

Accelerating a Sustainable Food Future.

Problem

Food and agriculture are at the root of some of our most pressing environmental, health, economic and social challenges. Today, our food system accounts for 1/3 of all man-made greenhouse gas (GHG) emissions, higher than energy (24%) and transport (19%). Assuming the same lifestyle as today and with a population of almost 10 billion in 2050, our food system would account for 66% of all GHG emissions.

Nearly 40% of all land on earth is used for activities related to agriculture and livestock. Over 80% of emissions caused by our food system originate from production, with deforestation (38%) the most important contributor, followed by soil degradation (11%).

In addition, about 70% of our planet's freshwater supply is used for agriculture. According to WHO, water scarcity will affect half of the world's population by 2025 and UNICEF reports that 768 million people worldwide lacked access to safe drinking water in 2015.

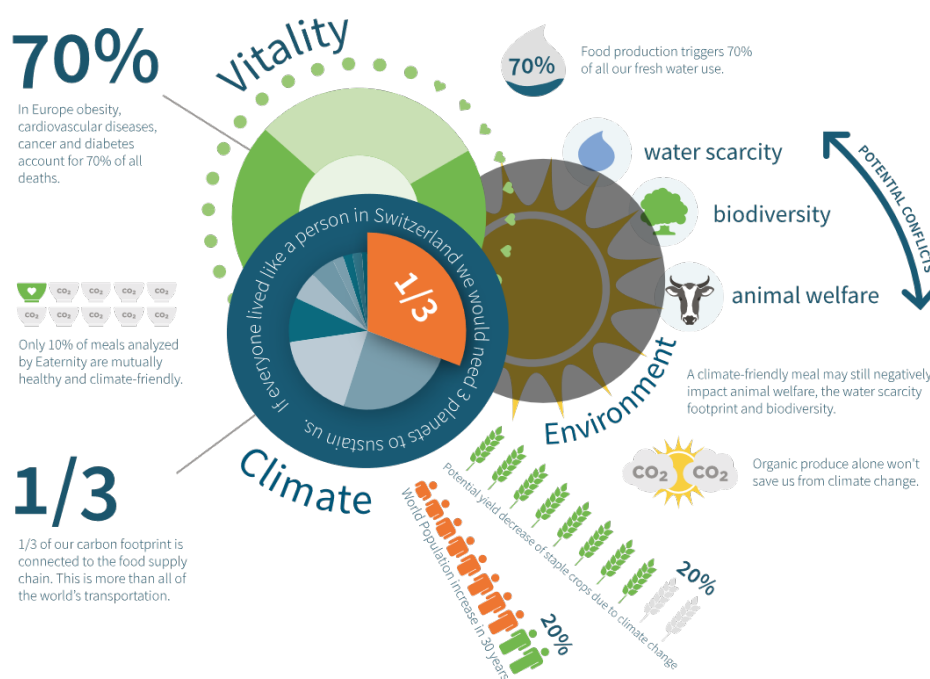


Fig. 1 Our current food system is not sustainable.

A sustainable food system, one that not only meets the food needs of the population but also promotes health and protects future generations, is paramount to ensuring a future for everyone on this planet. Our goal is a global reduction of food related GHG emissions by 1/3 until 2030 to meet the IPCC goals. Compared to today, that amounts to 5 gigatons CO₂eq less per year. We think that you can only manage what you can measure and this why we have developed the world's most comprehensive database of footprint of foods.

Solution

Eaternity supports organizations worldwide with labelling their food with the environmental footprint. This allows food producers, retailers and catering providers such as restaurants to precisely measure, track and communicate the environmental footprint of their food. Consumers are empowered to make climate-friendly food choices with the Eaternity Score.

Eaternity Score

The Eaternity Score was developed together with a German retailer and involves a precise environmental assessment including CO₂, water, animal welfare and rainforest impact. The score is printed on the packaging of any food item or meal. Further information are provided by scanning the product's barcode with an app. All products are rated with one methodology accounting for the size of the portions based on a comparison with over 109'000 other food products, to be fair to all producers and give a clear and universal guidance to consumers.

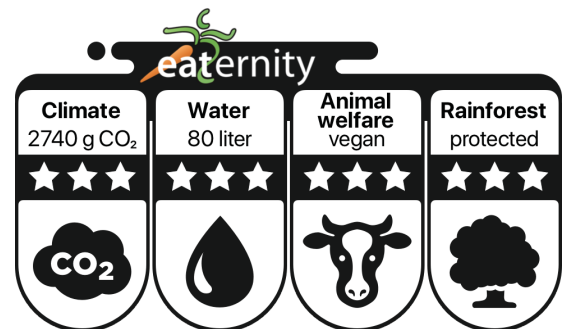


Fig. 2 Eaternity Score rates the environmental impact of food products.

A full integration with an existing software infrastructure provides the Eaternity Score on all food products and meals to the consumers and give them all Information at hand for the best environmental choice. Workshops and communication materials further support the path for a significant CO₂-reduction.



Fig. 3 The Eaternity score is implemented in several thousand retail stores all over Germany and Switzerland.

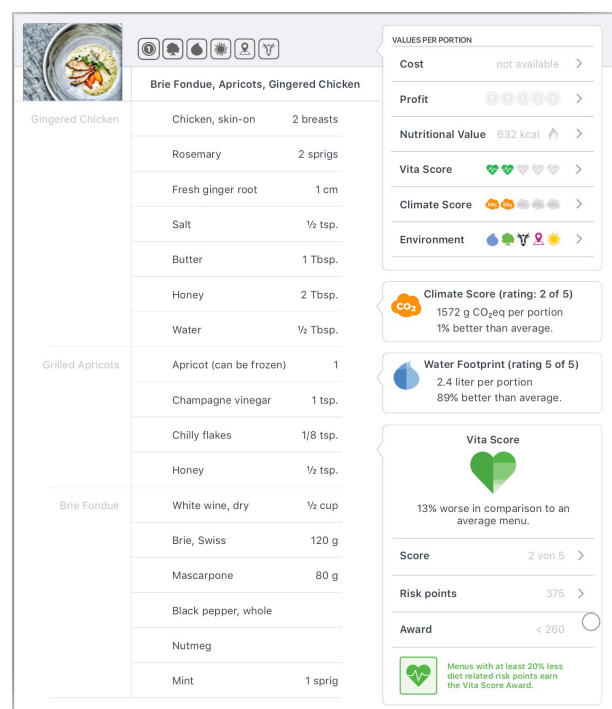


Fig. 4 Sample impact calculation using the Eaternity App.