

Organic products from biologon Climate action starts at breakfast

Industry: Groceries





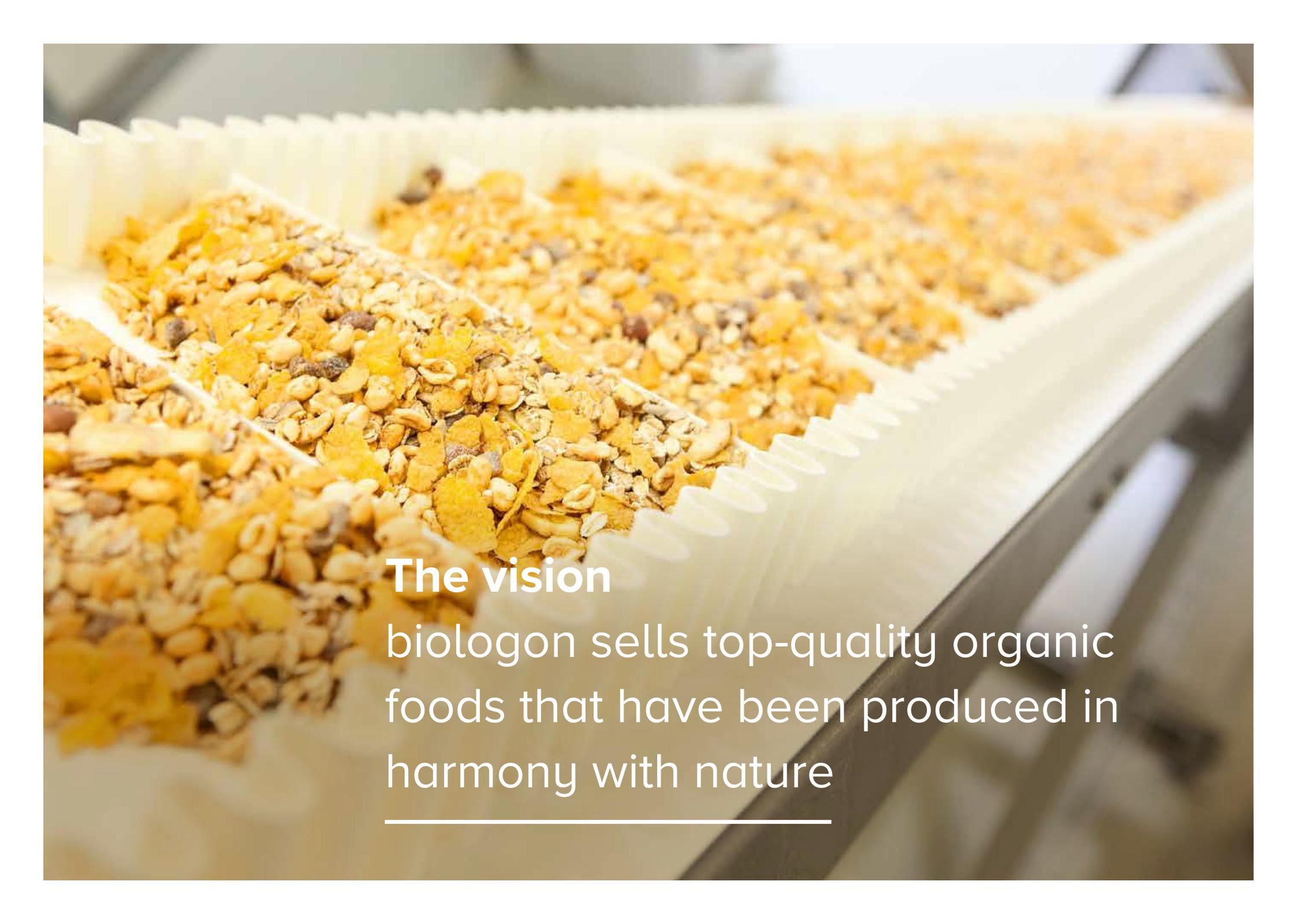
A passionate family business in Tirol

About biologon

The siblings Martina Pletzenauer and Karl Nothegger Jr care deeply about controlled organic farming to produce sustainable food. Driven by this passion, they established the family business biologon in the Austrian state of Tirol in 2010.

Ever since, the company has been producing and refining a wide range of breakfast cereals, dried fruits, nuts, pips and seeds under its own brand BioLifestyle as well as for private label customers. At its heart, this organic producer specialises in crunchy cereal and granola mixes baked in a rack oven in the traditional way and gently hand-mixed muesli and porridges. It only uses raw materials that meet strict social and environmental standards.

biologon
Qualität & Innovation



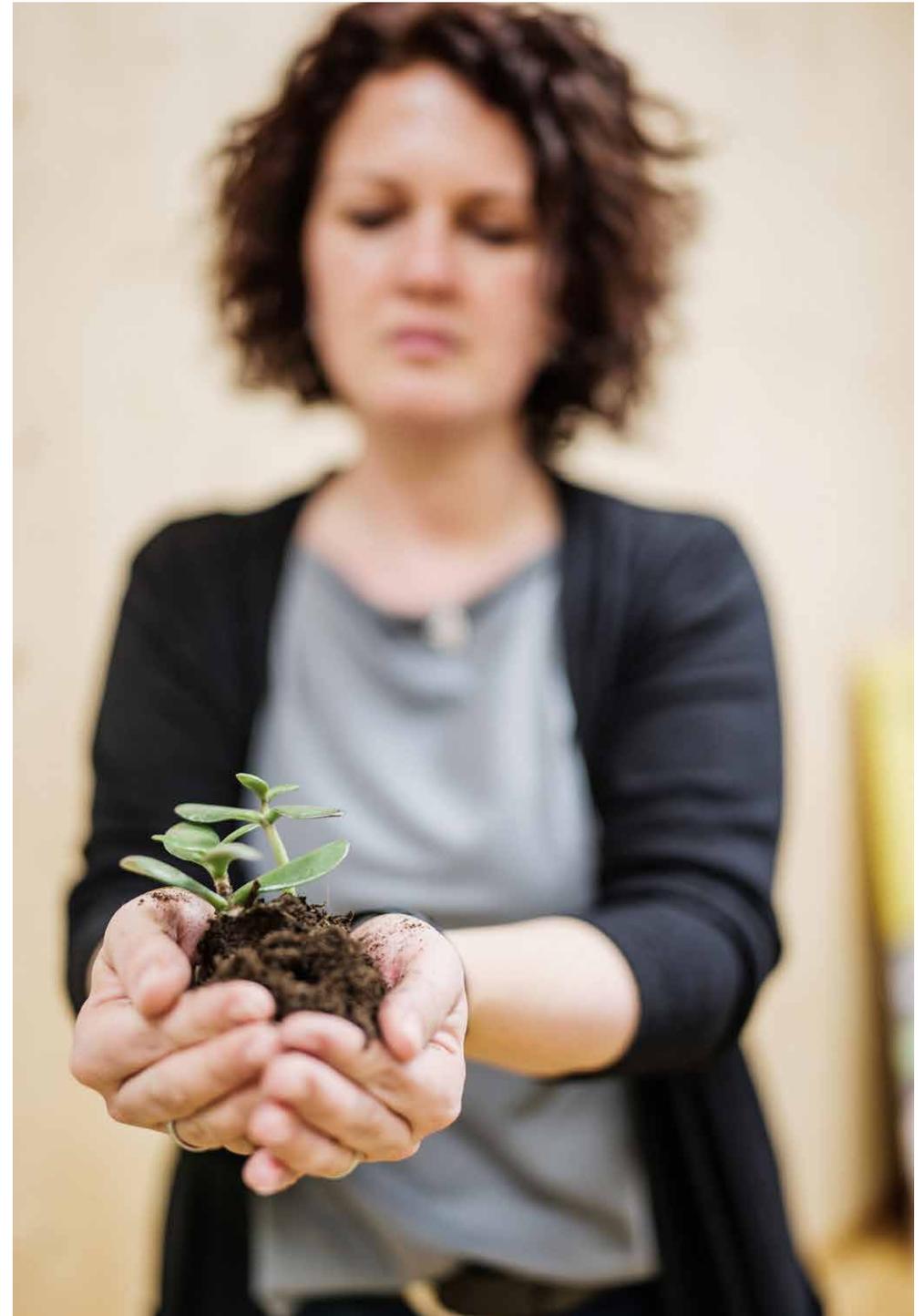
The vision

biologon sells top-quality organic foods that have been produced in harmony with nature

The challenge

Record and reduce the greenhouse gas emissions of the company and its supply chain

People who are conscious of their health and the environment love biologon products, so it goes without saying that working with organically farmed products exclusively is the first step towards sustainability. However, the family business has set far more ambitious sustainability targets than that – it aims to minimise its impact on nature and the environment to the greatest possible extent. That is why biologon pursues a clear climate action strategy: become carbon neutral by calculating, reducing and offsetting greenhouse gas emissions on both a company and product level. It is especially important to biologon that its own climate action targets contribute to the 17 United Nations Sustainable Development Goals (SDGs).



“

Down to earth, sustainable and honest – in Tirol we trust! That is our promise to our customers and partners. Protecting our environment is one of our highest priorities. That's why we support organic farmers as a 100 per cent organic company. And it's also why we strive to make our company and some of our products carbon neutral with ClimatePartner.

Martina Pletzenauer, CEO biologon ”

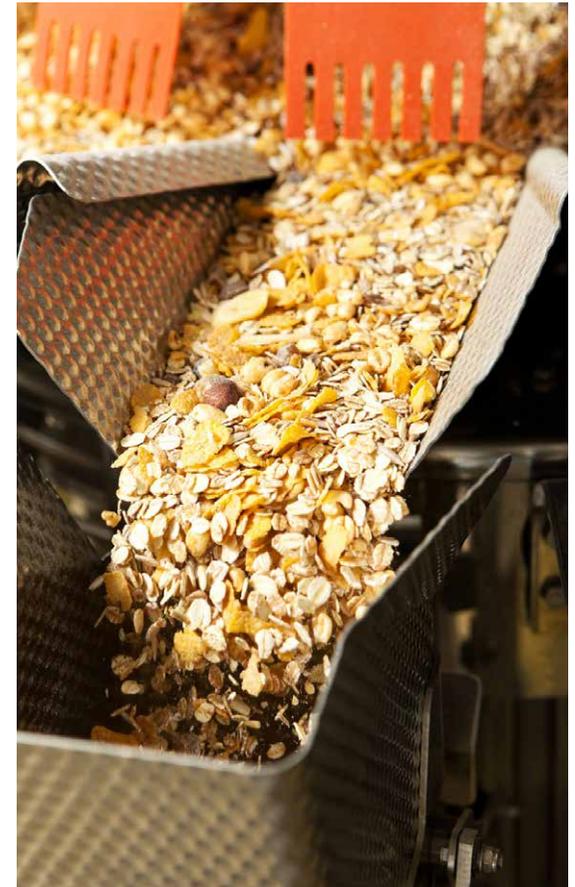


The solution

Calculation and reduction of emissions with the support of ClimatePartner

Working with ClimatePartner, biogon has calculated the greenhouse gas emissions attributable to the company's day-to-day business operations, from the energy it uses to business trips and employee commuting. Additionally, biogon calculated the carbon footprint of 16 products for one customer and five products from its own brand BioLifestyle. The calculation factored in the emissions from products, the procurement of raw materials, packaging, logistics and the shipping of the products.

In particular, the calculations have shed light on how much of a share individual raw materials have in the total emissions. These can now be obtained from other sources or countries of origin, for example, in order to reduce their carbon footprint.



biogon has already reduced emissions on a company level:

- Use of 100% green electricity from hydroelectric energy in Tirol
- Heat recovery from rack ovens
- Seven electric vehicles in the fleet already
- Transportation by train where possible

biogon uses sustainable ingredients and materials to produce its food:

- All raw materials and ingredients from controlled organic farms
- Recyclable packaging materials
- Switched from palm oil to rapeseed oil in 2011



“

Working with ClimatePartner was both enjoyable and informative. Our liaison always had time for us and helped us by actively suggesting solutions. We look forward to working with ClimatePartner again and to making even more products carbon neutral.

Birgit Kreßl-Nothegger, CSR biologon

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ClimatePartner

All solutions at a glance



Used by biologon

Corporate Carbon Footprint (CCF)

Calculating your corporate carbon footprint (CCF) provides you with an overview of your company's greenhouse gas emissions, where carbon hotspots lie within your business and what targets you can set to reduce your climate impact.



Used by biologon

Product Carbon Footprints (PCF)

The calculation of a Product Carbon Footprint (PCF) for a product or service considers the emissions from the raw materials to delivery and disposal (cradle-to-customer plus end-of-life). In addition, you can also include the use phase.



Used by biologon

Carbon emission reduction

A reduction strategy based on science based targets sets out the priorities for climate work. It provides an agreed framework for deploying resources, creating an impact and communicating results.



Used by biologon

Carbon offsetting

No matter how much you reduce your existing emissions, there will always be some you cannot avoid. Unavoidable emissions can be offset by supporting a recognised carbon offset project. Your products, services and company can then be classified as climate-neutral, given the overall effect on the climate has been offset.



Used by biologon

Communication

Climate action initiatives should be communicated. We help you celebrate the steps you're taking towards measuring and reducing your carbon emissions to your clients and stakeholders. We support the use of correct terminology, avoid greenwashing and help you transparently express your climate commitments.

The result

A carbon neutral company and 21 carbon neutral products

biologon has been carbon neutral since 2022, as have 21 products for customers and its own BioLifestyle brand, so muesli fans can make a conscious choice in favour of carbon neutral products and take a stand for climate action. But that is not enough: biologon is still working tirelessly to reduce its carbon emissions. It plans to invest in a large photovoltaic system in 2023. The company offsets its unabated unavoidable emissions through an internationally certified carbon offset project from ClimatePartner, which provides clean cooking stoves in Myanmar.



ClimatePartner.com/18164-2203-1001



ClimatePartner.com/18164-2203-1001



737 t CO₂

OFFSET SO FAR

approx. **140 t CO₂**
SAVED IN 2021



Carbon neutral, from controlled organic farming, produced fairly

Crunchy mixes baked in a traditional rack oven

All of the ingredients in a carbon neutral Crunchy product are sourced from organic producers. This means that the company uses no artificial chemical additives or aggressive pesticides. It's good for people and the planet – the soil can recover faster because it has not been polluted with chemical fertilizers.

- Gently baked in a traditional rack oven
- Made by hand in the Kitzbühel Alps both lovingly and ethically
- Top-quality ingredients from controlled organic farms
- The majority of the range is vegan



Biolifestyle





“ My children always have muesli for breakfast, so I’m very happy that biologon offers delicious products in organic quality. I think it’s great that some Crunchy products are carbon neutral too. We should all do our part so our children can have a happy future on a healthy planet!

**Monika Lackner, 35 years old,
physician associate, mother of three**

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Carbon offset project

Clean cooking stoves

in Myanmar



This project is the first Gold Standard-certified **carbon offset project in Myanmar**. It distributes efficient cooking stoves to thousands of families – efficient stoves mean less carbon emissions. Myanmar has the third-highest rate of deforestation in the world, and many families still cook over an inefficient open fire. The more forests that disappear, the more expensive wood becomes, which drives poverty among the local population. The air pollution that goes hand-in-hand with this process also causes the early deaths of more than 4 million people each year. The project sells cooking stoves at a subsidised price. Each stove uses half as much firewood as the conventional cooking methods in the local area. This reduces household expenditure on firewood while also preserving forests. The carbon emissions are 60 per cent lower and every stove saves four tonnes of CO₂ per year. The level of household air pollution is even reduced by 80 per cent, which improves families' health.



Your partner for climate action



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