WWF BASKET BLUEPRINT FOR ACTION

MAY 2025

WWF

ABOUT WWF

WWF is one of the world's largest and most experienced independent conservation organisations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by conserving the world's biological diversity, ensuring the sustainable use of renewable natural resources, and promoting the reduction of pollution and wasteful consumption.

ACKNOWLEDGEMENTS

Many thanks to the organisations and experts across the food sector that contributed to the update of this Blueprint for Action, from which so much good practice has been identified. Their views were collected through a series of interviews that WWF-UK and Alauda Consulting Ltd. hosted with experts from health and environmental NGOs, trade bodies, and food retail businesses. This latest version is intended to reflect the latest scientific data and requirements for transformational change in this fast-evolving field.

The views expressed within this report are those of the WWF-UK and we recognise that providing feedback on this report does not mean these organisations adopt the same views.

WWF-UK: Sophie Bauer, Nicola Brennan, Alice Chamberlain, Paula Chin, Clarus Chu, Conor Linstead, Paul Marsh, Ellie Marshall and Swaantje Marten all provided significant input, insight and expertise.

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INTRODUCTION

The production and distribution of food, of which over a third goes to waste, is responsible for 70% of nature loss and around a third of global greenhouse gas emissions.[1,2] Food retailers, who stand at the nexus of supply chains and consumers, are in a unique position to reshape our food system, and play a critical role in addressing the 'triple challenge' of tackling climate change and nature goals, while continuing to produce the food we need for a healthy and sustainable diet.

The Retailers' Commitment for Nature is a collective commitment, launched in 2021, made by a group of ambitious food retailers to halve the environmental impact of UK shopping baskets by 2030.

Since the commitment launched, the external landscape has continued to evolve. We have witnessed an increasingly turbulent political environment, rising cost of living pressures, and ongoing disruptions to global supply chains - all against the backdrop of worsening climate and nature crises. There have also been great strides made by retailers, such as all retailers achieving the commitment of setting 1.5-degree aligned Science-Based Targets (SBTs).

Recognising these shifts in the system, WWF-UK has updated the Blueprint for Action to reflect the latest scientific data and requirements for transformational change in this fast-evolving field.

1 Benton, T. G., Bieg, C., Harwatt, H., et al. (2021). Food System Impacts on Biodiversity Loss: Three Levers for Food System Transformation in Support of Nature. Chatham House.

2 IPCC. (2023). Climate Change 2022 – Mitigation of Climate Change: Working Group III Contribution to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change. Cambridge University Press.

The target areas and actions are articulated at a corporate level, though some do reference specific high impact supply chains. Where ambitious industry initiatives exist, the WWF Blueprint for Action aligns measures and actions to these.

To track progress against this ambition, the WWF Basket focuses on seven of the most impactful environmental issues in the food system: climate, deforestation and habitat conversion, diets, agriculture, marine, packaging, and food loss and waste. Under each area sit several measures that represent the priority areas for intervention to drive change.

The aim of this document is to lay out the recommended priority actions which WWF-UK believes UK food retailers should take to achieve the collective goal of halving the environmental impact of UK baskets by 2030. Retailers may take alternative actions to achieving the overarching goal, but in signing up to the overall ambition it is expected that they will take action.


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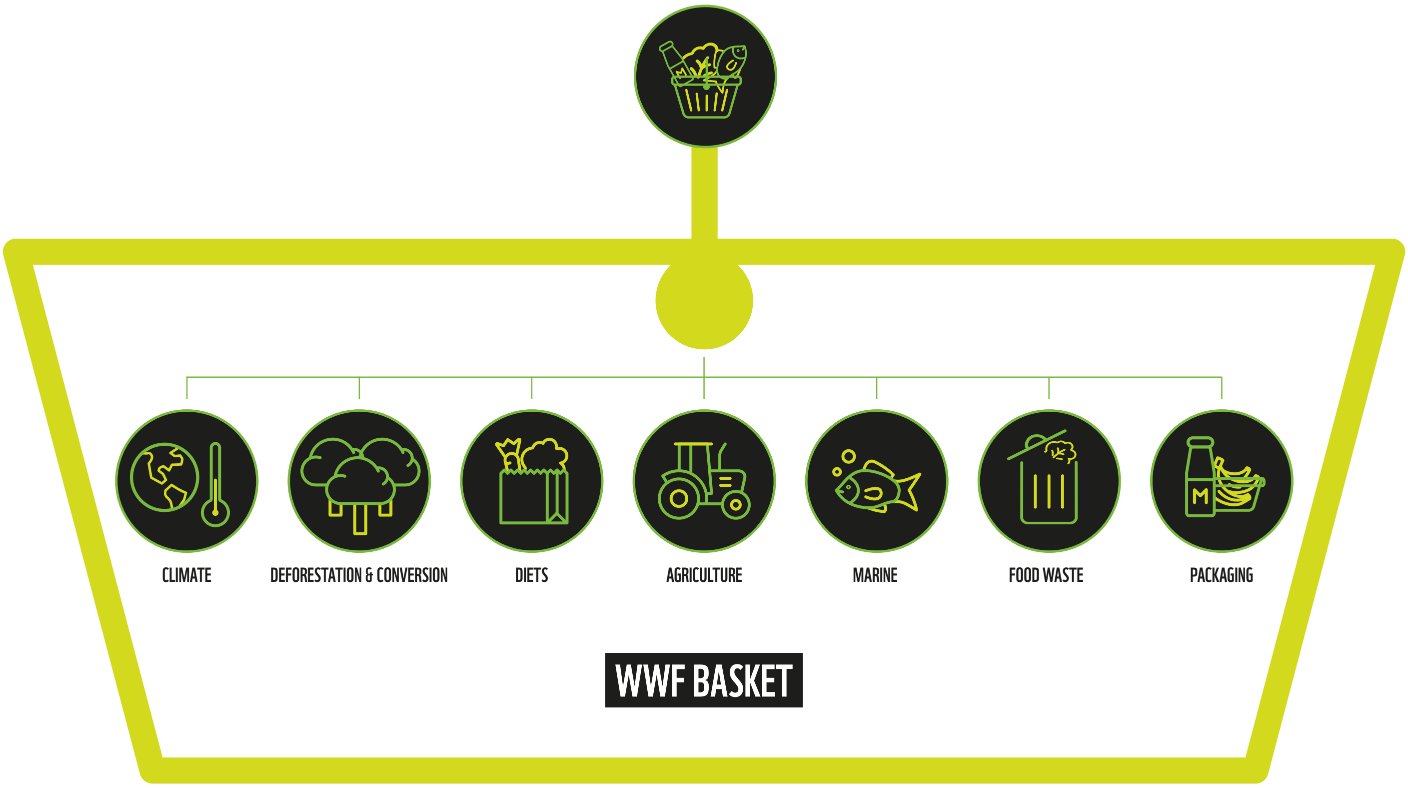
WWF BASKET AREAS



WWF BASKET OUTCOMES

If the Outcomes[3] are achieved, WWF believes retailers will have reached the ambition to halve the environmental impact of UK baskets and set the UK food system on the path to regenerative production and consumption. These targets are also aligned to WWF's UK Global Footprint Report,[4] which details the pathway to reducing the UK's footprint into safe planetary boundaries.

The Outcomes have been set by WWF. While they provide a framework for those that have signed up to the WWF Basket, the Outcomes are intended to be met for the UK food retail sector as a whole, rather than by any individual retailer.

WWF BASKET MEASURES

These are the means for measuring progress against the targets.[5] Retailers are asked to provide information on their performance annually through the What's in Store for the Planet report so that WWF can track progress against the ambition.

3 WWF-UK (2024). WWF Basket Outcomes and Measures

4 Jennings, S., McCormack, C. & Stoll, G. (2021). Thriving within our planetary means: reducing the footprint of production and consumption. WWF-UK

5 WWF-UK (2024). WWF Basket Outcomes and Measures

INTRODUCTION TO THE BLUEPRINT FOR ACTION

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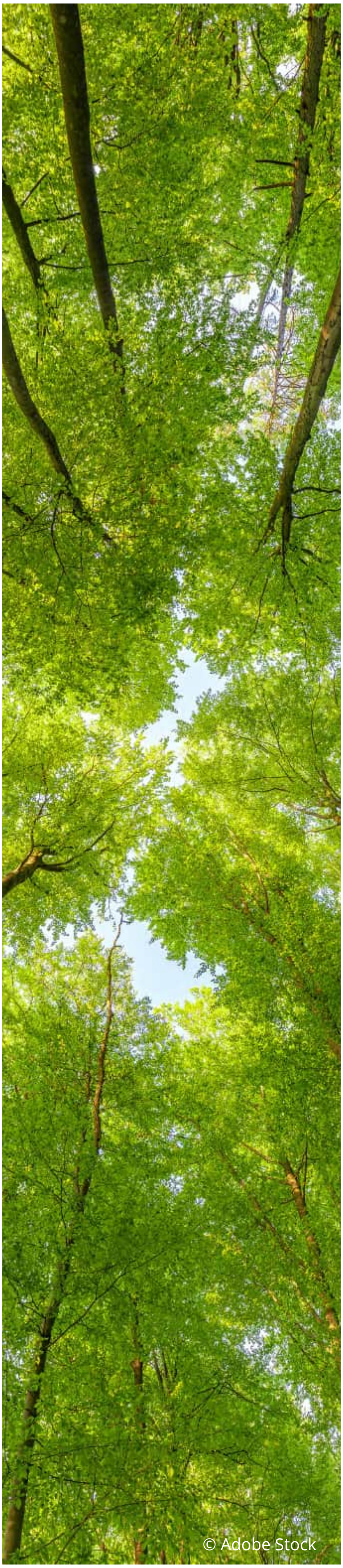
KEY CHANGES

The Blueprint for Action has been extensively revised as much has changed since the previous version was published in 2021, and many retailers have made progress towards the WWF Basket Outcomes. However, the pace of change needs to quicken if the WWF Basket Outcomes are to be met.

To this end, the Blueprint for Action has been adjusted. Whilst relevant actions from the previous version are retained, the main changes are as follows:

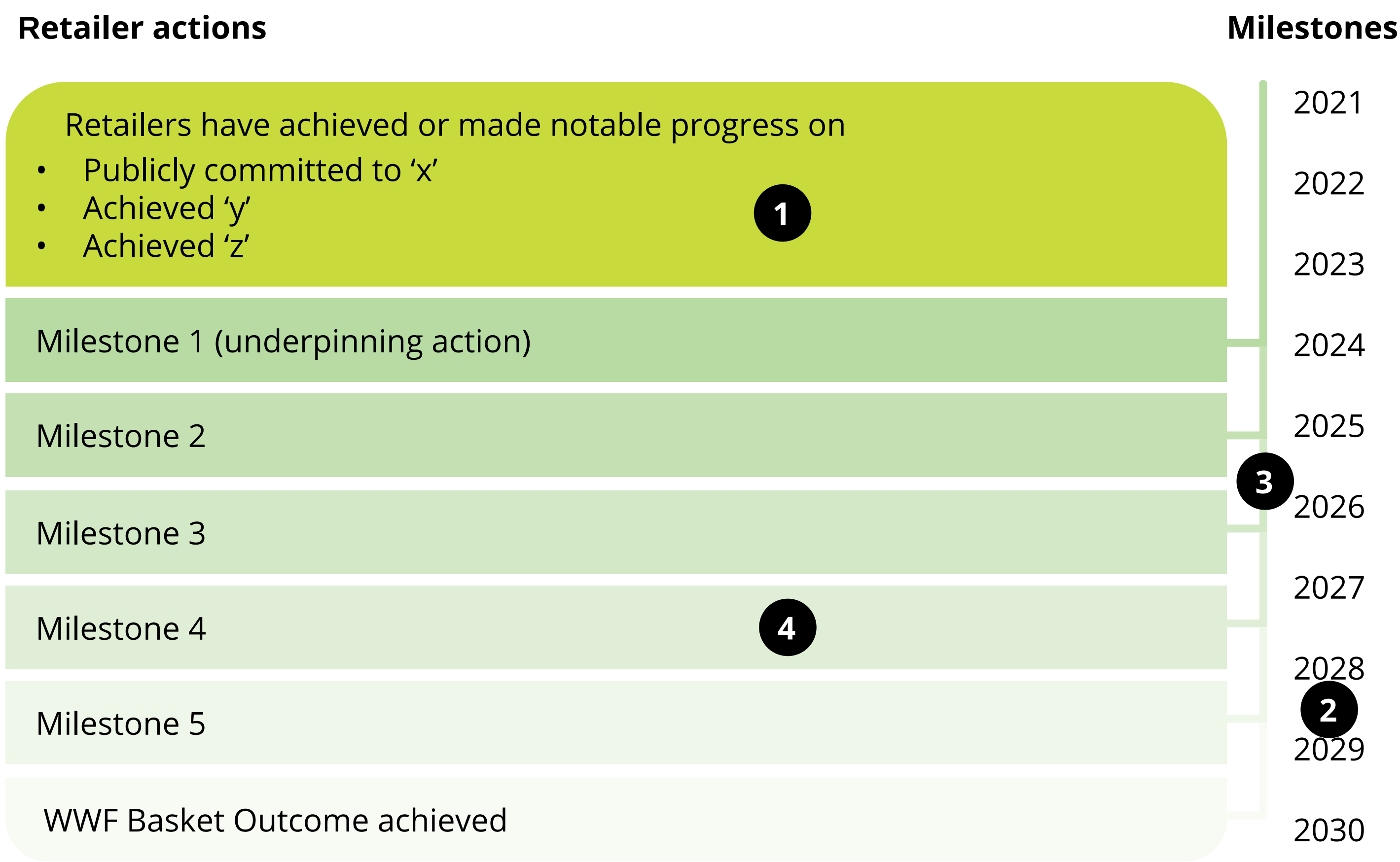
- **Progress** that has been made by most or all retailers since 2021 is reflected.
- A key issue that constrains attainment of the 2030 targets is how sustainability is governed within retailers. There is therefore an overarching section that seeks to unlock the potential of retailers to **fully integrate sustainability within their businesses.**
- Rather than being presented as a list of actions, the Blueprint for Action is now a set of **milestones** from 2025-2030. These milestones allow retailers to clearly track their progress towards the WWF Basket Outcomes.
- The milestones in the earlier years represent actions on which **subsequent actions are dependent**. For many of the areas, they focus on getting the data systems in place that will allow transformational change.
- A **longer-term vision** and rationale that situates the actions and WWF Basket Outcomes is articulated for each area.
- Mutual accountability is provided by articulating the **role of WWF in supporting retailers** to achieve the WWF Basket Outcomes. This includes clear alignment with existing initiatives, directing retailers to 'best in class' resources and WWF's role in advocacy.
- An action relevant across all WWF Basket areas is for retailers to use their **collective voice for political advocacy**, working with WWF to call for policy change that can deliver WWF Basket Outcomes and level the playing field for a wider market shift.



HOW TO USE THE BLUEPRINT FOR ACTION

The actions and milestones for each thematic area are represented schematically to give all stakeholders a clear visualisation of what should be achieved by when.

The green box, which covers the years 2021-2024, summarises what has been achieved by most or all retailers in the first four years of the WWF Basket. Milestones are set for subsequent years, with the milestones in the early years (2025 and 2026) being actions on which later progress is dependent. The milestones lead towards achieving the target Outcomes in 2030. Note that many of the milestones are already work in progress and/or will take more than one year to achieve, hence the blue lines from 2021 to the milestone date.



1. These are the actions most of the retailers have already completed or made significant progress on.

2. The milestones and timeline can be used to track progress of retailer actions.

3. The actions are typically in progress in some form, so we are not suggesting that retailers only start an action in the year it's due.

4. The green boxes are the milestones that WWF expects retailers to achieve. The first milestones are actions that underpin later ones, and hence the attainment of the WWF Basket Outcomes.

SUSTAINABILITY GOVERNANCE

"OVER THE COMING DECADES THE WORLD WILL UNDERGO ONE OF THE BIGGEST ECONOMIC TRANSFORMATIONS IN LIVING MEMORY. BUSINESSES WHICH MANAGE THE RISKS AND SEIZE THE OPPORTUNITIES THAT TRANSFORMATION PRESENTS WILL FLOURISH." [6]

6 Blanc, A., & Penn, B. (2023). Foreword to the Transition Plan Task Force Disclosure Framework. Transition Plan Task Force.

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We are in an era of unprecedented global environmental change, driven almost entirely by human activities. The biggest medium to long term risk to food production comes from climate change and other environmental pressures like soil degradation, water quality and biodiversity loss.[7] However, these risks extend to other parts of the system that are essential in delivering food, including the reliability of supply chains, food price change, and impacts on trade and physical infrastructure.[8] On the flip side, there are opportunities to re-boot the food system to enhance our prosperity, well-being, and nature. It is cheaper and less disruptive to act now to conserve nature and address the dependence and impact our economies have on it than to try and restore nature later, once it is further degraded.[9]

As pointed out by the National Food Strategy, every stage of the current food system unintentionally exacerbates the climate and nature crises,[10] and it is widely understood that transformation of how we treat nature is required, not as an add-on to current business practices but as co-driver of them.

If retailers are to achieve the collective goal of halving the environmental impact of UK baskets by 2030, the pace of change must quicken, and transformational rather than incremental change is now required. Transformation requires a whole business effort: technical aspects of sustainability can be led by sustainability teams, but they cannot make all the required changes alone. For example:

- **The shift to healthy, sustainable diets -** within retailers this change relates to product teams, commercial strategy, contracts, in-store and on-line product placement and offers, and communications.
- **Climate transition -** to what extent have commercial strategies been mapped against GHG emissions reduction strategies? Siloed delivery of sustainability and commerciality can undermine long-term business resilience if climate, nature, and water risk isn't accounted for in business planning.
- **Data systems -** how well equipped are data systems and teams to support the understand and manage Scope 3 emissions, food loss and waste, sustainable farming, or knowing where a deforestation-risk commodity comes from? Retailers cannot manage what they cannot measure.

The success of sustainability goals rests on how well teams across the business are set up to deliver them.

7 DEFRA (2021). United Kingdom Food Security Report 2021.

8 Hasnain, S. (2024). Impact of climate change on the UK food system. FSA Research and Evidence.

9 Dasgupta, P. (2021). The Economics of Biodiversity: The Dasgupta Review. London: HM Treasury.

10 Dimbleby, H. (2021). National Food Strategy.

THE SOLUTION

The Transition Plan Taskforce recognised that delivering just and successful climate transition requires a change in governance,[11] and the same is true of the broader transition to a nature positive food system. The following recommendations have been drafted with this framework in mind:

- Have Board (or Board member) directly responsible and accountable for delivering the environmental targets (e.g. SBTs) with achievement of Key Performance Indicators (KPIs) linked to bonuses. Information about how incentive and remuneration structures are aligned with sustainability ambitions should be disclosed.
- The Board must go beyond signing off on environmental targets - it should ensure sustainability is embedded within the core businesses strategy and delivered across departments, not just within sustainability teams. Sustainability KPIs should be embedded into commercial and category performance metrics.
- The body that has formal oversight of delivering on sustainability targets should be publicly disclosed, along with the governance processes, controls, and procedures used to monitor, manage, and oversee delivery of sustainability. It should also disclose how this is embedded within the business' wider governance, control, review, and accountability mechanisms.
- Disclosure of actions being taken or planned to assess, maintain, and build the appropriate skills, competencies, and knowledge across the organisation in order to achieve the sustainability targets.
- Sustainability targets should include both sourcing requirements and sales, promoting growth in categories with stronger socio-environmental performance. Sales for high impact categories must not undermine overall ambitions.

11 Blanc, A., & Penn, B. (2023). [Foreword to the Transition Plan Task Force Disclosure Framework.]() Transition Plan Task Force. Section 5.

CLIMATE

WWF BASKET OUTCOME

- Achieved GHG reduction across all scopes in-line with 1.5-degree SBT.

RETAILER PROGRESS MEASURES

- % reduction of GHG emissions across scope 1 & 2 activities (non-FLAG).
- % reduction of GHG emissions across scope 3 activities (FLAG and non-FLAG).
- % of purchased goods and services emissions covered by suppliers with 1.5-degree aligned SBTs.

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ACTIONS AND TIMELINES SUMMARY

Retailer Actions

Most retailers now have targets committing them to net zero by 2050 or sooner, and have developed 1.5ºC-aligned Scope 3 targets in line with the Science Based Targets Initiative's (SBTi's) Forestry, Land-use, and Agriculture (FLAG) guidance.

Most retailers have also made significant progress in achieving their near-term Scope 1 and Scope 2 emissions reduction targets.

Some progress in ensuring that the data/GHG accounting for Scope 3 emissions is sufficiently granular to allow changes to be detected.

Increased, transparency with high levels of reporting (10/10 for near term Scope 1 and 2 targets).

An increase in suppliers reported as having their own SBTi targets.

A nature positive climate transition plan is publicly available.

Systems to capture and access accurate and comprehensive Scope 3 emissions data are in place.

Increased uptake of SBTs within supply chains.

Action plans in high-impact supply chains implemented with evidence of emissions reductions.

Evidence of financial investment in high priority supply chains.

Increased supply chain resilience through investments in nature friendly and climate resilient farming with progress evidenced through corporate disclosures aligned to TCFD and TNFD.

Demonstrate support for key advocacy moments (may occur throughout).

Outcome: GHG reduction across all scopes in line with 1.5-degree SBT.

Milestones

2021

2022

2023

2024

2025

2026

2027

2028

2029

2030

ACTIONS AND MILESTONES IN DETAIL

2025 MILESTONE

A nature positive climate transition plan is publicly available.

Nature-positive climate transition plans should be developed to provide a clear pathway to net zero by 2050, incorporating the near term 2030 targets of the WWF Basket Outcome, with the longer term 2050 targets of the IGD/ WRAP Food Sector Net Zero Transition Plan. A transition plan is integral to an entity's wider corporate strategy. Delivery of a transition plan should therefore be fully integrated into the entity's organisational processes for business and financial planning, and for governance. Clear roles and responsibilities for the delivery and oversight of its transition plan should be defined, and culture and incentive structures aligned with the Strategic Ambition set out in the plan (relates to Section 3, above).

The plans should make explicit actions for Scopes 1, 2, and 3, including FLAG and non-FLAG emissions and exclude offsetting:

- Identifying high impact products and actions to reduce emissions from them. High impact products include pork, poultry, dairy, beef, horticulture and arable crops.
- Plans to transition product portfolios.
- How nature is integrated into transition plans.
- Incentives to increase climate resilience, regenerative agriculture and increase soil carbon.

2025 MILESTONE

Processes and systems to capture and assess accurate and comprehensive Scope 3 emissions data are in place.

Although some retailers have made progress on Scope 3 measurement, accurate measurement remains a challenge. However, it is essential for any transition plan that Scope 3 data is sufficiently accurate and granular that changes in emissions can be identified, reported and actions taken. Links to the Agriculture, Deforestation and Conversion, Diets, Marine and Packaging areas, in particular.

2026 MILESTONE

Increase uptake of SBTs within supply chains.

A key mechanism for reducing Scope 3 emissions is continuing to support and incentivise the uptake of 1.5-degree aligned SBTs amongst retailer suppliers.

2027 MILESTONE

Implementation of action plans to reduce emissions across high impact supply chains, alongside published evidence of both financial investment and emissions reductions.

Relating to the actions to be completed in 2025, this milestone focuses on the ability of retailers to be able to provide evidence that they are taking action in their highest-impact supply chains to reduce emissions, in line with the plans Identified within their transition plan. Investment will be necessary to support the changed approaches to production required to meet emissions reductions targets, and this should be reported in line with best practice (e.g., the Task Force on Climate-related Financial Disclosures (TNFD) and Task Force on Nature-related Financial Disclosures (TCFD).

2028-29 MILESTONE

Increased supply chain resilience to the impacts of climate change through investments in nature friendly and climate resilient farming, with progress evidenced through corporate disclosures aligned to TCFD and TNFD.

Retailers have a key role to play in nature friendly and climate resilient farming. See the Agriculture area for suggested interventions.

2030

Outcome Achieved

Achieved GHG reduction across all scopes in-line with 1.5-degree SBT.

WWF'S PLEDGE

We will:

- Recommend guidance on reporting progress on GHG emissions reductions.
- WWF will work with retailers to identify and amplify 'levers' for getting Board ownership of climate transition plans.
- Support and lead (as appropriate) advocacy to government.

WWF will continue to lead and/or support other stakeholder groups on advocacy to the UK government. Likely opportunities include:

- Commitment from Government to deliver a Living Planet Act - an enhanced legal framework with dedicated independent oversight and scrutiny of plans across climate, nature and nutritional security.[12]
- Call for continued and improved Government support for within agri-environment schemes to support farmers transition to regenerative agricultural practices, providing benefits to farmers, nature and climate (see Agriculture area).
- Turbocharge net zero through effective public investment and crowding in private finance (thereby contributing to reducing emissions across all scopes).
- Introduction of robust EU and UK regulation for Forest Risk Commodities (see Deforestation and Conversion area).


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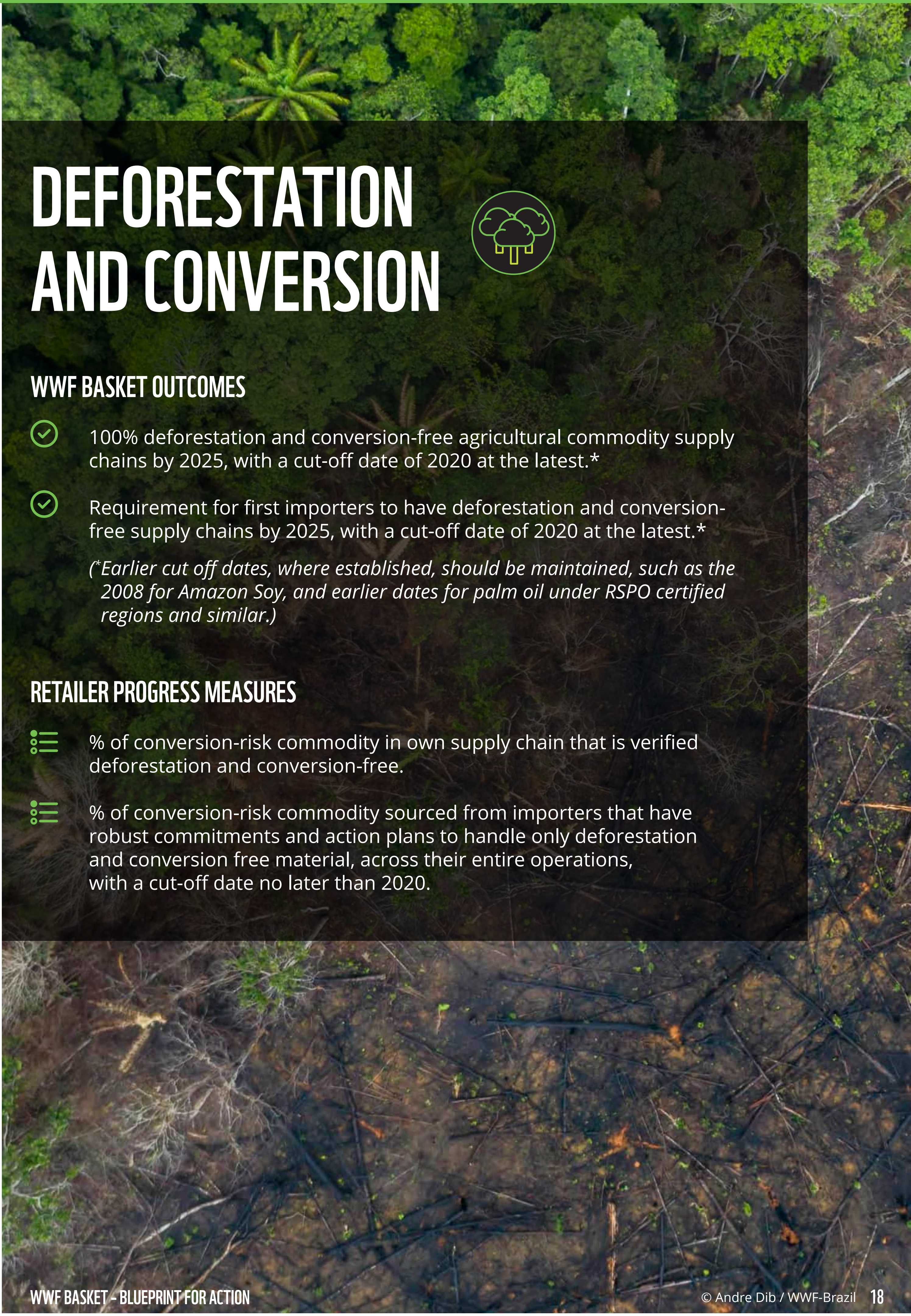
12 WWF-UK (2024). WWF-UK Manifesto 2024.



DEFORESTATION AND CONVERSION

WWF BASKET OUTCOMES

- 100% deforestation and conversion-free agricultural commodity supply chains by 2025, with a cut-off date of 2020 at the latest.*
- Requirement for first importers to have deforestation and conversion-free supply chains by 2025, with a cut-off date of 2020 at the latest.*

*(*Earlier cut off dates, where established, should be maintained, such as the 2008 for Amazon Soy, and earlier dates for palm oil under RSPO certified regions and similar.)*

RETAILER PROGRESS MEASURES

- % of conversion-risk commodity in own supply chain that is verified deforestation and conversion-free.
- % of conversion-risk commodity sourced from importers that have robust commitments and action plans to handle only deforestation and conversion free material, across their entire operations, with a cut-off date no later than 2020.

ACTIONS AND TIMELINES SUMMARY

Retailer actions	Milestones
All retailers now have public DCF targets. **Palm oil**: good progress has been made my most retailers on ensuring verified DCF free palm oil in own-brand products, with some already reaching the WWF Basket Outcome target. 44% of first importers for palm oil have DCF commitments aligned to the WWF Basket Outcomes. **Soy**: three retailers have invested in the pioneering Responsible Commodities Facility, retailers have taken leadership within the UKSM, and have lead ad-vocacy with the RSG in support of the Amazon Soy Moratorium. **Cocoa**: most retailer are invested in certified FT or RA schemes but limited to mass balance volumes and not vDCF. **Beef**: the retailers who have so far reported have established low DC risk for the bulk of beef supply chains.	2021 2022 2023 2024
Processes and systems have been put in place that are able to accurately and comprehensively monitor, report and verify DCF supply for soy, palm oil, cocoa and beef. Support the finalisation of the MRV and DCF standard for UK market (BSI say standard and/or aligned AIC DCF Standard). Own-brand cocoa and beef suppliers have been engaged, and all own brand cocoa is verified DCF.	2025
Outcomes Achieved 100% deforestation and conversion-free agricultural commodity supply chains by 2025 at latest, with a cut-off date of 2020 at the latest. Require first importers to have deforestation and conversion-free supply chains by 2025 at latest, with a cut-off date of 2020 at the latest.	2025
The BSI soy standard is implemented across retailers' supply chain. Long-term investments have been made in deforestation and conversion landscape programmes for both soy and palm oil.	2026
Significant increase in supply of DCF derivatives and Oleochemicals. Long-term investments have been made in a DCF cocoa sourcing landscape.	2027
Long-term investments have been made in a DCF cocoa sourcing landscape.	2028 2029

ACTIONS AND MILESTONES IN DETAIL

2025 MILESTONE

Processes and systems have been put in place that are able to accurately and comprehensively monitor, report and verify DCF supply for soy, palm oil, cocoa and beef.

This relates to the second WWF Basket Outcome. Most if not all the major commodity importers still include material that is not verified DCF. Note that for soy, DCF includes no soy coming from Amazon post 2008 cut-off date and 2020 for other biomes.

Beef
Care must be taken to not shift from one high risk sourcing region to another, and the absence of reporting the country of origin by some retailers suggests that risks remain.

2025 MILESTONE

For soy, support the finalisation of the MRV and DCF standard for UK market (British Standard Institute (BSI) soy standard and/or aligned AIC DCF Standard).

Soy
Retailers, as signatories of the UK Soy Manifesto (UKSM), are already working to make use of the AIC EUDR-aligned standard for which % conversion free can be reported. UKSM signatories are also working with the BSI to develop the scope of a PAS standard for monitoring and evidencing the full scope of DCF soy sourcing. The standard will be developed in 2025, with further opportunities to contribute to supply chains in 2026.

Food businesses must maintain the market exclusion of soy from the Amazon and maintain operational origin control established by the Amazon Soy Moratorium.

2026 MILESTONE

Engage suppliers to implement robust DCF soy standards across supply chains.

Require direct suppliers to ask for application in their supply chain of an Accountability Framework initiative (AFi) aligned DCF sourcing protocol developed by Brazilian civil society. This requirement will be cascaded until it reaches the sourcing companies.

2026 MILESTONE

Long term investments have been made in deforestation and conversion landscape programmes for both soy and palm oil

- Implement the BSI DCF animal feed standard, under development with the UK Soy Manifesto to cover full footprint independent of regulatory changes. The standard will be available for the whole market to cover retailers' own brand and branded products in the basket.
- Support the implementation of public MRV systems in the Matopiba region with three specific actions:
    - Implement the "green seal" in the Piaui state (complimenting public funded developments in Maranhão and Tocantins and Minas Gerais).
    - Improve the process of Rural Environmental Registry (CAR) in the state of Maranhão.
    - Improve the monitoring system of legal deforestation ("ASV") in the state of Maranhão.

A critical element of eliminating deforestation and conversion is incentivising producers to retain forests and other natural vegetation.

There are numerous opportunities to do so, including:

- The Responsible Commodities Facility (Brazilian soy) and the development of WWF's Cerrado Resilience Facility.
- PNG palm oil smallholders project for securing Deforestation Free Palm Oil with smallholders in Papua New Guinea, and long-term incentives for them to protect HCV areas from agricultural or timber expansion.

2026 MILESTONE

Processes and systems have been put in place that are able to accurately and comprehensively monitor, report and verify DCF supply for cocoa.

Invest in the only reliable current verified DCF cocoa: Tony's Open Chain, segregated Fair trade or Rainforest Alliance certified cocoa, and EUDR compliant supplies.

2027 MILESTONE

Significant increase in supply of DCF palm oil used within derivatives and oleochemicals.

With significant increases in verified DCF palm oil in other areas of the supply chain, addressing complex oleochemicals and derivatives should become a significant focus.

2028 MILESTONE

Long term investments have been made in a DCF cocoa sourcing landscape programme to support sustainable production, addressing both social and environmental threats.

Long term investment in cocoa sourcing areas with support for farmers, in line with WWF cocoa asks here.

2029 MILESTONE

Demonstrable leadership to the wider market on achieving verified DCF sourcing.

The demonstration effect of ambitious businesses can be a powerful way of changing the practices of market actors, including manufacturers, brands, and foreign markets. WWF have begun working with the Retail Soy Group (RSG) to share learning from retailers with Chinese market actors through the Forest Friendly Initiative. UK retailers have an important role in this process, through sharing their experiences and learning.

2030

Outcomes Achieved

100% deforestation and conversion-free agricultural commodity supply chains by 2025, with a cut-off date of 2020 at the latest.

Requirement for first importers to have deforestation and conversion-free supply chains by 2025, with a cut-off date of 2020 at the latest.

WWF'S PLEDGE

We will:

- Support the development of the full DCF soy standard (with BSI or other).
- Facilitate opportunities to invest in high-risk commodity sourcing landscapes to incentivise producers to protect critical forest biomes, such as in Papa New Guinea and Brazil's Cerrado.
- Champion more action across the food sector, beyond retailers, to invest in critical actions for the DCF transition.

WWF will continue to lead and/or support other stakeholder groups on advocacy to the UK government. Likely opportunities include:

- Effective implementation of EUDR.
- Immediate implementation of robust UK Forest Risk Commodities Regulation.
- Ensure the Amazon Soy Moratorium is upheld.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AGRICULTURE

WWF BASKET OUTCOMES

- At least 50% of whole produce covered by a robust scheme for biodiversity and soil health.
- 100% meat, dairy and eggs, including as ingredients, sourced to 'Better' standard.
- At least 50% of fresh food from areas with sustainable water management.
- Agricultural emissions lowered in line with 1.5-degree SBT.

RETAILER PROGRESS MEASURES

- % of produce & grains sourcing in a robust scheme for biodiversity and soil health.
- % meat, dairy and eggs sourced to 'Better' standards.
- % of sourcing from regions with sustainable water management.
- % of sourcing from protein, produce & grain farms monitoring GHG footprint.
- % of lowland peat in supply chains restored or sustainably managed% reduction in Forestry, Land-use, and Agricultural (FLAG) emissions.

ACTIONS AND TIMELINES SUMMARY

Retailer actions	Milestones
For those retailers able to report, and for UK produce, the proportion of produce covered by robust schemes exceeds the WWF Basket Outcome target. Several retailers are well on their way to (or have already achieved) high rates of sourcing 'Better' standard eggs. Several retailers are well on their way to (or have already achieved) high rates of sourcing milk from farms that monitor their GHG emissions. All retailers have signed up to the UK Food and Drink Pact and the Water Roadmap, and collective action catchment projects underway in shared high-risk areas. Improved reporting of supply chain water management from several retailers on some of their supply chains.	2021 2022 2023 2024
Systems and processes are in place to capture and process on-farm data that captures sustainability attributes aligned to the WWF Basket metrics.	2025
Implement a supplier engagement strategy that reaches all own-brand suppliers and supports them to achieve the WWF Basket Outcomes. Milestones determined by the UK Food and Drink Pact: Water Roadmap are achieved and reported.	2026
Engage with branded product suppliers on achieving the WWF Basket Outcomes.	2027
Engage overseas suppliers on WWF Basket aligned environmental issues and data where practical. Demonstrable support for key advocacy moments (may occur throughout).	2028 2029
Outcomes Achieved At least 50% of whole produce and grains sourced in a robust scheme for biodiversity and soil health. 100% meat, dairy and eggs, including as ingredients sourced to Better' standard. At least 50% of fresh food from areas with sustainable water management. Agricultural emissions lowered in line with 1.5-degree SBT.	2030

ACTIONS AND MILESTONES IN DETAIL

*

2025 MILESTONE

Systems and processes are in place to capture and process on-farm data that capture sustainability attributes aligned to the WWF Basket metrics.

Many retailers have specific sourcing practices, which are often progressive. However, there is often low traceability and consequently a lack of 'farm to shelf' data. Some retailers are already advancing their farm-level data sets and engaging with processors to increase traceability. WWF considers this to be an essential prerequisite for retailers to know the environmental impacts of their supply base and take actions to improve those impacts where necessary. Initially, this might focus on the UK but should be expanded outwards in subsequent years given the UK's strong reliance on imported food. In either case, it will require engagement with supply chain actors that sit between farmers and retailers.

For water, specifically, data will need to include the volume of in-scope sourcing geo-located at a farm level.

This action cuts across all four WWF Basket Outcomes and all of the WWF Basket metrics, and will require engagement with processors and other supply chain intermediaries.

2026 MILESTONE

Implement a supplier engagement strategy that reaches all own-brand suppliers and supports them to achieve the WWF Basket Outcomes.

The engagement strategy should include a clear pathway to achieving the WWF Basket Outcome that includes:

Overarching:
- Supplier groups and peer learning.
- Stable pricing and long-term contracts.
- Transition support.
- Certification to WWF Basket-aligned standards.

For better animal welfare:
- Sourcing policies that incentivise or require animal-friendly practices and a move away from industrial farming (see Sourcing Better practice catalogue for details).

For nature-friendly farming:
- Sourcing policies that incentivise or require sound nature-friendly farming practises that improve soil health, reduce local pollution, and improve biodiversity (see Sourcing Better practice catalogue for details).
- Encouraging and supporting farmers to achieve robust certification for soil health and biodiversity and maintaining existing or retiring some of their farmland into habitat protection schemes - at least 5% in total.
- Incentivise suppliers to adopt regenerative practices including reduced tillage, organic amendments, or agroforestry.

For GHG emissions:
- Reporting of GHG emissions - data collection and calculation tools.
- Encourage suppliers to commit to their own SBTi targets.
- Develop incentives to support the widespread adoption of low-carbon farm practices.

- Low carbon feed and intercropping in livestock production.
- Universal use of DCF feed (see Deforestation and Conversion section).
- Support sustainable lowland peat management in their supply chains by supporting farmers to develop sustainable peat management plans.

2026 MILESTONE

Progress milestones determined by the UK Food and Drink Pact Water Roadmap are achieved and reported.

The WWF Basket is aligned with the UK Food and Drink Pact Water Roadmap, and we expect retailers to achieve the milestones of the Roadmap and report on them.

13 WWF-UK (2025). Regenerative Dairy: Modelling the transition costs and benefits for farmers in the UK

2027 MILESTONE

Engage with branded product suppliers on achieving the WWF Basket Outcomes.

Branded products make up a considerable part of the food sold by retailers and as such, it is important to increase traceability of these products' environmental impact. For example, many of the major brands are already members of cross-value chain Initiatives such as the IGD Food System Change Leaders Forum and/or the SAI Platform, and should leverage these as opportunities for engagement with brands on the food system transition.

2028-29 MILESTONE

Engage overseas suppliers on WWF Basket aligned environmental issues and data where practical.

Ultimately, the same standards that apply to UK suppliers should apply to producers overseas. Certain categories of supply from particular places (e.g., the EU) are easier to engage with than others. Some retailers are already engaging these suppliers on environmental issues and data and by 2028 all retailers should have identified where they can engage and be actively working on the environmental impacts of and data from those products.

2030

Outcomes Achieved

- At least 50% of whole produce and grains covered by a robust a robust scheme for biodiversity and soil health.
- 100% meat, dairy and eggs, including as ingredients sourced to 'Better' standard.
- At least 50% of fresh food from areas with sustainable water management.
- Agricultural emissions lowered in line with 1.5-degree SBT.

WWF'S PLEDGE

We will:

- Explore a collaborative project with retailers on grain traceability.
- Clarify what constitutes 'Better' sourcing.
- Revise the Basket Metric for lowland peat.
- Work with WRAP and key stakeholders in the collective action catchment projects to identify key actions that have to take place in each.
- Advocate for the inclusion of core environmental standards into trade deals.
- Widen the definition of robust environmental standards in other key sourcing regions where possible.


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MARINE

WWF BASKET OUTCOMES

- 100% of seafood from sustainable sources.
- Reduce fishmeal and oil usage to FFDR<1 by using sustainable fishmeal and fish oil replacements and increasing the use of trimmings.

RETAILER PROGRESS MEASURES

- % certified wild-caught & aquaculture material.
- % of wild-caught resources adhering to all aspects of the Seafood Jurisdictional Approach (SJI).
- % farmed seafood products with FFDR <1 (FFDR meal and FFDR oil) (see glossary for definitions).
- % of feed ingredients certified by Aquaculture Stewardship Council (ASC) Feed Standards or equivalent.

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ACTIONS AND TIMELINES SUMMARY

Retailer actions	Milestones
Sustainable seafood sourcing strategies have been developed and are being implemented. An increasing amount of seafood is reported as being certified, which is a good starting point to drive traceability and environmental improvement in the supply chains. Some retailers are taking significant action to reduce bycatch.	2021 2022 2023 2024
An audit against each of the SJI checklist conducted. Plan to achieve SJI best case scenario by 2030 published. Engage suppliers to increase the proportion of branded and own-brand seafood that is covered by relevant certification.	2025
Work with and incentivise suppliers to achieve full supply chain traceability from catch to consumer and move towards zero reports of IUU for all wild caught seafood.	2026
Work with and incentivise suppliers to provide information on vessels to increase transparency for all wild caught seafood. Sourcing of wild caught fish is only from fish stocks with biomass at levels that maintain full reproductive capacity. Aquaculture sourcing policies ensure FFDR<1, and all feeds are sourced from ASC certified feed mills or equivalent.	2027
'Best case scenario' as defined by the SJI has been achieved in the human rights, observer coverage, bycatch and gear best practice.	2028
Marine Scope 3 emissions are quantified covering 100% of retailer purchases and a plan is in place to reduce them as part of SBT. Advocate for and collaborate with certification schemes to integrate blue carbon into fisheries certification.	2029
Outcomes Achieved 100% of seafood from sustainable sources. Reduce fishmeal and oil usage to FFDR<1 by using sustainable fishmeal and fish oil replacements and increasing the use of trimmings.	2030

ACTIONS AND MILESTONES IN DETAIL

2025 MILESTONE

Conduct an audit against each area of the SJI checklist within all seafood supply chains.

The SJI addresses key sustainability aspects of wild-caught seafood, including human rights, climate change, biology, fishing activity, governance and supply chain stakeholder actions. The SJI checklist divides these six areas into further actions, with a performance measure for each. This allows retailers to evaluate their performance (worst case scenario through to best case scenario) for each key issue within six main areas of action. Retailers are unlikely to be able to comply with all elements of the SJI checklist immediately. The milestones here reflect key foundational steps within the SJI.

2025 MILESTONE

Develop and publish a plan and sourcing strategy to achieve meaningful progress across all six areas of the SJI checklist by 2030.

The plan should cover all own-brand products, leveraging supplier engagement, codes of conduct and contracts to drive the necessary changes.

For branded products, the plan should include details of the engagement and due diligence that retailers will conduct to ensure that branded owners/suppliers are moving towards ‘best case scenario’ in the SJI checklist.

2025 MILESTONE

Engage suppliers to increase the proportion of branded and own-brand seafood that is covered by relevant certification schemes.

Certification is a good starting point to drive environmental improvement in the supply chains. While most retailers report high levels of certification, achieving a fully verified supply remains a work in progress.

Relevant certification schemes include: (MSC, ASC, BAP, GGAP (for ecological aspects), RSPCA (for animal welfare) and/or GSSI recognised as appropriate) or by a third party verified equivalent, and by Fisheries/Aquaculture Improvement Project(s).

2026 MILESTONE

Work with and incentivise suppliers to achieve full supply chain traceability from catch to consumer and move towards zero reports of IUU for all wild caught seafood.

Traceability is fundamental to achieving sustainable outcomes in the seafood sector. Action plans should include time-bound commitments to implement full-chain traceability systems covering all supply as described in the SJI checklist. This will include:

- Requiring suppliers to provide full chain-of-custody information, using audits to verify traceability claims and address data gaps.
- Requiring monitoring (human or electronic), preferentially sourcing from vessels using REM.
- Leveraging industry collaboration and pre-competitive partnerships.
- Engaging procurement teams around traceability risks and best practices.
- For branded products, undertaking due diligence on their transparency systems.

The SJI checklist defines best practice for IUU as no historical records of IUU on vessel(s) or other vessel(s) of parent company or flag state.

2027 MILESTONE

Work with and incentivise suppliers to provide full information on vessels to increase transparency for all wild caught seafood.

The SJI checklist defines best practice for Transparency as:

- Company sustainability policy (including environmental, social and climate) – this would be achieved by the attainment of the 2025 milestone.
- A publicly available vessel list: including vessel's name, size, gear, flag, IMO number or another Unique Vessel Identifier (UVI).
- Monitoring and reporting data transparently and sharing vessel activity / catch data with relevant authorities and stakeholders.
- Prioritising sourcing from vessels that comply with legal, sustainable and equitable fishing practices.

See also the SBTN Ocean Hub.

2027 MILESTONE

Priority is given to sourcing wild caught fish from fish stocks with biomass at levels that maintain full reproductive capacity (SSB40 for tuna), where fishing mortality is at or below FMSY.

This is a basic requirement for the population-level sustainability of wild caught seafood (and is equivalent to the 'stock health' requirement of the SJI).

2027
MILESTONE

For aquaculture, sourcing policies are implemented to ensure FFDR<1, and all feeds used in farmed fish should be sourced from ASC certified feed mills or equivalent.

For aquaculture, basic elements are volumes per species, FFDR, ACS, Marin Trust certification status of feed, and verified DCF soy feed (links to Deforestation and Conversion area). The action plan developed for salmon feed is a useful resource.

The policies should cover all own-brand products, using supplier engagement codes of conduct and contracts to require the required changes. The key lever will be to increase the use of trimmings, and all soy feed should be verified DCF.

2028
MILESTONE

Work with and incentivise suppliers to achieve 'Best case scenario' as defined by the SJI checklist has been achieved in the human rights, observer coverage, bycatch and gear best practice areas

This milestone builds on the milestones for 2025 and 2026 and emphasises some of the key elements of the SJI, whilst not anticipating that all elements of the SJI are yet at 'best case scenario' level. This should include:

- Specific commitments/actions to eliminate bycatch of endangered, threatened and protected species in supply chains beyond certification (see also SBTN Ocean Hub).
- Specific commitment/actions to actions investment in innovation to reduce bycatch.
- Setting milestones that reflect progressive improvement rather than an immediate shift.
- Continuously measure, monitor and improve.

2029
MILESTONE

Marine Scope 3 emissions are quantified covering 100% of retailers' purchases and a plan is in place to reduce them as part of retailers' science-based targets.

The three main elements are emissions reporting, implementing plans to reduce emissions from fishing and transhipment and (clean fuels, electrify engines).

2029 MILESTONE

Advocate for and collaborate with certification schemes to integrate blue carbon indicators into standards.

A useful overall approach to Blue Carbon is given here. Note that as of yet there is no consistent method for reporting blue carbon emissions from fishing gear impacts. Also relates to the Climate area (Scope 3).

Retailers should:

- Support carbon-inclusive fisheries certification by advancing and testing carbon considerations in fisheries policies.
- Minimise impacts on blue carbon by promoting carbon-friendly practices, which limit risk to key areas of sedimentary carbon.
- Commitment to source from fishers who (proactively) avoid fishing in MPA and carbon rich seabed habitats.

2030

Outcomes Achieved

100% of seafood from sustainable sources.

Reduce fishmeal and oil usage to FFDR<1 by using sustainable fishmeal and fish oil replacements and increasing the use of trimmings.

WWF'S PLEDGE

We will:

- Provide guidelines, support and share case studies on achieving 'best practice' in key areas of the SJI.
- Promote supply chain transparency with all stakeholders.
- Support consistent measurement of blue carbon emissions.

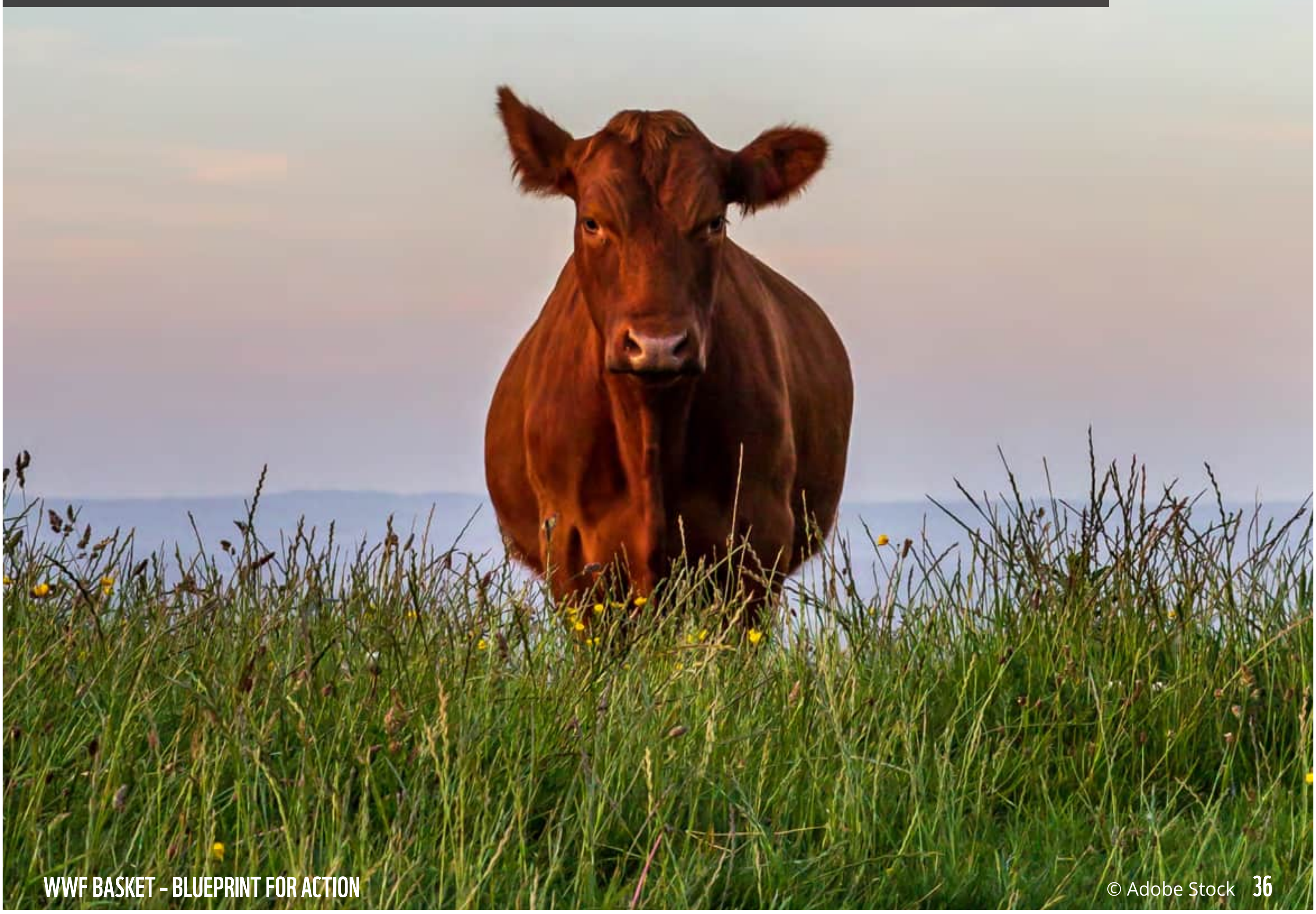
DIETS

WWF BASKET OUTCOMES

- Achieved a shift to a healthy, sustainable diet, aligned with Livewell.

RETAILER PROGRESS MEASURES

- % of protein food sales from livestock based, seafood based, and plant-based sources.
- % of wider sales across the main Eatwell food groups.
- % of composite products that are vegetarian, vegan, livestock, and seafood derived.



ACTIONS AND TIMELINES SUMMARY

Retailer actions	Milestones
Several retailers have made good progress on protein disclosure with more retailers able to include ingredient level data of protein foods included in pre-prepared and composite products. One supermarket has set a target for the proportion of plant-based protein as a proportion of its total protein sales.	2021 2022 2023 2024
The systems and processes are in place so to capture, assess and disclose protein sales at the ingredients level aligned with the WWF Protein Disclosure Guide.	2025
A healthy and sustainable diets strategy is publicly available. Staff across key teams have been trained in healthy and sustainable diets.	2026
Contracts and partnerships are in place which align with the WWF Basket Outcomes and which cover at least 75% of retailers' own-brand protein sales.	2027
Marketing priorities sales of plant-based protein over animal proteins. Consumer marketing and communications prioritise plant-based protein over animal proteins.	2028 2029
Outcomes Achieved Achieved a shift to a healthy, sustainable diet, aligned with Livewell.	2030

ACTIONS AND MILESTONES IN DETAIL

Milestone: Support advocacy to the UK Government*

2025 MILESTONE

The systems and processes are in to capture, assess and disclose protein sales at the ingredients level aligned with the WWF Protein Disclosure Guide.

Capturing consistent and comprehensive data on the weight and composition of SKUs is fundamental to managing the quantities and types of protein sold and the environmental issues that the different types of protein are associated with. The focus is on quantifying protein, because this is where the largest environmental impacts occur.

2026 MILESTONE

A healthy *and* sustainable diets strategy is publicly available.

The strategy should include a clear pathway to influencing customer behaviour which includes:

- Own brand and branded products.
- Targets for protein sales in line with the Livewell plate.
- A roadmap of actions for the protein transition, including enabling actions (e.g., guidelines for sustainable meals); staff engagement and training; supply chain levers (e.g., designing contracts aligned with retailers' policies); customer engagement (e.g., in-store positioning, messaging), and external engagement (e.g., on government policy, see below).
- A healthy food sales target (based on % of non-HFSS foods).
- A commitment to report on the proportion of plant-based protein as a proportion of total protein sales.

2026 MILESTONE

Staff in key teams across the business have been trained in healthy and sustainable diets.

Aligning the business with the policy for healthy, sustainable and affordable diets will inevitably require greater awareness amongst staff of what the business wants to achieve and how it intends to achieve it. Key teams include the sustainability team, procurement teams, commercial teams including category directors, product development, legal teams, on-line sales and communications teams.

2027
MILESTONE

Contracts and partnerships are in place which align with the Basket Outcomes and which cover at least 75% of retailers' own-brand protein sales.

The relevant terms of contracts will vary between prepared meals and produce. For the former, they should specify an increasing use of plant-based protein in meals containing animal protein, and an increase in plant-based meals. For the latter, incentives and obligations to increase animal protein should be discontinued, whereas the opposite should be the case for plant-protein products. All contracts should additionally specify the minimum sourcing standards including sustainable seafood or verified deforestation- and conversion-free products, and sustainable or nature-friendly farming certification where they exist, and obligations to measure and report on food waste and GHG emissions.

2027
MILESTONE

In-store and on-line marketing (including positioning and pricing) prioritises sales of plant-based proteins over animal proteins.

There is strong evidence that marketing and communications will play a significant role in the dietary shift. Marketing includes in-store and on-line product placement (priority shelf space placement of plant-based alternatives alongside meat), pricing, and ‘nudges’ for alternative products in on-line shopping.

2028-29
MILESTONE

Consumer communications (in-store and on-line) prioritise plant-based protein over animal proteins.

Communications include in-store images, magazines and on-line recipes.

2030

Outcomes Achieved

Achieved a shift to a healthy, sustainable diet, aligned with Livewell.

WWF'S PLEDGE

We will:

- Support and lead (as appropriate) advocacy to government on nutrition security, which ensures government food security policy prioritises supplying enough of the right food for people and planet.
- Provide key resources including the Livewell Plate, the WWF Protein Disclosure Guide and the Sustainable Eating: Pulling the Levers in Food Services.

FOOD LOSS AND WASTE

WWF BASKET OUTCOMES

- Reducing food loss and waste in all aspects of the supply chain by 50%.

RETAILER PROGRESS MEASURES

- % reduction in retail & manufacturing food waste.
- % of products adhering to WRAP's best practice labelling guidance.
- % sourcing from protein, produce & grain farms monitoring food loss & waste.

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ACTIONS AND TIMELINES SUMMARY

Retailer actions	Milestones
All retailers have signed up to the UK Food & Drink Pact, have set a target, and are measuring and reporting progress. Retailer and manufacturing food waste has reduced by 26% compared to a 2007 baseline. Some progress on meeting WRAP's best practice labelling guidelines, particularly for date labels. Retailers are engaging with farmers and suppliers on the importance of minimising on-farm food loss.	2021 2022 2023 2024
The Food Waste Hierarchy is implemented throughout the business, including enabling redistribution through simplified and aligned approvals. Best practice to reduce waste is followed for all own-label products. Suppliers constituting at least 70% of the value of produce, grain, and protein sales are engaged on food loss and waste and are encouraged to adopt 'Target, Measure, Act'.	2025
Customer engagement channels are routinely used to raise consumer awareness of food waste at home.	2026
Producers constituting at least 70% of the value of retailers' produce, grain, and protein sales are incentivised to reduce on-farm food loss.	2027
Packaging, portion sizes and on-pack messaging of all own brand grain, produce and protein has been revised to reduce at home food waste.	2028
Interventions designed to help change consumer behaviour and reduce household food waste are implemented.	2029
Outcomes Achieved Reducing food loss and waste in all aspects of the supply chain by 50%.	2030

ACTIONS AND MILESTONES IN DETAIL

2025 MILESTONE

Suppliers constituting at least 70% of the value of retailers' produce, grain and protein sales are engaged on food loss and waste and are encouraged to adopt 'Target, Measure Act'.

Tools such as the Global Farm Loss Tool are aligned with the Food Waste Reduction Roadmap and can be used by supply chain collaborators. There is also a guide to the Business Case for using the Tool. As per the WWF Basket, the focus should be produce, grain and protein producers.

2025 MILESTONE

Operational waste - The Food Waste Hierarchy is implemented throughout the business, including enabling redistribution of surplus food through simplified and aligned approvals.

Preventing food waste should remain the primary objective, with redistribution as the next priority. As circular economy and waste-to-feed initiatives develop, this focus must drive actions in this area, ensuring that food suitable for human consumption is redistributed, while minimising food directed to animal feed. Over the next year, retailers should seek ways to boost redistribution efforts, monitoring the proportions of wasted food, redistributed food, and food sent for animal feed and use this information to set targets for food redistribution. See WRAP's Best Practice on Redistributing Own-Label Products Within the Supply Chain. A major practical issue is the varied approvals that redistributors have to obtain, and this can be better aligned between retailers.

2025 MILESTONE

Supporting citizens - best practice in food labelling is followed for all own brand products.

See WRAP's Guidelines on food labelling.

2026
MILESTONE

Supporting citizens - customer engagement channels are routinely used to raise consumer awareness of food waste at home.

Over half of all food loss and waste is at the household level, yet research suggests that citizens do not perceive themselves to be a major part of the food waste problem. Actions include supporting campaigns such as Love Food Hate Waste and Food Waste Action Week.

2027
MILESTONE

Food loss - producers constituting at least 70% of the value of retailers' produce, grain and protein sales are incentivised to reduce on-farm food loss.

As well as direct incentives, the terms of contracts with suppliers should be designed to reduce on-farm food loss (e.g., reducing the rigidity of quality requirements, visual specs, and timing, etc.)

2028
MILESTONE

Supporting citizens - the packaging, portion sizes and on-pack messaging of all own brand grain, produce and protein has been revised to reduce at home food waste.

Most if not all retailers have trialled marketing interventions around packaging, portion sizes, and on pack messaging, and these should be rolled out to cover all own-brand grain, protein and produce.

2029
MILESTONE

Supporting citizens - interventions designed to help change consumer behaviour and reduce household food waste are implemented.

Most if not all retailers have trialled behaviour change interventions designed to help change consumer behaviour and reduce household food waste. The learnings from these should be rolled out at scale.

2030

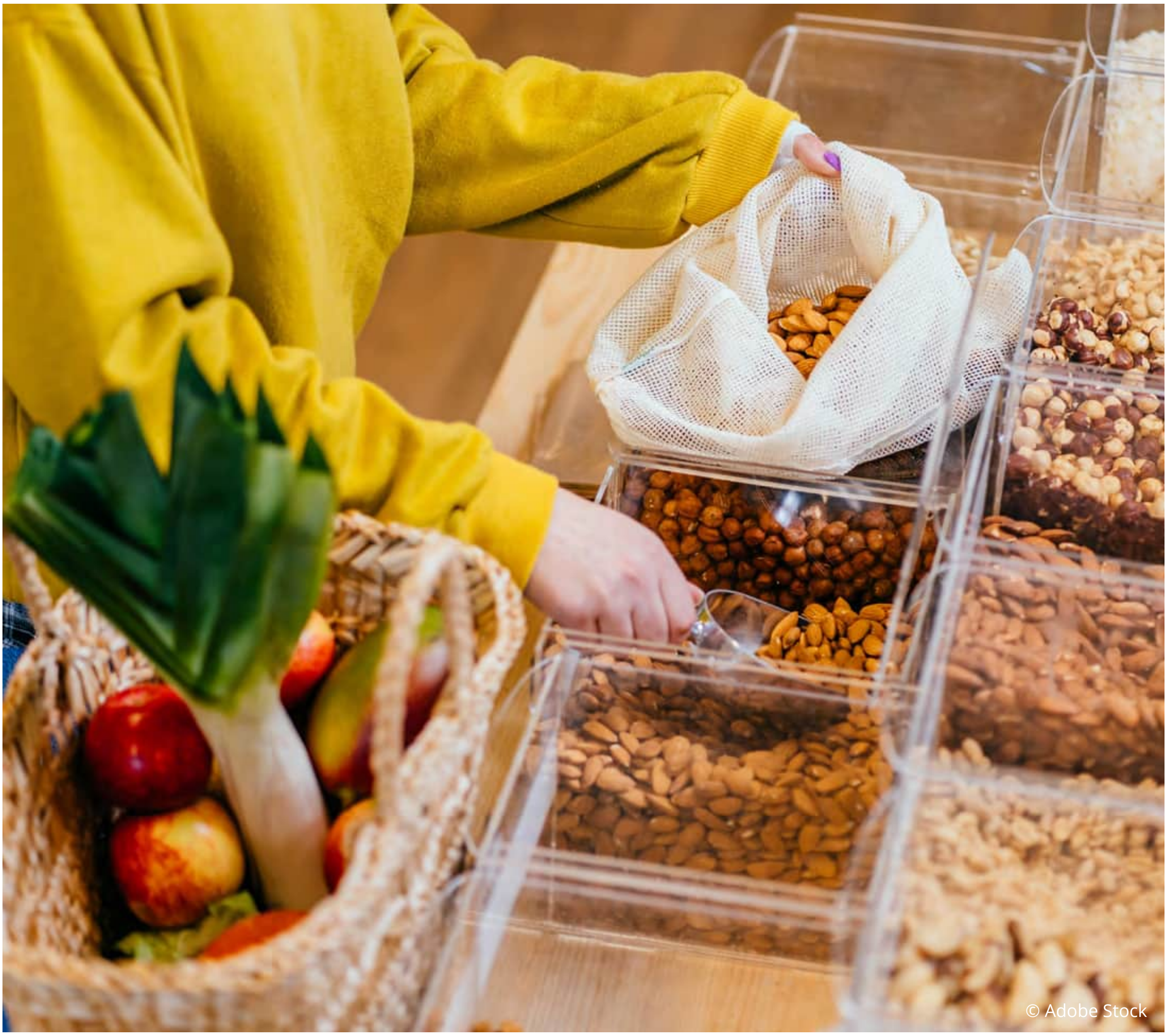
Outcomes Achieved

Reducing food loss and waste in all aspects of the supply chain by 50%.

WWF'S PLEDGE

We will:

- Support WRAP and retailers on implementing the Food Waste Reduction Roadmap.
- Support WRAP and others in advocacy to government on implementing the Food Waste Reduction Roadmap.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PACKAGING

WWF BASKET OUTCOME BY 2030

- 100% recyclable packaging.
- 40% reduction in material use by weight.
- All materials sustainably sourced and use of recycled content maximised.

RETAILER PROGRESS MEASURES

- % packaging that is recyclable.
- % reduction in packaging.
- % packaging that is recycled content or sustainably sourced.

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ACTIONS AND TIMELINES SUMMARY

Retailer actions	Milestones
The proportion of packaging that is recyclable is close to the target. All major retailers are signed up to the UK Plastics Pact. Significant (but not yet universal) progress made on reporting the sustainability of paper and card packaging materials. Public commitments on plastic packaging.	2021 2022 2023 2024
Commit to the post-2025 UK Plastics Pact. Put data systems in place to report tonnes and sustainability of materials. Time-bound zero waste roadmap/plan to reduce material use in packaging Support advocacy to the Government's Task Force on the Circular Economy.	2025
All suppliers have been engaged on the requirements of retailers' revised packaging strategy GHGs from packaging are robustly quantified and actions to reduce them are developed.	2026
Measurable reductions in GHGs from packaging reported. Support for advocacy for policies that set a clear direction on material reduction, reuse and refill.	2027
A reuse and refill strategy has been rolled out across all stores and is covering an increasing range of products.	2028 2029
Outcomes Achieved 100% recyclable packaging. 40% reduction in material use. All materials sustainably sourced and use of recycled content maximised.	2030

ACTIONS AND MILESTONES IN DETAIL

2025 MILESTONE

Put data systems in place to enable accurate reporting on material tonnages and sustainable sourcing.

Capturing consistent and comprehensive data on the weight of packaging by material type is fundamental to managing volumes, understanding the mix of materials used and their environmental impacts. WWF recommends recording the % recycled content and the % sustainably produced separately. Data should also capture what is recyclable at kerbside versus recyclable via other collection methods e.g. take-back to store.

2025 MILESTONE

Commit to the post-2025 UK Plastics Pact.

Note that the 2025 Plastics Pact is likely to encompass all materials going forward. Retailer public commitments on packaging will be expected to follow suit.

2025 MILESTONE

Time-bound zero waste roadmap/plan to reduce material use in packaging.

The plan should include a clear pathway towards a circular economy, aligned with the Government's priorities, including targets and plans to:

- Make significant reductions in the total weight of packaging used, prioritising the elimination of unnecessary single use packaging.
- Increase the use of independently certified sustainably sourced materials.
- Scaling up reuse and refill packaging systems.
- Eliminate hard-to-recycle plastic packaging.
- Continue to make packaging recyclable, with a focus on plastics (plastic recycling rates from supermarkets have largely stalled in recent years).
- A commitment to continue on-pack recycling labelling (e.g. OPRL scheme).
- Include both branded and own brand products.

2026 MILESTONE

All suppliers have been engaged on the requirements of retailers' revised packaging strategy.

Engage suppliers through appropriate channels, (discussion, Supplier Code of Conduct, business policies, contracts, etc.) so that they are clear on what they must do to support a sustainable packaging strategy: reduce material use, identify opportunities to shift to refill and re-use systems, increase sustainable material sourcing increase packaging recyclability, and maintain on-pack recycling labelling.

2026 MILESTONE

GHGs from packaging are robustly quantified and actions to reduce them are developed.

GHG emissions from packaging supply chains make a significant contribution to a retailer's Scope 3 emissions. However, the lack of data on the volume (tonnages) and origin of packaging materials have made accurate quantification of these emissions challenging. Relates directly to the Climate area.

2027 MILESTONE

Measurable reductions in GHGs from packaging are reported as part of retailers' Scope 3 emissions reductions.

Please see the Climate area on page 14.

2028-29 MILESTONE

A reuse and refill strategy has been rolled out across all stores, covering an increasing range of products.

Most if not all retailers have, over the past few years, piloted refill and reuse schemes. This has enabled retailers to gain insights on infrastructure and logistics requirements, operational requirements, scope of products that can be included, and customer engagement. By 2028-29 this learning should be put into practice at scale (in terms of products and store coverage). Policy levers will play a key role in setting the direction of travel, levelling the playing field and shifting the systems.

2030

Outcomes Achieved

100% recyclable packaging.

40% reduction in material use.

All materials sustainably sourced and use of recycled content maximised.

WWF'S PLEDGE

We will:

- Work with WRAP and retailers to align guidance on data systems and share learnings on refill and reuse.
- Work with retailers to identify best practices for quantifying Scope 3 GHG emissions from packaging.
- Support and lead (as appropriate) advocacy to government. Current opportunities include:
  - Delivering a Circular Economy is one of the Government's environmental priorities and is considered an economic opportunity for sustainable economic growth. The establishment of the Circular Economy Taskforce presents a key opportunity to influence the required systems change needed to facilitate greater ambition on packaging. This may include measures to reduce overall material consumption, reuse targets and financial incentives.
  - Policies and/or regulations that set a clear and consistent direction, including a material reduction target (aligned with the Global Biodiversity Framework), reuse and refill targets, extending the packaging tax to all materials to drive recycled, and modulated fees based on recyclability.

* Note: the timing of this action are largely in the hands of the Government, and hence may vary. WWF, with allies, will continue to advocate on key issues.

GLOSSARY

ACRONYMS

AIC: Agricultural Industries Confederation

AFi: Accountability Framework Initiative

ASC: Aquaculture Stewardship Council

ASV: Authorisation for the Suppression of Vegetation

BAP: Best Aquaculture Practices

BSI: British Standards Institution

CAR: Rural Environmental Registry

DCF: Deforestation and Conversion-Free, as defined by the Accountability Framework Initiative

EUDR: EU Regulation on Deforestation-free Products

FFDR: Forage fish dependency ratio

FLAG: Forest, Land and Agriculture (greenhouse gas emissions from)

GGAP: Global Good Agricultural Practices, Integrated Farm Assurance for Aquaculture

GHG: Greenhouse Gas

GSSI: Global Sustainable Seafood Initiative

HCV: High Conservation Value

HFSS: High in Fat, Salt and Sugar

IGD: Institute of Grocery Distribution

IMO: International Maritime Organization

IUU: Illegal, Unreported and Unregulated

KPI: Key Performance Indicator

MPA: Marine Protected Areas

MRV: Monitoring, Reporting and Verification

MSC: Marine Stewardship Council

OPRL: On-Pack Recycling Label

PAS: Publicly Available Specification

PNG: Papua New Guinea

REM: Remote Electronic Monitoring systems for marine vessels

RSG: Retail Soy Group

RSPO: Roundtable on Sustainable Palm Oil

SBT: Science-Based Targets

SJI: Seafood Jurisdictional Initiative

SKU: Stock Keeping Unit

TCFD: Task Force on Climate-related Financial Disclosures

TNFD: Task Force on Nature-related Financial Disclosures

UK FRC: UK Forest Risk Commodity Regulation

UKSM: UK Soy Manifesto

UVI: Unique Vessel Identifier

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