

Pioneering sustainability for food.

SUMMARY

Eaternity has a big appetite for change: We establish climate friendly meals in society.

Eaternity has developed an innovative software for the restaurant industry. With it, restaurants can track and measure the CO₂-footprint of all their meals and purchases automatically and daily.

To maximize our impact we currently work with contract caterers and target centralized restaurant chains. With us, they can differentiate and set themselves apart in the market, satisfy the growing demand for healthy and sustainable food and increase their profit.

In addition, we advance our product to include allergens and health declaration, as well as providing a simple recipe management app that optimizes kitchen processes like menu and cost planning for smaller restaurants.

Our goal is to offer everyone the opportunity to make a sustainable choice when selecting their everyday food. If we eat three times per week climate-friendly in Europe we already save more than 100 million tons of CO₂ per year. This would have the same impact as 37 million less cars on the street¹.



Graph based on Tukker et al, EIPRO 2006

OUR OFFER - for restaurants: CHF 1300 (a year) - www.eaternity.org

We provide accurate and daily CO₂-statistics on every meal and the complete restaurant. Further, we deliver insightful illustrations and easily comprehensible reports. The calculations are based on the whole lifecycle of any product used in the restaurant. This includes a daily precision of the calculations depending on the transport, seasonality, packaging as well as on other important factors. With these calculations at hand we provide transparency and comparability.



Menu Award: An award shows guests which meals are climate-friendly and have 50% less carbon emissions compared to the average.

¹ Average emissions per car: 180 g / km and average distance per car: 15'000 km / year

Reports: We show how good a restaurant performs and improves over time against others.



Food labelling: At the same time we deliver food declarations compliant with EU Food Labeling Regulation for allergens and nutrition

Our service can be connected to any existing infrastructure in place to manage supplies and recipes. By matching the restaurants datasets on supplies to our datasets, it can deliver upon request directly and effortlessly most accurate calculation results.

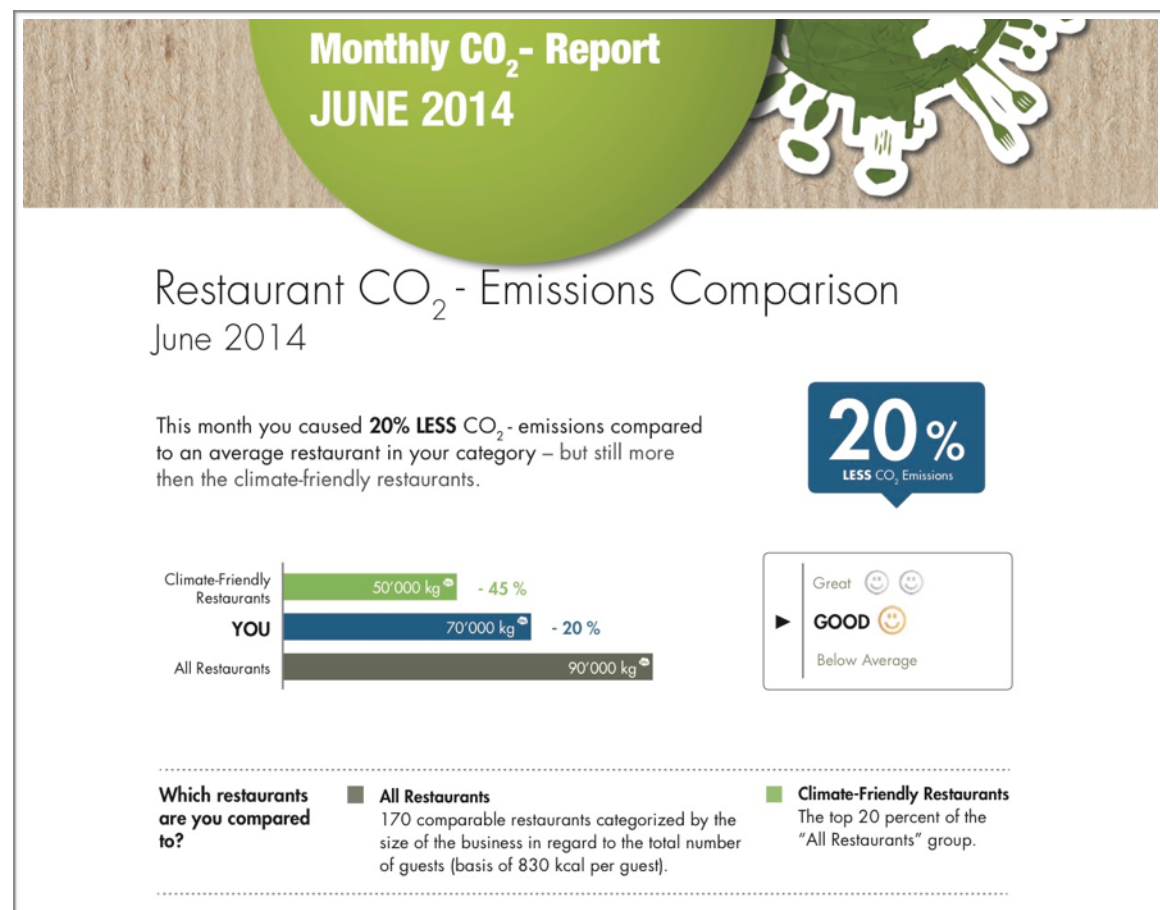
UNIQUE SELLING PROPOSITION - we work with great passion and commitment

To deliver high quality solutions we foster ongoing collaborations with universities, eco-offices, software engineers and the restaurant industry. With this we bring unique value to our customers:

Expertise - We have 7 years unique expertise of carrying out multiple projects and events concerning climate-friendly meals with restaurants and caterers. All our communications are rooted in science and provide objectivity and trust. We empower restaurants to become sustainability leaders.

Database - We have built up a solid, easy to understand and yearly peer-reviewed CO₂-database. It is currently the largest and most comprehensive database for carrying out menu-CO₂-calculations. We have extensive knowledge on life-cycle assessments and closely work with renowned scientists in the field (f.e. Matthias Stucki at IUNR zhaw). With an innovative automatic ingredient matching tool all customer and supplier data is fit seamlessly into our system.

Social Value - We position our organization by supporting ecological and social initiatives with similar goals as ours. This positioning is part of our personal strong values. For future customers, this underlines our authenticity and credibility. As a result we receive great public and media attention and increase our impact.



CASE STUDY - our work with COMPASS GROUP (AG) in Switzerland
- <http://eaternity.org/p/compass-ch/>

170 restaurants, complete Eaternity setup: **reports**, **menu-awards** and **communications**. First restaurant went online and started communicating climate-friendly meals towards their guests in May 2014. All restaurants send all recipes of all menus on a daily basis over the wire to Eaternity. All restaurants send all supplies on a monthly basis to Eaternity. A meal emits from 0.3 kg CO₂ to 5.5 kg CO₂ (averaging at 1.51 kg CO₂) - All restaurants together have an impact of 48'000 Tons of CO₂ food related emissions a year. It is planned to **reduce emissions by 20% till 2020**.

- Eaternity Award for the TOP 20% meals (climate friendly meals average 0.513kg CO₂)
- 8 page reports provided for guests, manager and client
- Direct connection with API to Compass (SAP) System <http://docs.eaternitycloud.apiary.io>



OUR STRATEGY - to drive positive change and have scalable impact

- establish a CO₂-benchmark for the restaurant industry
- provide excellent and user-friendly software technology
- focus first on contract caterers and restaurant chains
- build a generic restaurant app that includes sustainability into basic daily functionalities such as menu and purchases planning (next to costs).
- provide the best scientific validated background data.
- Provide support for NGOs and other businesses to go even further than we can go alone

ROADMAP FOR 2017 - our goals for the next two years

- Collaborate with 5 globally operating business partners to gain international recognition
- Gain more than 2000 restaurants
- Support small restaurants with a tailored system <http://eaternity.org/app/>
- Engagement Fund Migros Project - integrate health and organic factors into our product
- Swiss funded CTI Project - work on scalable technology and cost-reductions

REFERENCES - a track record of 7 years



The idea of Eaternity was born in November 2008 at the ETH Zürich. At that time food was widely ignored in discussions on how to reduce our footprint on the planet. Since then Eaternity has been working hard to bring this to the attention of key interest groups. Eaternity launched its first project in 2009 at one of the ETH canteens at the Science City campus run by SV Group. This project was the first of its kind, truly pioneering and the start of many more great projects to come. At the same time media interests began to materialize (watch our

TEDx talk). Based on these valuable experiences we incorporated the Eaternity AG in July 2014.

We have realized climate friendly meals together with the following organizations: ETH, BAFU, Compass Group, SV Group, ZFV group, ZKB Bank, Vontobel Bank, ZHAW, Google, Migros, Siemens, HFL, EHL, Equi-Table, City of Zürich, myblueplanet, Gamma Catering, Restaurant Coalmine, Maison Blunt, hoteleriesuisse, Max Havelaar.

We are progressing continuously - please check our up-to-date references: <http://www.eaternity.org/app/clients>

OUR TEAM - professionals engaged in making a difference

We are 16 people with a core team of 8 full-time employees.

Manuel Klarmann - CEO & founder - Marketing,
Judith Ellens - CFO & founder - Science,
Aurelian Jaggi - CTO & founder - Technology,
Andreas Scheuss - Software Engineer,
Luzius Diener - Software Engineer,
Isabelle O'Connor - Scientific Analyst,
Heidi Mittelbach - Scientific Analyst,
Aleksandra Aleksandrowicz - Scientific Analyst.



We work in partnership with the informatics and environmental departments at ZHAW and others.

We are supported by:



BACKGROUND - our planet is in crisis

Climate change is real. Our food choices are responsible for 30% of human made greenhouse gas emissions. This accounts for more than 2.7 tons of CO₂ per person a year in Europe. There is potential to reduce food related emissions by at least 50% through smart diet choices. A choice that reduces more carbon emissions than any technological advancement ever will.

In addition, the scarcity of resources (e.g. fertile land and water) together with a rising world population make sustainable food production and consumption one of the most pressing issues of our century.


The sooner the better for our planet, the restaurant industry players must deliver change. And we make it swiftly possible for them. With our product we pave the way to a more sustainable future of our society.


SOCIAL IMPACT

With our pilot-projects we have shown that with a clever choice of the ingredients, it is possible to compose climate-friendly menus that are attractive, tasty, healthy and have 60% less CO₂ emissions. Our restaurants serve on average 300 meals per day, about 20% of the ordered meals are specifically climate-friendly. Per restaurant we anticipate to save more than 10 tons of CO₂ per year. Each impact is measured and published in great detail monthly per restaurant.

YOUR CONTACT

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