



AI for a more sustainable food retail sector

June 2025

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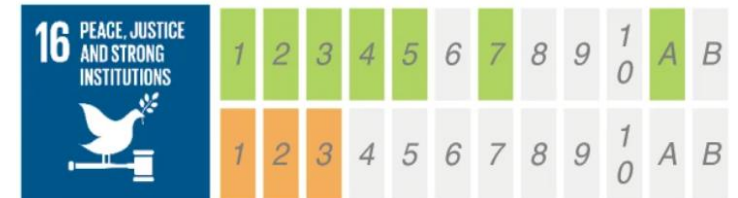
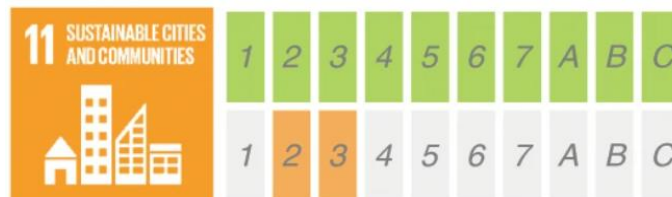
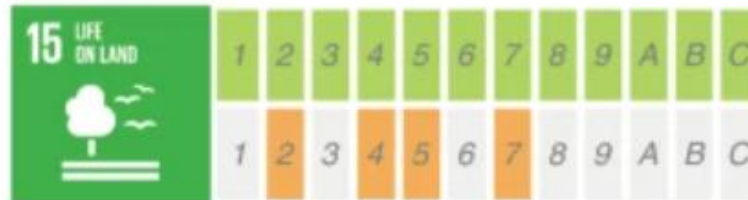
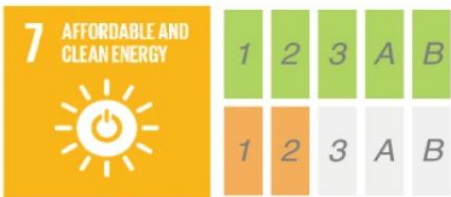
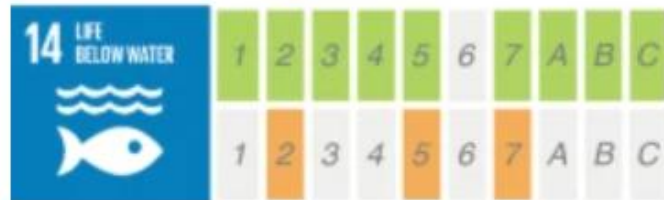
- WWF Sweden 2021.
- M. Sc. Engineering Physics.
- 10 years in IT Project Management.
- 15 years in Cleantech startups:
 - Product and business development (fuel cells, solar cells, wastewater treatment).
 - Co-founded an emission-free smart mobility company.



AI can probably do more good than bad



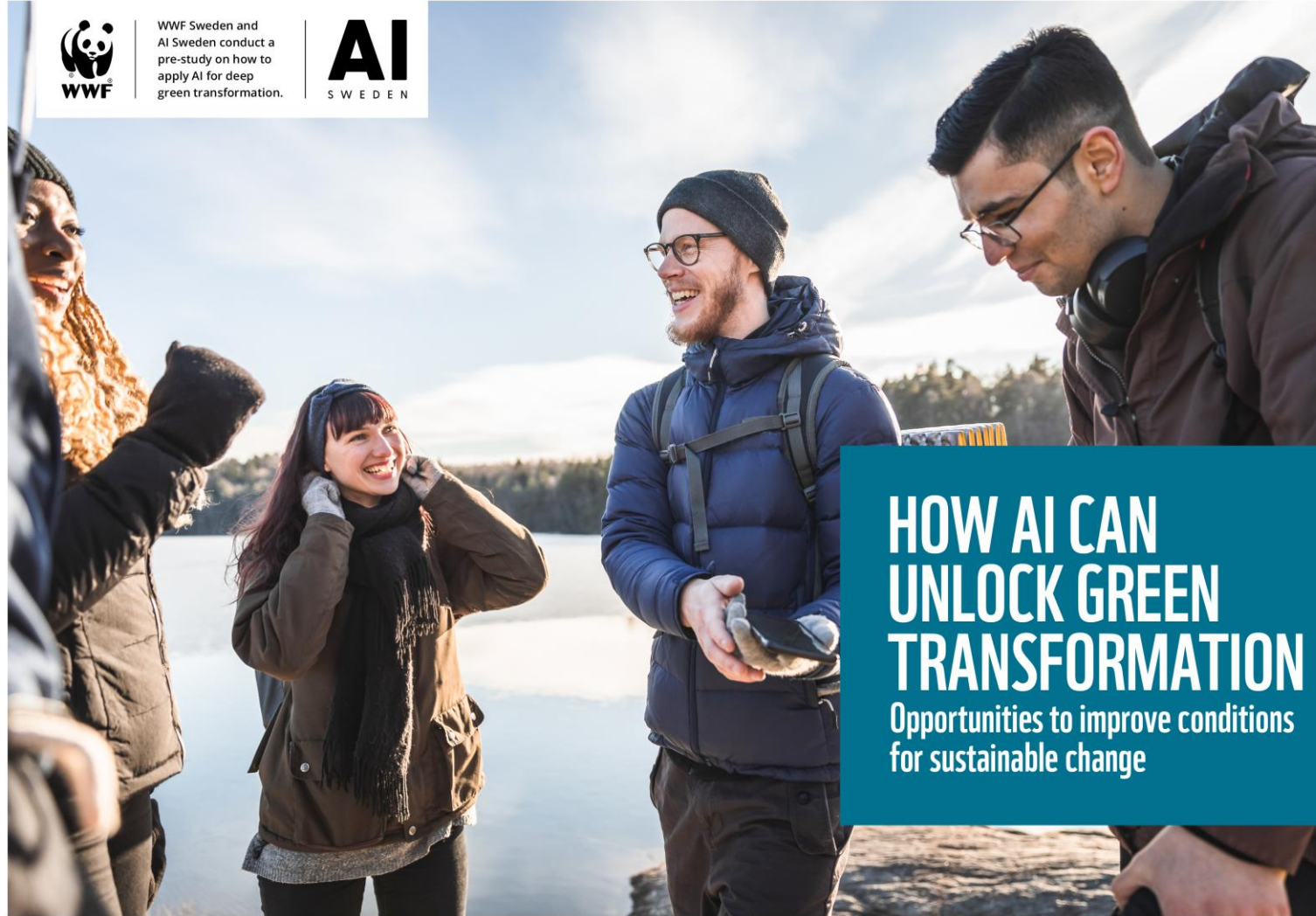
The role of artificial intelligence in achieving the Sustainable Development Goals





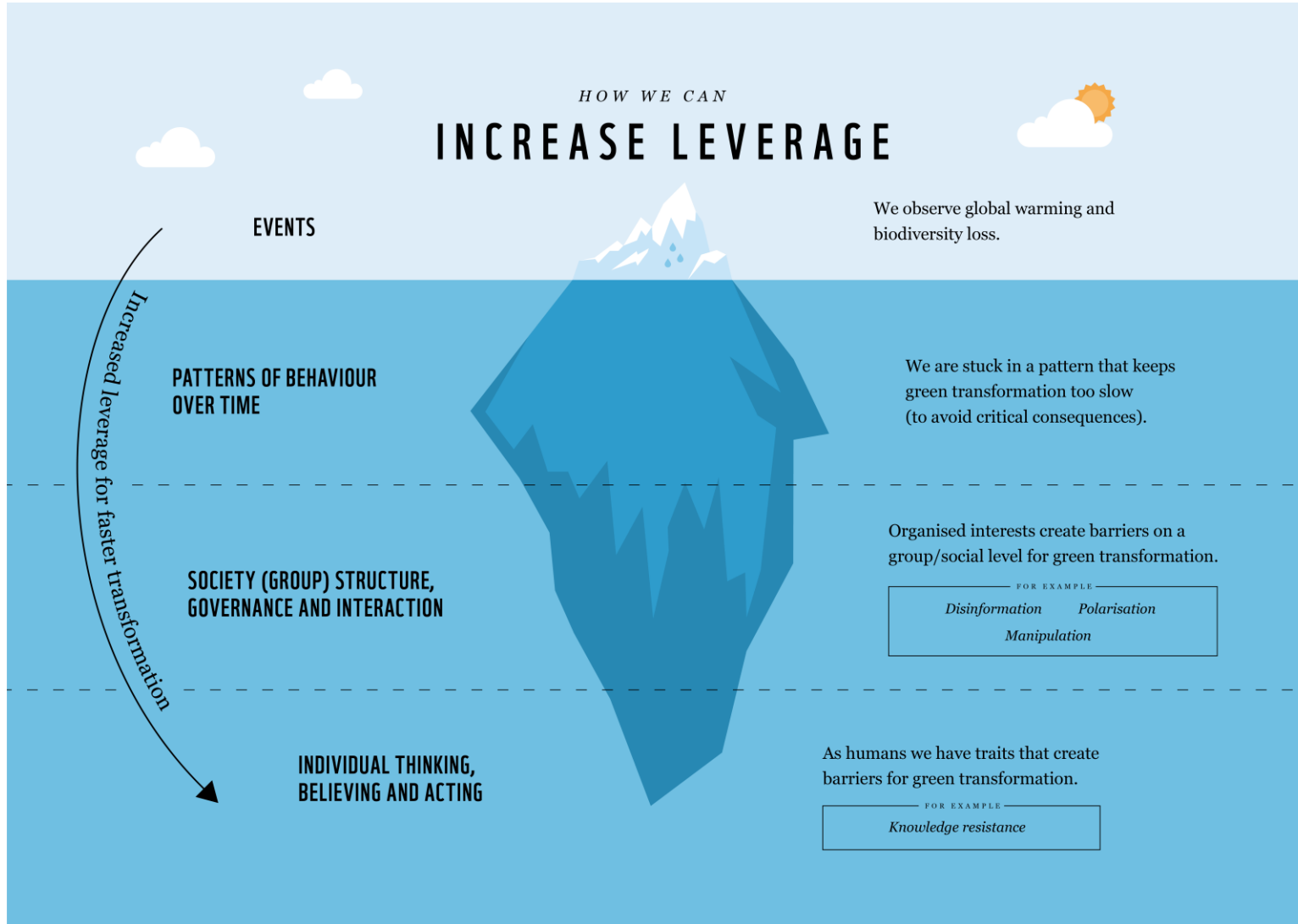
WWF Sweden and AI Sweden conduct a pre-study on how to apply AI for deep green transformation.

AI
S W E D E N



HOW AI CAN UNLOCK GREEN TRANSFORMATION

Opportunities to improve conditions for sustainable change



'Deep end'
How can AI help us here?



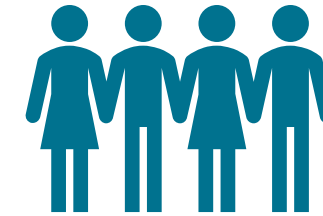
1. Unique opportunities

AI has unique opportunities to positively influence social structures and behaviors that hinder green transformation.



2. Big leverage

Among the many AI opportunities, we need to choose those that provide the greatest leverage for green transformation.



3. Mobilize leadership

Leadership must be mobilized to direct resources towards the most important AI solutions.

Results – challenges/opportunities – food retail



WWF Sweden and AI Sweden conduct a pre-study on how to apply AI for deep green transformation.



1. We're stuck with old ways of thinking /
Set new objectives for AI teams.



2. Solving common problems while locked in competition /
Collaborative technologies.



3. Margins are too small to risk experimentation /
Experiment with digital twin technologies.



4. It is too hard to make the right decisions /
Make good choices easier.

Specialists in minimizing waste for Grocers



Suppliers

Problems we solve

1. Accurate demand forecasting
2. Efficient inventory management



Storage and logistics

1. Optimize warehouse layout
2. Optimal fleet sizing
3. Efficient route planning to minimize emissions



Stores

1. Optimizing in-store layout planning (with NIQ)
2. Store provisioning strategies
3. Dynamic pricing and expiry management



Pantry

1. Carbon basket
2. Leveraging consumption and feedback data for assortment

AI's Capabilities

AI SWEDEN

Sense the world

Create the world

Vision
Images & Video

Hearing
Sound & Audio

Language
Understanding & Intention

Creation
Generative & Multimodal

Patterns & anomalies
Discovery

Future →
← Past
Prognosis & Forecasting
Prediction

Plan & Optimize
Reasoning

Agents & Robotics
Autonomy

Understand the world

Control the world



Questions & discussion

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