SUCCESS STORY

ClimatePartner

Climate action at cosnova – anchoring SBTs within the company

Industry: Cosmetics

cosnova
BEAUTY

About cosnova – market leader in cosmetics from Sulzbach im Taunus, Germany

It is hard to imagine European drugstores without the beauty products of essence and CATRICE. The success story of cosnova, a company based in Sulzbach im Taunus, began more than 20 years ago when the married couple Christina Oster-Daum and Javier González founded the family business. Today, cosnova sells products in over 80 countries, employs 700 people worldwide, and is the European market leader by volume in decorative cosmetics. Contributing to a sustainable future has been firmly anchored in cosnova's philosophy since its founding, and the company continues to drive social and ecological issues.


“The world is changing, and we are convinced that only those who work sustainably and communicate openly will continue to receive a ‘licence to operate’ in the future. We want to help shape this change with our brands essence and CATRICE to help solve the many global challenges we face.”
Silvia Steinert,
Director, Corporate Responsibility

The challenge

How do we really do enough for the climate?

Through its zero-waste goals, strict ingredient policies, and work with NGOs to stem the tides of plastic, cosnova has been driving environmental improvements for many years. For example, the company is reducing its waste, improving the recyclability of its products, and mitigating its greenhouse gas (GHG) emissions. But how should these emission reductions be evaluated? Where can more reductions be made? How can it be ensured that more GHG emissions are saved year after year? And what else can be done in addition to reducing emissions? cosnova wanted to be able to answer these questions clearly. So the first step was to gain an overview of everything that had been implemented already. And next was to ensure that these measures were contributing to global climate action.


“Human-made climate change is one of the greatest challenges of our time. As a major beauty company, we want to take responsibility and do our part to protect the environment and the climate. That is why we are convinced that we need to address the issue of climate action strategically.”
Maximilian Peters,
Expert, Corporate Responsibility

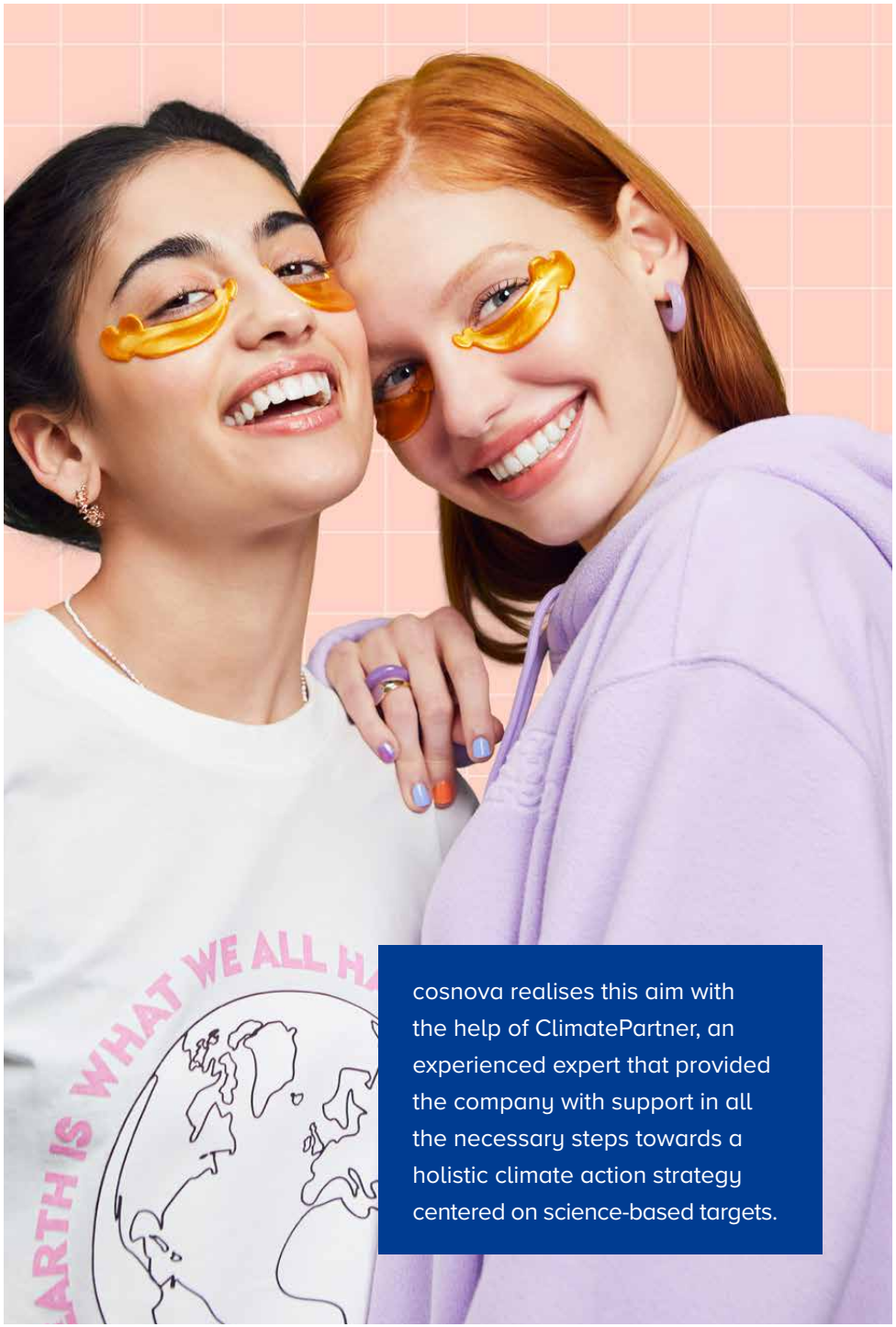
The solution

A holistic climate action strategy built around science-based targets

Anchoring climate action strategically within the company involves numerous challenges: “At the beginning, you are faced with a mountain of work. You have a vague idea of where you want to go, but you don’t know where to start,” recalls Maximilian Peters, Expert in Corporate Responsibility at cosnova. This is because there was a lot to do; the entire carbon footprint of the company and its products had to be measured so that potential options for reductions could be exploited. In addition, the company’s actions had to align with defined climate action targets in the future.

The strategic approach used should allow the work of Silvia Steinert’s Corporate Responsibility team to operate with maximum effectiveness. The aim was to ensure that cosnova takes responsibility for climate action. But how can a company be sure that it is doing its part in climate action?

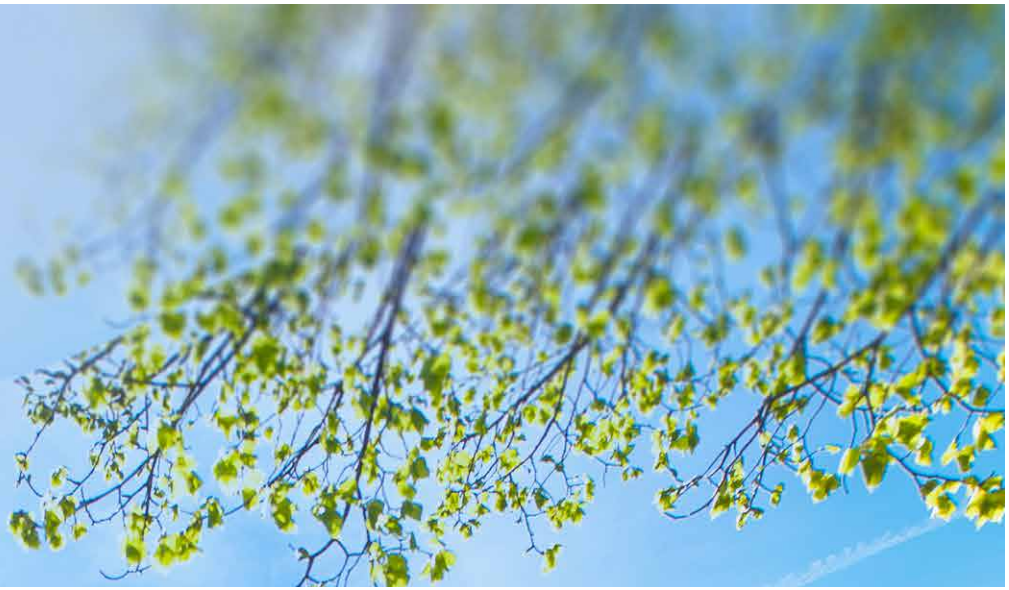
The Science Based Targets initiative (SBTi) provides an answer. Founded by CDP, UN Global Compact, WRI, and WWF, the SBTi aims to help companies develop climate targets in line with the Paris Agreement. This assigns companies their scientific share of responsibility in climate action.



cosnova realises this aim with the help of ClimatePartner, an experienced expert that provided the company with support in all the necessary steps towards a holistic climate action strategy centered on science-based targets.


“ In 2019, we emitted around 65,000 tons of CO_2, which is equivalent to the annual CO_2 footprint of 7,395 German citizens or the melting of 195,000 m^2 of summer ice in the Arctic.
Maximilian Peters, Expert, Corporate Responsibility ”

cosnova's climate action strategy



1. Calculate emissions

The first step toward reducing emissions is to obtain a picture of the status quo of the company's GHG emissions. For this reason, cosnova worked with ClimatePartner to calculate its corporate carbon footprint, including all essence and CATRICE products. In accordance with SBTi criteria, all categories of the Greenhouse Gas Protocol were taken into account. This shows the total amount of emissions within the company's area of responsibility and to which corporate divisions they can be allocated.

2. Define science-based reduction targets

The next step is to define the percentage of emissions that should be reduced and time period in which this should occur. In this process, it was important for cosnova to formulate its own climate targets in line with the Paris Agreement. cosnova submitted their targets to the SBTi and went through the associated validation process with the support of ClimatePartner. Following approval of its climate action targets by the SBTi, the company will gauge success against these targets on an annual basis.

cosnova has committed to the following targets, in accordance with the SBTi:

Scope 1+2

- Reduce absolute emissions by 55% by 2032 (compared to 2019)

Scope 3

- Reduce absolute emissions from upstream distribution and transport by 33% by 2032 (compared to 2019)
- Reduce absolute GHG emissions from employee business travel and commuting by 33% by 2032 (compared to 2019)
- Science-based targets for 66% of suppliers of goods and services and capital goods by 2027
- Science-based targets for 90% of suppliers (customers) of downstream transportation and distribution by 2027

3. Define and implement reductions

In order to achieve its defined climate targets, cosnova worked with ClimatePartner to define reduction potentials and specify concrete reduction measures to achieve the reduction targets:

Energy management

- Switch to 100% green electricity
- Climate-friendly vehicle fleet design and innovative mobility concepts for all employees

Logistics and supply chain

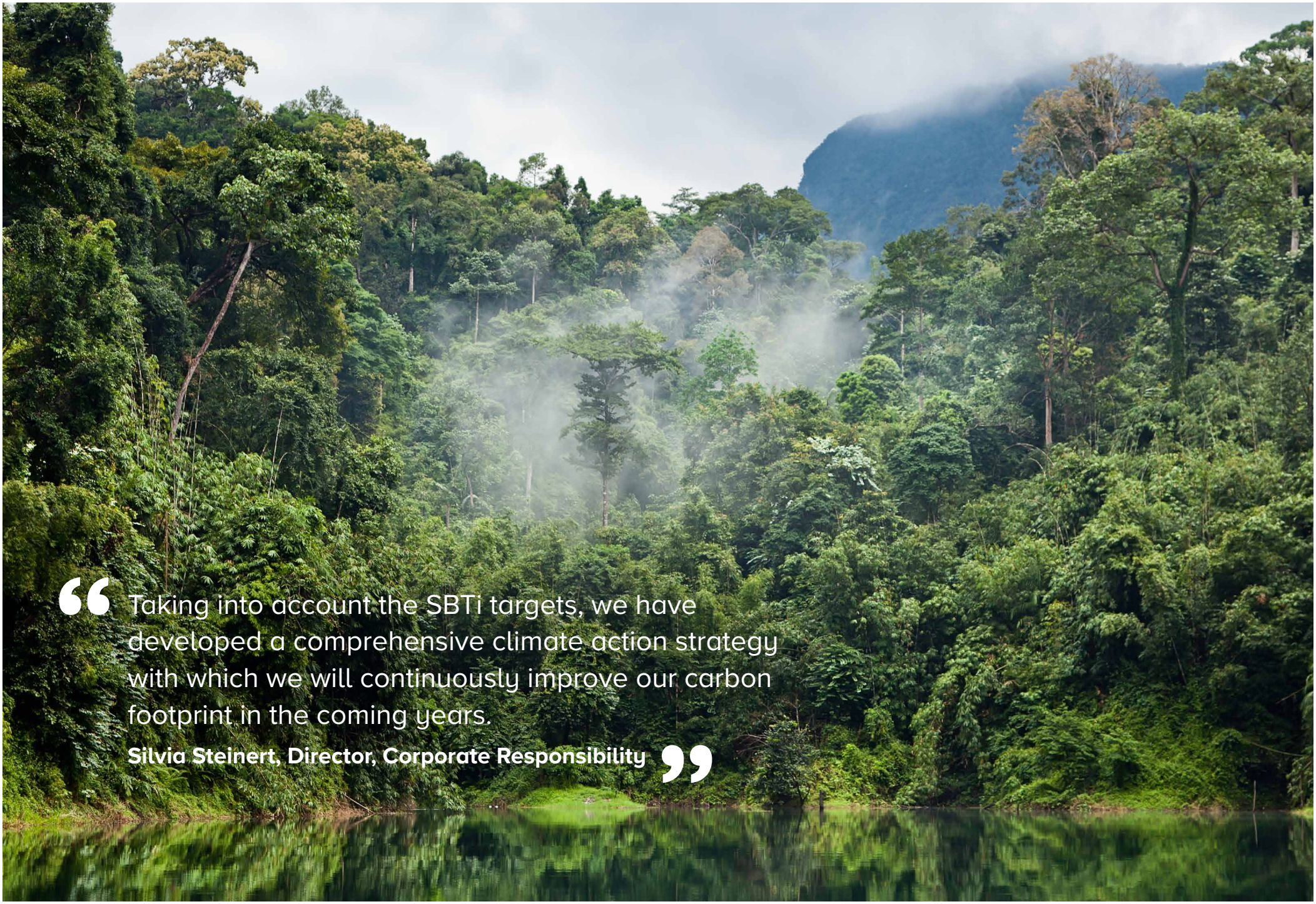
- Focus on European suppliers
- Extensive reduction of air freight
- More efficient and environmentally friendly storage processes
- Obligation for suppliers to use a higher proportion of recycled materials and certified materials for transport packaging
- Support for suppliers in developing their own science-based targets (e.g. through information material, training campaigns, and ongoing support)

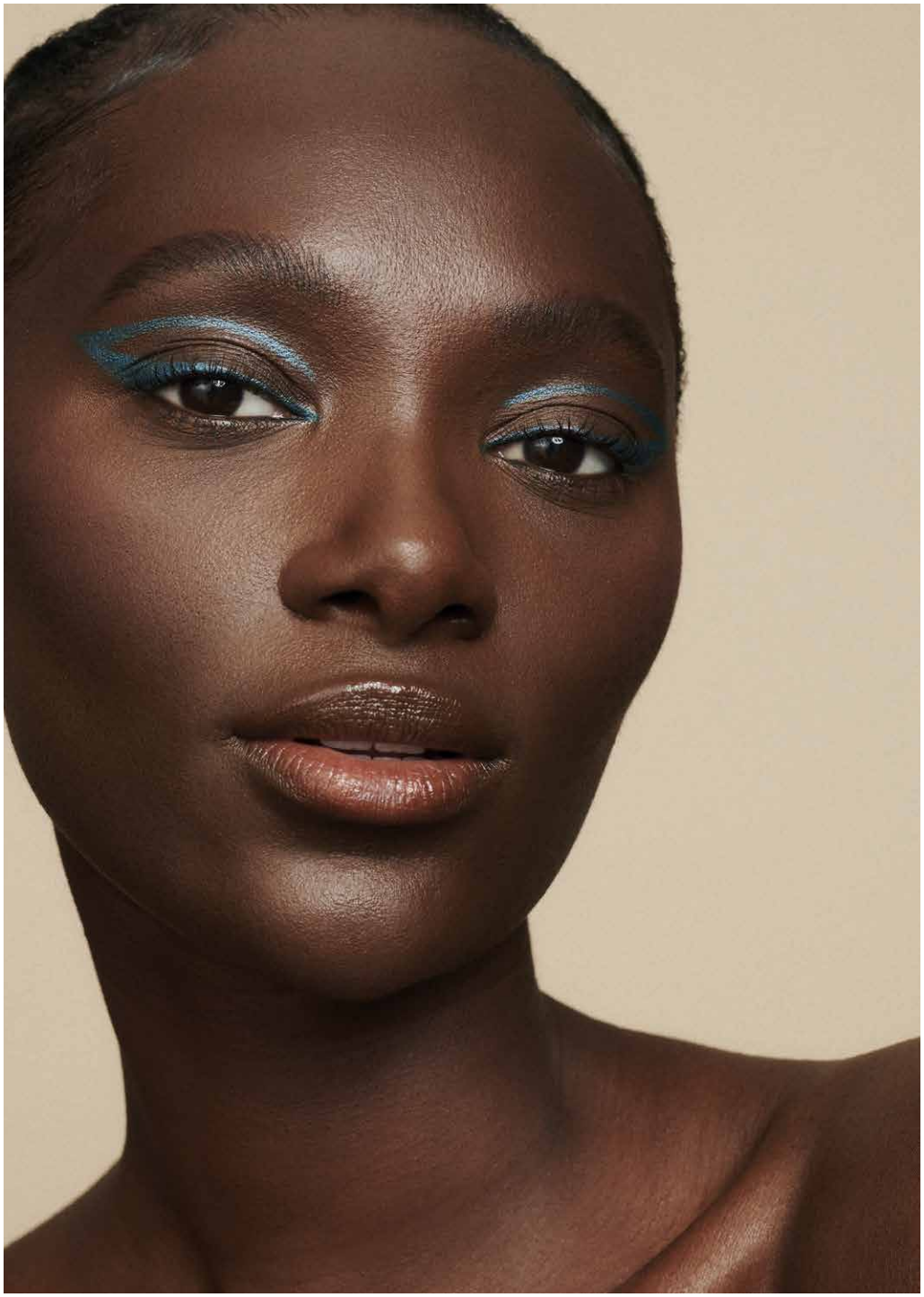
Product packaging

- Increased use of recycled materials for product packaging

4. Finance climate projects

Is it possible to do more than calculate emissions, set scientifically based climate targets, and reduce emissions? Yes! cosnova finances certified climate projects. The emissions that will be saved through these investments correspond to the company's calculated emissions.


“Taking into account the SBTi targets, we have developed a comprehensive climate action strategy with which we will continuously improve our carbon footprint in the coming years.
Silvia Steinert, Director, Corporate Responsibility”



The results

Climate action always in sight

Reducing more and more emissions

The climate action targets submitted to the SBTi by cosnova in mid-2022 were approved by the SBTi in December 2022. As a result, science-based and publicly communicated climate action targets will form the decision-making framework for entrepreneurial action at cosnova moving forward. The company is therefore continuously reducing its emissions.

Transparently communicating on climate action

From now on, cosnova will record its progress in climate action annually, together with ClimatePartner, and communicate it transparently to all stakeholders.

Financing climate projects

All measured and not yet avoidable emissions from essence and CATRICE brand products and the cosnova company will be offset by investments in climate projects. Climate action projects demonstrably avoid or reduce CO_2 emissions.

ClimatePartner

All solutions at a glance

Used by cosnova

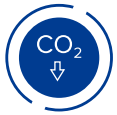
Corporate carbon footprint (CCF)

Calculating your corporate carbon footprint 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 cosnova

Product carbon footprints (PCF)

The calculation of a carbon footprint 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 cosnova

Reducing emissions

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 cosnova

Financing climate projects

No matter how much you reduce your existing emissions, there will always be some you cannot avoid. You can take responsibility for your unabated emissions by financially supporting a recognised climate project.

Used by cosnova

Communicating transparently

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

Climate project
Gujurat is harnessing its wind energy potential

Through partnerships with Andheri Aid, Plastics for Change, and the Responsible Mica Initiative, cosnova has been committed to curbing pollution in India for many years. A key factor that contributes towards this goal is the reduction of energy production from fossil fuels. For this reason, cosnova has decided to support a **wind energy park project** in Jangi, India, to compensate for CO_2 emissions that cannot yet be avoided.

The 91.8 MW wind farm in Gujarat uses the region's natural resources to generate electricity and counteracts the shortage of electricity in the northern, eastern, western, and northeastern regions of India. The power is fed into the Unified Indian Grid, which is otherwise fed primarily by fossil-fuel power plants. Thus, electricity from fossil fuels is replaced by electricity from wind power, saving CO_2 emissions. On average, the project saves approximately 254,527 tons of CO_2 per year. The improved electricity supply in the region also helps to boost the local economy by creating jobs.

Tags: Corporate Carbon Footprint | Product Carbon Footprint | Carbon emission reduction
Carbon offsetting | Communication | Cosmetics

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