



Crispa Snacks Leveraging COSIRI for Sustainable Growth and Competitive Advantage

Sustainable Manufacturing COSIRI Case Study

MAY 2025



INTRODUCTION

Crispa Snacks, a leading snack manufacturer from Azerbaijan, recently undertook a COSIRI (Consumer Sustainability Industry Readiness Index) assessment to determine its sustainability maturity performance. The result is benchmarked against the best-in-class of the industry, to identify actionable steps to advance their ESG (Environmental, Social, and Governance) journey. This use case explores how Crispa Snacks utilized the COSIRI assessment to align with their brand vision, sustainability goals, and business objectives, ultimately transforming challenges into growth opportunities.

By embracing sustainability, Crispa Snacks is uncovering the advantage it can gain through sustainability. Their journey serves as a testament to the power of strategic ESG integration in driving long-term growth and resilience. The insights gained helped Crispa Snacks review and change the way they conduct business, to help build long-term growth and resilience.

“

“We always knew we wanted to do better – but now we know how, and where to start. We thank the COSIRI team for their guidance and look forward to sharing our progress in the next stages of our transformation.”

Mr Nahid Jabbarov
Executive Director
Crispa Snacks LLC



CHANGING BUSINESS LANDSCAPE AND THE ROLE OF SUSTAINABILITY

Crispa Snacks is witnessing a fundamental transformation in its business landscape, driven by growing stakeholder expectations in better sustainability practices, global regulatory shifts, and internal aspirations for responsible growth. The company recognizes that sustainability is not just a challenge but a critical driver for growth and market differentiation. It reshapes how they design products, manage production, and approach markets.

— 1.

Stakeholder Pressure

Consumers in key export markets such as the UAE, Israel, and Eastern Europe are increasingly demanding transparency, healthier alternatives, ethically produced snacks, additive-free, and eco-conscious. Retailers and distributors are also setting stricter ESG procurement standards, requiring compliance with supply chain traceability, waste reduction, and carbon footprint disclosures.

— 2.

Cost and Efficiency Drivers

Rising energy prices and packaging costs have prompted Crispa Snacks to rethink efficiency across the production chain. Investments in new drying technologies and optimized logistics routes are helping reduce environmental impact and operational expenditure.

— 3.

Environmental Commitment

The company acknowledges its ecological footprint, from water and energy use in drying and packaging to the transport of raw and finished goods. Sustainability is becoming a core element of their innovation, with a focus on formulating snacks without preservatives or added sugars, sourcing from local growers, and exploring biodegradable packaging formats.

— 4.

Regulatory Preparedness

While Azerbaijan's current food manufacturing regulations are developing, Crispa Snack's strategic ambition is to meet and exceed international compliance standards. The company is aligning their processes to anticipate carbon reporting (Scope 1, 2, and 3), waste audits, and water management standards typical in the EU, US, and East Asia.



MOTIVATIONS FOR COSIRI ASSESSMENT

Crispa Snacks wanted to know if their ESG efforts are in line with the industry's. They realized that ESG can be a force for good for the company.

“ *The COSIRI assessment was a timely opportunity for Crispa Snacks to benchmark our sustainability maturity and identify concrete, actionable steps to advance our ESG journey.* ”

Mr Nahid Jabbarov
Executive Director
Crispa Snacks

— 1.

Improving ESG Performance

Crispa Snacks aims to embed environmental, social, and governance principles into its daily operations. COSIRI offered a structured, internationally-aligned approach to assess their current standing and reveal blind spots.

— 3.

Creating Competitive Advantage

Differentiation in the premium snack segment now relies on more than just taste – it relies on values. COSIRI helps Crispa Snacks articulate and implement those values in a traceable and scalable way.

— 5.

Organizational Learning

The company saw this as a learning process to engage their teams, build awareness, and stimulate innovation around sustainability.

— 2.

Reducing Environmental Impact

Specifically, Crispa Snacks seeks to reduce its greenhouse gas emissions across Scope 1 (on-site energy), Scope 2 (purchased energy), and Scope 3 (upstream agriculture and logistics). The company also aims to lower its packaging waste and water usage intensity.

— 4.

Market Access and Compliance

As Crispa Snacks expands into more tightly regulated markets, especially in the EU and Asia, sustainability alignment is no longer optional. The COSIRI framework helped them to prepare for evolving import regulations and retailer requirements.

COSIRI ASSESSMENT EXPERIENCE

The COSIRI assessment process was highly constructive and professionally facilitated. The pre-assessment briefing helped their team understand the framework and prepare relevant data points in advance. During the assessment, the interactive approach enabled honest reflection across different operational areas – from sourcing and energy to product development and leadership governance.

The company especially appreciated the collaborative format of the assessment, which encouraged cross-departmental engagement. The debrief session was not just a review – it was a roadmap, giving us both quantitative and qualitative insights. The visual Prioritization Matrix was particularly useful in aligning our internal priorities and timing.

“ *For Crispa Snacks, sustainability is not just a checkbox. It is a growth mindset and a trust-building tool with our customers and partners.*”

Mr Nahid Jabbarov
Executive Director
Crispa Snacks

KEY DISCOVERIES AND LEARNINGS

Several key realizations emerged from the COSIRI assessment:

Formalization Gap

Consumers in key export markets such as the UAE, Israel, and Eastern Europe are increasingly demanding transparency, healthier alternatives, ethically produced snacks, additive-free, and eco-conscious. Retailers and distributors are also setting stricter ESG procurement standards, requiring compliance with supply chain traceability, waste reduction, and carbon footprint disclosures.

Packaging Impact

The assessment revealed that the company’s packaging footprint – especially for B2B bulk lines, was higher than they estimated. This prompted them to review their use of materials, recyclability, and weight optimization.

Scope 3 Awareness

In particular, the value chain emissions from imported nuts, packaging materials, and outsourced logistics were not previously captured. COSIRI helped them uncover these blind spots and informed their roadmap for future lifecycle impact assessments.

Data Visibility

The company realised the need for stronger data collection practices – particularly energy and water usage – to better track efficiency, reduce, and support future ESG reporting.

ADDITIONAL ACTIONS BEYOND COSIRI RECOMMENDATIONS

In addition to the COSIRI recommended steps, Crispa Snacks is also initiating several complementary actions:

— Create a Cross-Functional ESG Taskforce

Form a dedicated team to track ESG performance and integrate sustainability KPIs across departments.

— Supplier Engagement

Crispa Snacks is currently exploring how to initiate supplier-level assessments. This may include traceability checks and engagement workshops aligned with an internal sustainability policy that is under development.

— Eco-Packaging Pilots

The company is prototyping new biodegradable and recyclable packaging formats, for retail and gift lines.

— Sustainability Roadmap Publication

Crispa Snacks will publish a public-facing roadmap on its website to align its efforts with external stakeholders.

— Training & Internal Awareness:

We are planning sustainability workshops to empower staff and embed a culture of responsibility across operations.

IN CONCLUSION

As Crispa Snacks grows into a regional brand with global ambitions, sustainability is now central to its value proposition, operations, and partnerships. Participating in the COSIRI assessment has been a pivotal step in their sustainability journey.

The assessment affirmed the company's belief that long-term competitiveness lies in transparency, innovation, and responsibility. Crispa Snack is excited to translate insights into actions, and become a model for how agile food producers in emerging markets can embrace ESG and thrive.

For more information, please contact:
contact@incit.org

