

Scotts International – Sustainability Strategy & Benchmarking

The Corporate Sustainability team based in the US had designed 4 major corporate goals, and identified a number of key areas of activity which needed to be addressed across the Group.

Working with our partners, Green2020, Scotts International had reset and validated the baseline carbon footprint for the business, and needed to prepare a wider view of Sustainability goals for the International business.

Using our **Crystal Globe** strategy development tool, we conducted site visits and interviews with senior stakeholders in Scotts' operations in the UK, Netherlands and France, to understand and assess the current maturity of the business.

This included not just the Sustainability team members, but also a wide range of senior managers from Operations, Finance, Logistics, Marketing and Sales.

We prepared an evidence-based summary of current maturity across the different territories, and aligned this to existing projects and KPIs. We also included examples of current best practice across the scope of the European operations, to drive rapid improvement.

Working closely with the Scotts Sustainability team we then drew up 3-year targets for improvement, by assessing the "gap" from current to target performance and ensuring that projects and KPIs were identified to close these gaps.

The result was a clear operational strategy, aligned for the first time to the top-down vision articulated by Head Office in the US. This was supported by an agreed set of prioritised 3-year improvement targets, aligned to current projects, and monitored using an integrated set of KPIs to measure progress towards the longer-term objectives.

Scotts Group

Scotts International is the European Division of the \$2.8bn Scotts MiracleGro corporation. It manufactures and distributes a range of well-known garden care, horticultural and agricultural products across Europe. This is a tightly regulated industry sector, with stringent product safety requirements for both professional customers and retail consumers.



Crystal Globe output (example – not actual data)

About Weir-tscs

Delivering Results, Reducing Costs

Weir-tscs has decades of expertise working with clients to convert strategy into optimised operational performance.

- **Reduce Costs** - practical approaches to operational improvement
- **Improve Efficiency** - order to cash, optimum systems, process and organisation design
- **Minimise Risks** - a total Sustainability approach backed by unique benchmarking tools
- **Competitive Advantage** - structural improvements to deliver organisations fit for the future

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