) standard, and has worked closely with the GLAA since it was established in 2005 to stamp out worker exploitation and rogue gangmasters and agency providers in the agriculture and shellfish industries. Iceland has contributed to the revised GLAA Supermarket protocol and has communicated it to its suppliers. Iceland has a specification portal, which enables improved communication with suppliers.	http://sustainability.iceland.co.uk/our-suppliers/high-standards/ https://about.iceland.co.uk/modern-slavery-statement/#:~:text=Since%20Iceland%20was%20founded%20in,m,modern%20slavery%20and%20human%20trafficking.