

LET'S TALK SUSTAINABLE UX

A photograph of two children, a boy and a girl, sitting on a grassy lawn. The boy, on the left, is wearing a blue t-shirt and is holding a magnifying glass over a small object on the grass. The girl, on the right, is wearing a light blue t-shirt with a watermelon pattern and is looking at the magnifying glass with a smile. The background is a lush green garden with various plants and flowers.

**Tiny steps
towards
sustainable IT
development**

June 14th - 2022

UX Connect - Aarhus

Marcela Alvarado

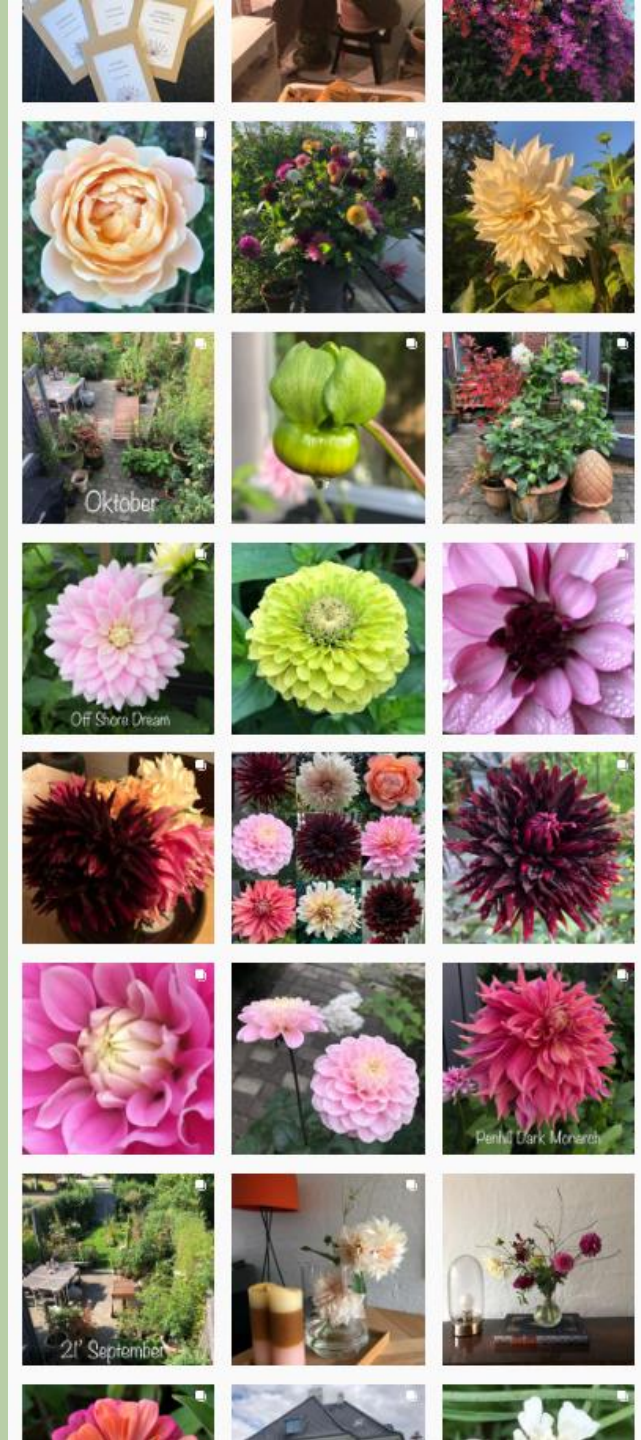
A BIT ABOUT ME...

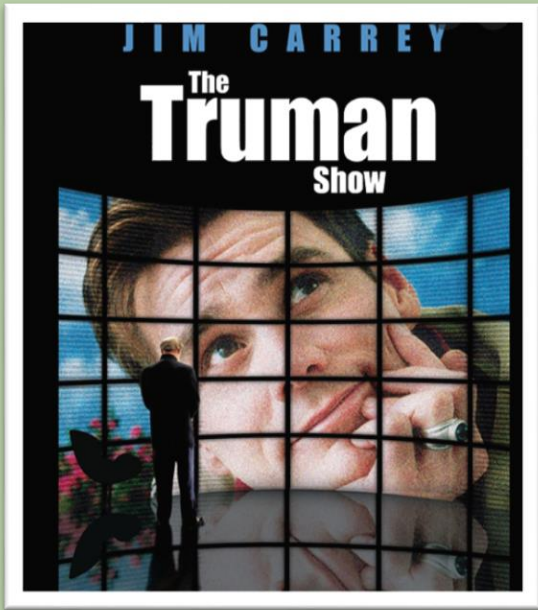
NAME: Marcela Alvarado

ROLE: Senior User Experience Specialist

MISSION: To keep my two Teen boys alive and healthy

ADDICTION: Garden enthusiast and Flowerholic





1998



2008



2018



ARLA

**NUMBERS, MARKETS, DAIRIES
PRODUCTS**





**8.950
OWNERS**



**13.6 BL. KG.
MILK INTAKE**



**THE 4TH
LARGEST**



**11.2 BL. EURO
REVENUE**



**LARGEST ORGANIC
DAIRY PRODUCER
IN THE WORLD**



**4 GLOBAL
BRANDS**



**AVAILABLE IN
152
COUNTRIES**



**20.600
COLLEAGUES**

THE ARLA WORLD



ARLA DAIRIES

Market Areas

UK

- 1 Aylesbury
- 2 Lockerbie
- 3 Melton Mowbray
- 4 Oakthorpe
- 5 Oswestry
- 6 Settle
- 7 Stourton
- 8 Taw Valley
- 9 Trevarrian

DENMARK/ FINLAND

- 10 Christiansfeld
- 11 Hobro
- 12 Nr. Vium
- 13 Sipoo
- 14 Slagelse
- 15 Taulov
- 16 Tistrup
- 17 Tychowo

SWEDEN

- 18 Falbygden
- 19 Falkenberg
- 20 Götene
- 21 Jönköping
- 22 Kalmar
- 23 Kvibille
- 24 Linköping
- 25 Stockholm
- 26 Sundsvall
- 27 Östersund



CENTRAL EUROPE

- 28 Cocio
- 29 Esbjerg
- 30 Karstädt
- 31 Nijkerk
- 32 Pronsfeld
- 33 Upahl

EXPORT

- 34 Birkum
- 35 Bislev
- 36 Gjesing
- 37 Holstebro
- 38 Høgelund
- 39 Korsvej
- 40 Kruså
- 41 Trolldhede

B2B

- 42 AKAFA
- 43 Branderup
- 44 HOCO
- 45 Rødkærsbro
- 46 Vimmerby
- 47 Visby
- 48 Westbury

INTERNATIONAL

MIDDLE EAST

- 49 Bahrain
- 50 Danya

US/CANADA

- 51 Hollandtown
- 52 Concord
- 53 Atwood

WEST AFRICA

- 54 Nigeria
- 55 Senegal
- 56 Ghana

SOUTH EAST ASIA

- 57 Bangladesh





Working in a multicultural environment

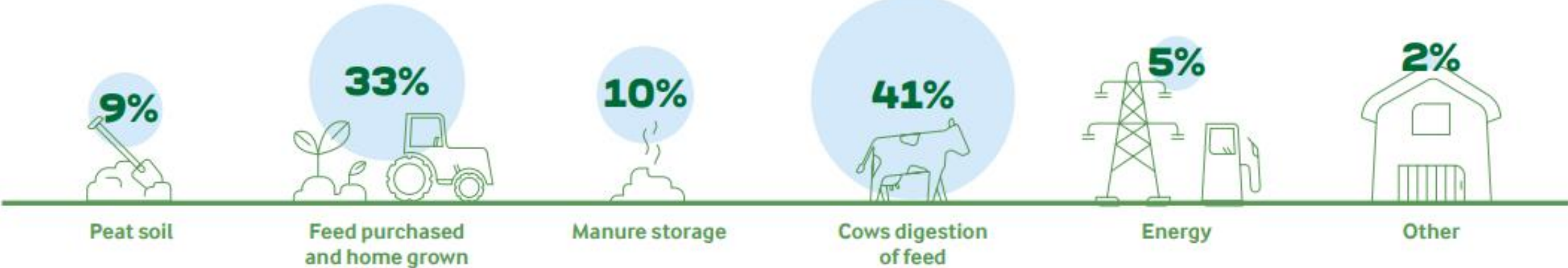


**IF THERE EVER
WAS A TIME TO
CREATE THE
FUTURE...**

...IT IS NOW!



SOURCES OF GREENHOUSE GAS EMISSIONS ON FARM



Taking actions to support a
STRONGER PLANET

by improving the environment
for future generations

Helping and enabling
STRONGER PEOPLE

by increasing access to healthy dairy
nutrition and inspiring good food habits



<p>Sustainable dairy farming</p>	<p>Protecting nature</p>	<p>Carbon net zero operations</p>	<p>Minimising food waste</p>	<p>Sustainable packaging</p>	<p>Access to healthy nutrition</p>	<p>Inspiring good food habits</p>	<p>Supporting communities</p>	<p>Caring for people</p>
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CODE OF CONDUCT

Our responsibility throughout the value chain





GONE WILD OVER BIODIVERSITY? JOIN THE 'NO MOW MAY' CAMPAIGN

... FROM ...



... TO ...



ALL YOU'VE GOT TO DO IS TO LEAVE THE LAWNMOWER IN ITS SHED DURING MAY TO:

- GIVES SHORT-GRASS PLANTS LIKE DAISIES AND WHITE CLOVER A CHANCE TO FLOWER IN PROFUSION, POTENTIALLY BOOSTING NECTAR PRODUCTION TENFOLD
- SEE HOW THE PLENTY NECTAR AVAILABLE FEEDS BEES AND POLLINATORS

SHARE YOUR RESULTS WITH COLLEAGUES ON YAMMER (@ARLA SUSTAINABILITY NETWORK)



Arla Foods

283,800 followers

18h • 🌐

300 tonnes of plastic made recyclable 🌱

The bottles for Yalla!, our Swedish yoghurt beverage brand, will become recyclable in a couple of weeks. With the new packaging, it'll be possible to remove the label sleeve, which means 16 million bottles, amounting to 300 tonnes of plastic, can be recycled every year.

Another step towards fully recyclable #packaging 🌱



Arla Foods

283,801 followers

3mo • 🌐



Poop. It's been a while since we talked about it (and you know how much we like to!) so here's our latest update.

In a first-of-its-kind project in Finland, which follows in the footsteps of some of our UK farmer owners, one of the farms that is part of our Arla Finland Collaboration Group will start to produce liquefied biogas from both manure and from straw and grass from its fields.

The end goal is to have Arla's milk collection truck refuel with liquefied biomethane from Tikan Maatila farm when it's picking up milk.

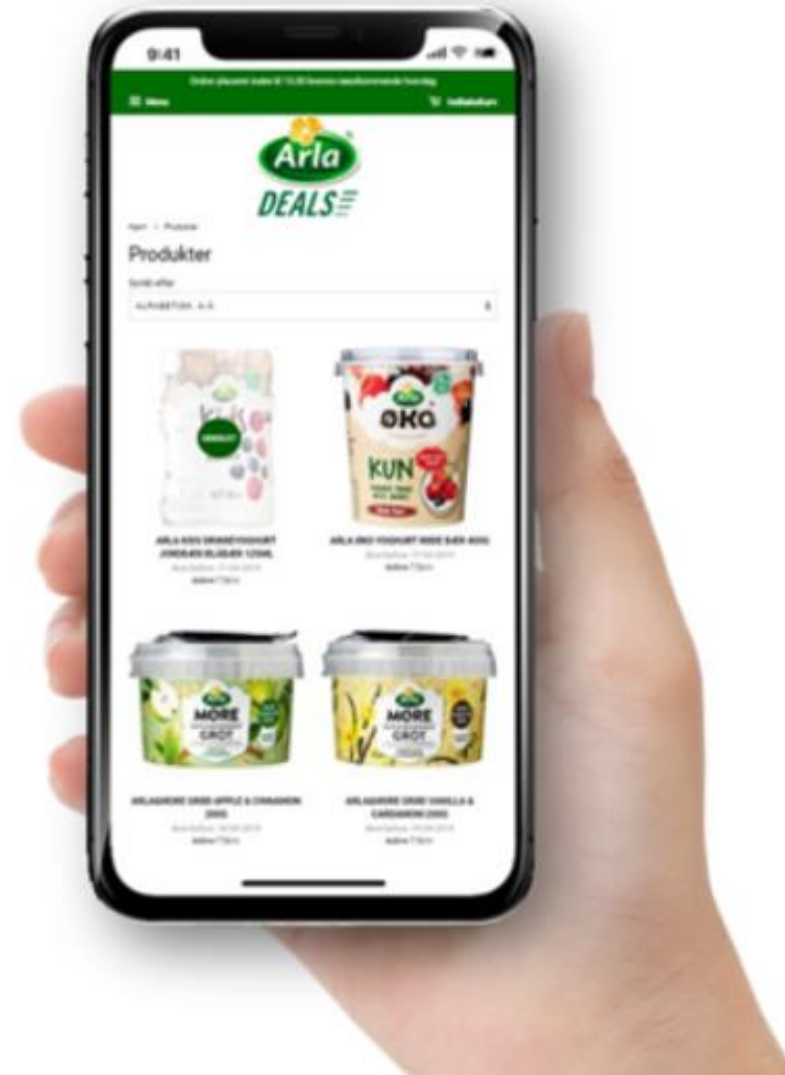
A single refuelling will use about 500 kilograms of biomethane and keep a milk truck driving for more than 1,000 kilometres.

A great opportunity to expand the farm's business and to reduce carbon emissions from heavy transport 🍌



ARLA DEALS – OUR FAVORITE DAIRYTALE

- ✓ Started up as a 10.000 € ‘Discount shop’
- ✓ More than 2.700 customers signed up
- ✓ Save more than 1.7 tons of products from waste per year
- ✓ Revenue in 2021 > 1.5M €



STEPPING UP SUSTAINABILITY

Taking action today for a stronger tomorrow



Operations



Farm



Health



Packaging



Food waste



Logistics

ON AN AVERAGE MONDAY...

100.000

EMAILS ARE SENT IN ARLA

MORE THAN

400.000

ARE RECIEVED



”Finally, I found the draft version of my presentation from 2012” said no one ever



H:drive and OneDrive

Drafts and old versions of files on H:drive and OneDrive

Old pictures and videos

Outdated material

We have above 50 Millions files in OneDrive



Department drives

Most of the content in the old O-drives is outdated

Move it to Teams or SharePoint

Or delete the old content

1. PRIORITY



SharePoint & Teams

Many teams have a lot of old content in the shared Teams and SharePoint Channels

Discuss a process for clean up in the teams – for instance quarterly review of your shared libraries.

We have above 18 Millions files in SharePoint

**SO HOW IS
ALL OF THIS
CONNECTED
WITH UX...?**





THE STATE OF UX IN ARLA IT

WHAT WE HEAR

**BUDGET PROBLEMS?
I CAN CUT UX OFF!**

**UX IS THE SAME AS
MAKING IT PRETTY**

**I KNOW WHAT MY USERS
WANT AND NEED**

**IF THE USERS DOES'NT
GET IT – TRAIN THEM!**

IBM/FORRESTER SAYS...



75 %

Reduced
design time
and costs



33 %

Reduced
development
time



50 %

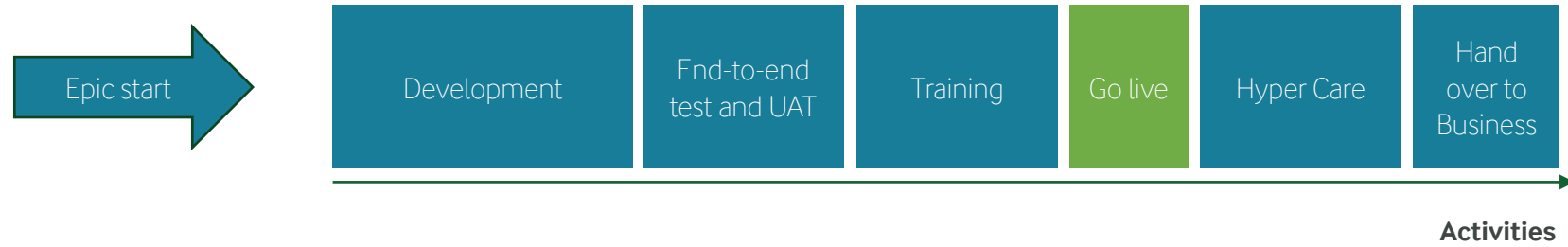
Reduction in
Design
Defects



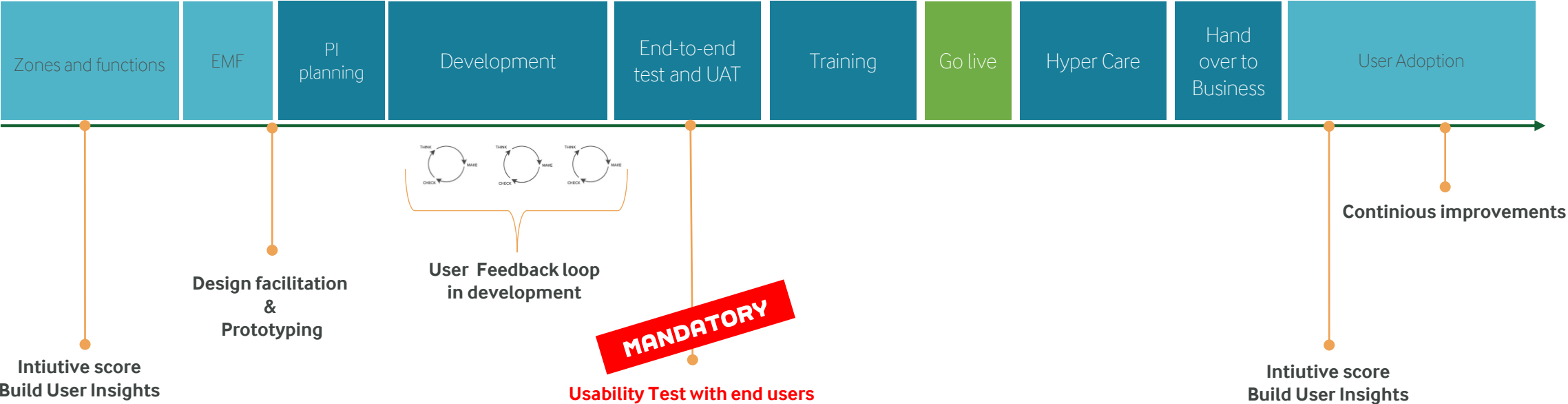
50 %

Reduction in
maintenance
costs

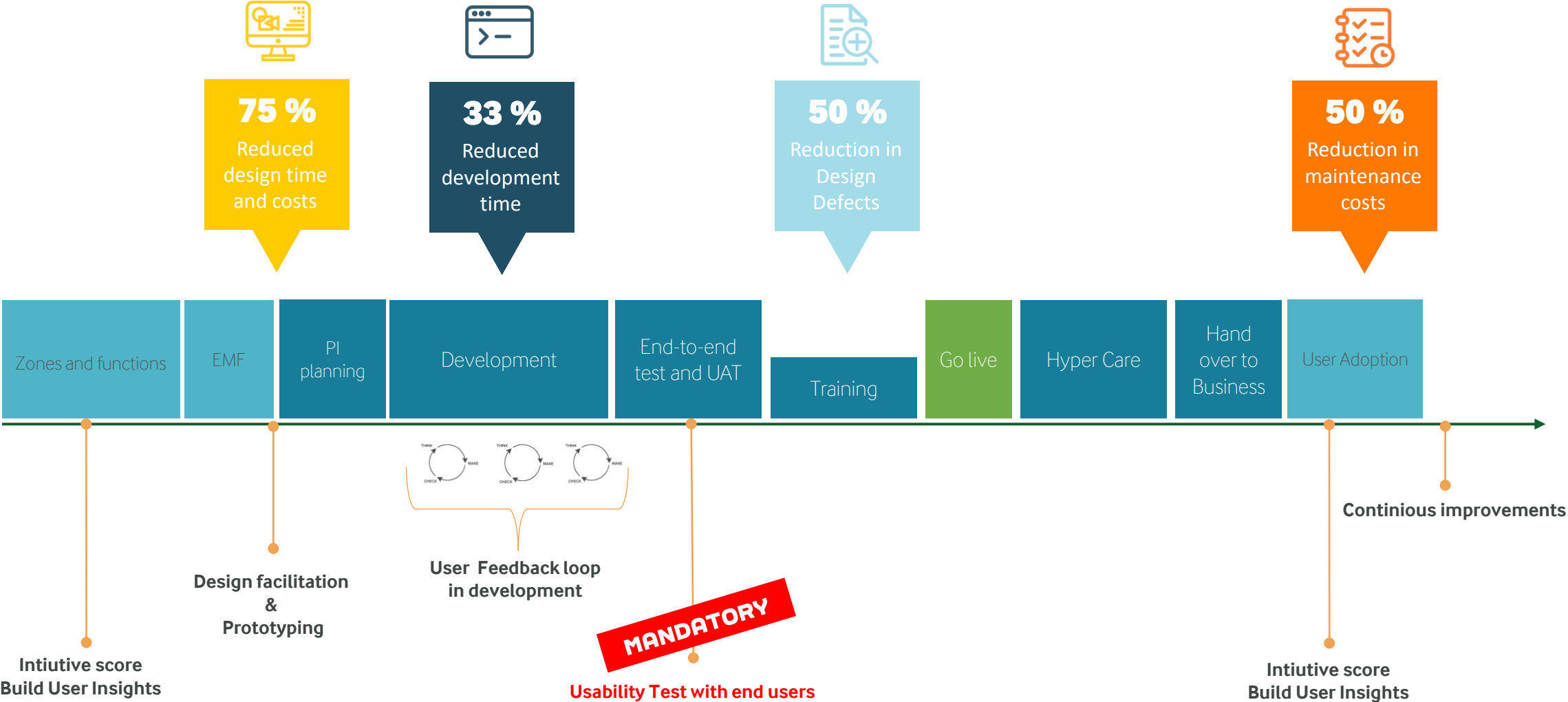
WHERE UX IS INVOLVED NOW

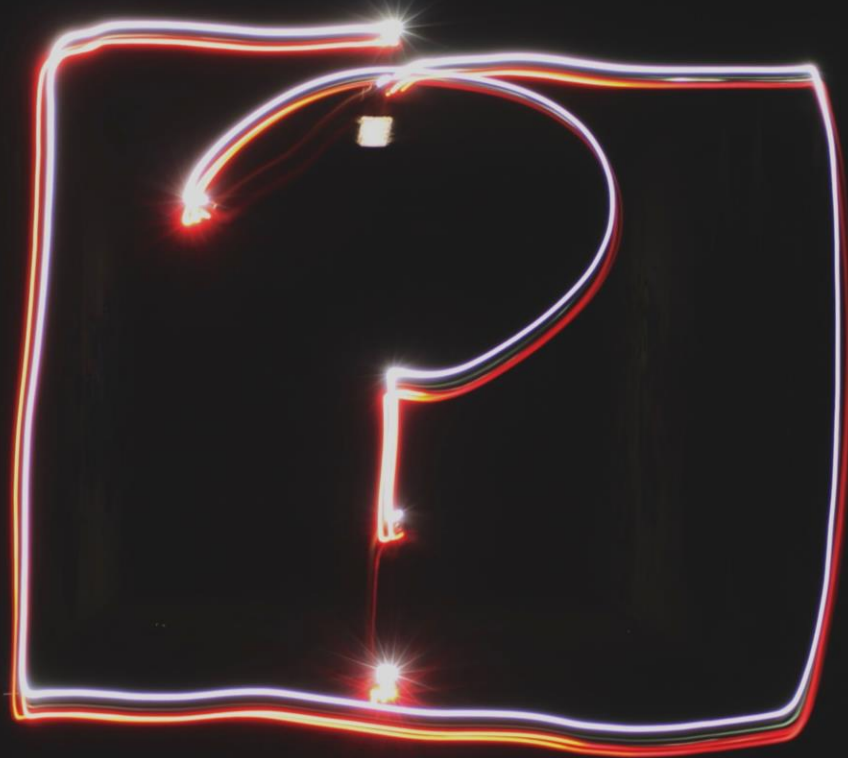


FUTURE OF UX INVOLVEMENT



FUTURE OF UX INVOLVEMENT





WHAT DO YOU THINK?



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[Let's connect on LinkedIn](#)

THANK YOU

