

# Creating a “Planet-Based” Future with ClimatePartner

Industry: Consumer Goods & Retail/Food



# Plant-based and now carbon neutral!

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## About Cauldron:

For the last 40 years, Cauldron has been on a mission to produce delicious vegetarian and vegan food that's kinder to our planet – because what we eat counts as much as what we leave behind.

Philip Marshall, who founded UK-based Cauldron Foods in 1979, found the inspiration for his company name in the book of I Ching: (Chinese Book of Change). In the Far East, the ancient cauldron – size vessel with three legs called a ding rose from its humble culinary origin to become a great ritual artefact in Chinese culture, symbolising nourishment, invigoration and rejuvenation.

Creativity is at the heart of the Cauldron ideal. From organic tofu that works wonders in a variety of cuisines, to tasty falafels and vegetarian sausages—as well as hundreds of mouth-watering recipes—Cauldron are proud to share their love

for wholesome, plant-based nutrition that suits all lifestyles.

The brand's purpose has always been about sharing ideas and inspiration for people to eat in a way that is better for themselves and for the planet.

Since 2021, they have been Official Sponsor for both Veganuary and National Vegetarian Week, to encourage people to go plant-based for a month or a week.

To this day, Cauldron Foods lives by its mission. They were the first UK plant-based meat-free brand to make all their products carbon neutral at the start of 2022.

By making and choosing carbon neutral products, this heritage brand believes we can all make a difference with every meal.



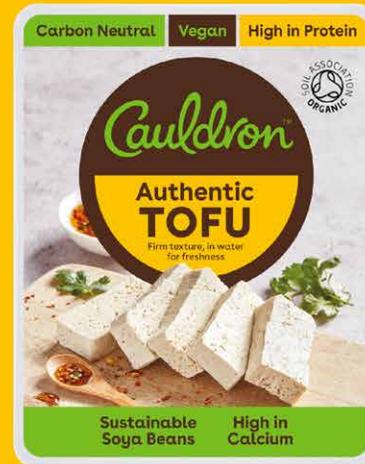
# Challenge

## Advocating for a cleaner, healthier future

Cauldron has always had sustainability at its core. The brand's approach is to build a sustainable business that has a positive impact on people, the planet and our food system.

As part of their climate pledge, Cauldron are committed to being Net Zero in their own operations by 2030, but also Net Zero across their supply chain by 2040.

This means the company needs to remove all the emissions they produce from the atmosphere to reach the Net Zero balance. To achieve that, Cauldron needs to reduce as many emissions across their value chain as physically possible – and to then remove the unabated emissions they could not reduce.



The reduction is the hardest but most important part! The brand has taken a number of steps to ensure they are on the right reduction path:



#### Renewable electricity

Marlow Foods (owner of Cauldron) have a long history of reducing energy use in their manufacturing, both through engineering improvements and behavioural change, such as simple “switch off campaigns”. Through a journey that started in 2017, 100% of Cauldron products are now made using renewable electricity. Moreover, after calculating the carbon footprints of their products, they are now using what they have learned from the process and data generated to identify any carbon hotspots in their process and focus their reduction efforts in the most impactful way. Their manufacturing partners are also on the same sustainability journey, and Cauldron aims to make it an expectation for all future collaborations.



#### Food Waste reduction

Marlow Foods started measuring food waste from their factories in 2019, which really helped every site to set their food waste reduction target and follow it. As a result, food waste decreased by 40% in 2021 compared to 2019. A shared goal is to operate zero waste factories by 2030, and a collaboration with FareShare focuses on preventing food waste further along the supply chain.



#### Packaging

Cauldron have focused on recycled content in their packaging and reducing the amount of packaging they use. Currently, 97% of all packaging is recyclable and 100% of their cardboard is PEFC/FSC certified. By 2025, all packaging will be reusable, recyclable or compostable.

### Additionally

- All suppliers are required to sign up to SEDEX certification, helping to ensure human rights and ethical trade throughout our supply chain.
- All products are certified GMO-free and palm oil free. Additionally, their soya used to make tofu, is certified deforestation-free by the Proterra Foundation.
- Advocacy and education: Last but not least, besides advocating for sustainable choices, Cauldron is committed to educating customers through easy nudges so people can make better, more informed choices.



Together with Quorn, in 2021, Cauldron donated 15.5 tonnes of surplus food to FareShare and supported FoodCycle to open three community kitchens in Hartlepool, Leeds and Middlesbrough, providing a space for those in need to enjoy nutritious hot food and have a conversation.

“ Plant-based alternatives should also seek to minimise their impact on the environment.

Tom Lindley, Head of Cauldron

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We know we're not perfect, but we'll keep trying to improve. Like looking for new ways to reduce or replace the plastic film lid on our trays – it's the only bit of our packaging that can't be recycled but keeps our food fresh and safe.

**Tom Lindley, Head of Cauldron**

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# Solution Partnering for Success

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**Cauldron wanted their whole range to become carbon neutral moving forward, and to look at how they could further reduce their impact. They chose ClimatePartner to support them in navigating this project, starting with their Korean Bites product.**

After defining the system boundaries for what should be included in the carbon footprint measurement, Cauldron reached out to their suppliers and collected data, inputting it into ClimatePartner's footprint calculator.

With ClimatePartner's guidance, they were able to collect an impressive amount of data, which was used to calculate the carbon footprint of Korean Bites.

That calculation included all emissions related to its ingredients, packaging, energy use (to make and store the product), transportation (upstream and downstream) and waste treatment for packaging and product. The footprint of Cauldron Korean Bites was calculated at 2.88 kgCO<sub>2</sub>e/kg of product. In line with the ClimatePartner Protocol, all emissions were calculated and offset on a cradle-to-customer, plus end-of-life basis.

Following this, the carbon footprint of the rest of their range was calculated with ClimatePartner and reduction recommendations were discussed.

ClimatePartner and Cauldron then identified four carbon offset projects the brand could support in order to offset their unabated emissions—all in compliance with internationally recognised standards, such as the Gold Standard, the Verified Carbon Standard, and the Woodland Carbon Code.



**1. Carbon Offset Project:**  
Woodland creation in the UK



**2. Carbon Offset Project:**  
Protecting land for smallholders in Brazil instead of it being used for soy plantations



**3. Carbon Offset Project:**  
Providing clean, safe and green cooking equipment for families in Nigeria



**4. Carbon Offset Project:**  
Afforestation to support deforestation-free products in Nicaragua

# ClimatePartner

## All solutions at a glance

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### 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 Cauldron

### 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.



### 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 Cauldron

### 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 Cauldron

### 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.

# Results

## Making a difference, one tasty plant-based meal at a time

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# 77%

**OF CURRENT BUYERS FEEL MORE  
POSITIVE ABOUT THE CAULDRON  
BRAND FOLLOWING THEIR  
CARBON NEUTRAL CAMPAIGN**

**PURCHASE INTENT INCREASED BY**

# 70%

**WITH NON-BUYERS**

Through the measurement of their products' carbon footprints, reduction plan and carbon offset projects for their unabated emissions, Cauldron has been able to achieve carbon neutrality for all its products at the start of 2022. ClimatePartner's carbon neutral label is prominently shown on its packaging, making it easier for people to make climate-savvy purchasing decisions.

In turn, by choosing carbon neutral products, people are empowered to do their bit – both for the environment and social development.

With a detailed footprint calculation in place, the brand now has a transparent overview of their emissions in specific areas – including areas with the biggest impact.

Cauldron's commitment to reducing their impact is connecting with the consumers: 77% of current buyers feel more positive about the Cauldron brand following their Carbon Neutral campaign – and purchase intent increased by 70% with non-buyers (Source: Blue Yonder advertising evaluation).

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Eating more plant-based foods and less meat and dairy is one of the best and easiest ways that everyone can do their bit for the environment, by reducing their individual carbon footprint...As a brand, we have made it our mission to provide delicious plant-based products that make this even simpler, and now we've gone one step further.

**Tom Lindley, Head of Cauldron**

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# Carbon Offset Project

## Woodland creation in the UK

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**Woodland Carbon Code Projects** are aimed at restoring and foresting rough pasture into habitat that benefits local wildlife and society, increasing the habitats' connectivity in the regions, increasing biodiversity, and boosting the status of watercourses that run through the woodland area. Woodland creation is also augmenting forest management, providing habitats extensive enough to be sustainable and creating areas to form a vast network of restored habitats for future generations.

To guarantee carbon neutrality, ClimatePartner additionally supports an internationally recognized **afforestation project in Uruguay**. For each compensated tonne of CO<sub>2</sub> we plant three new trees in the UK.

# Carbon Offset Project

## Forest protection and preserving land for smallholders in Brazil

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The idea of **this project** is to continue to preserve the rainforest and to officially acquire the relevant property rights for the “Ribeirinhos”, the inhabitants of the Amazon. This ensures that the area is no longer classified as unused and that farms can no longer legally occupy it. At the same time, it secures the livelihood of the local people, who are among the poorest in all of Brazil. Otherwise, 3,000 hectares of forest would be cleared every year and replaced with soy or other agricultural crops.

# Carbon Offset Project

## Clean and safe cookstoves for families in Nigeria

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Initiated by local women, **our project** helps to distribute clean cooking stoves in Nigeria. Over 71 per cent of the population cooks on inefficient cookers over open fires. The resulting air pollution encouraged women in the capital Abuja to develop more fuel-efficient models. The project enables the production and distribution of stoves with a ceramic lining that can better absorb and store heat.

The project activity mainly focuses on decreasing the workload of women by providing them a more efficient cooking method. This also leads to financial saving for women due to the saving of charcoal which contributes as a major financial spending in the local households. Additionally, the closed combustion chamber and raised stove is a lot safer and protects family members, as children, from burns and accidents common to open-air fires.

# Carbon Offset Project

## Afforestation and supporting the growth of bamboo in Nicaragua

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**Our project** in eastern Nicaragua has planted more than 1 million plants of a native species of giant clumping bamboo, covering 2,361 hectares while protecting an additional 1,000 hectares of old forest as a conservation zone. It has transformed a degraded landscape into a flourishing and bio-diverse ecosystem. Bamboo is one of the most efficient biological tools for fighting climate change. The project contributes to mitigation by preventing deforestation and capturing CO<sub>2</sub> as well as to adaptation by reducing temperatures, creating microclimates, supporting a low-carbon economy and creating livelihoods for vulnerable communities.

## Your partner for climate action

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