Statement of Work - Eaternity Lean

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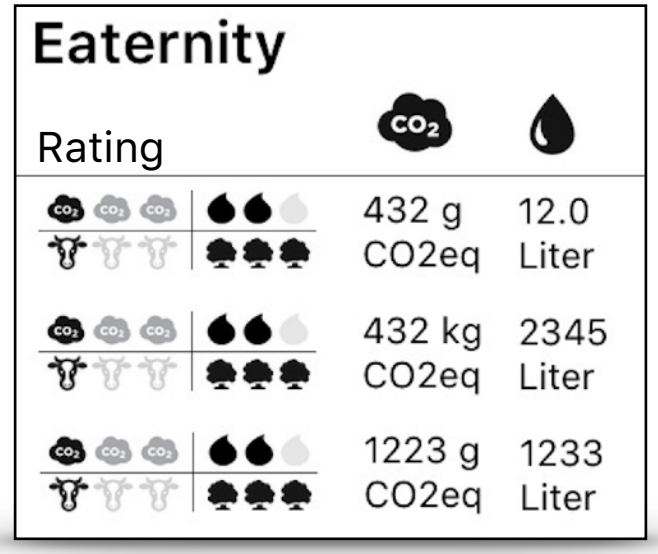


Eaternity Lean

For your product you will always receive up-to-date information on the water footprint (scarce fresh water), the climate score (CO_2eq) and the health score (DALY), as well as information on nutrient content, animal welfare, deforestation, transport and seasonality. These can be communicated to consumers.

Documentation

Eaternity indicators

The sustainability calculations and the health score were developed in cooperation with well-known organizations. For more information, please visit http://www.eaternity.org/foodprint/.

Climate Score:

The CO_2eq value of an ingredient is measured with a life cycle analysis based on production, transport (origin, intermediate stations, destination country & means of transport and refrigeration), processing, preservation and packaging.

Water Footprint:

The water scarcity footprint of a product depends on two elements. Firstly, the amount of fresh water (surface and ground water, excluding rainwater or water pollution) used for the product in the respective production region. And secondly, the relative scarcity of water in the region.

Health Score:

The results of the "Global Burden of Disease" studies serve as the basis for our newly developed formula for evaluating foods. The indicator is based on the insight that a typical Western diet meets the nutritional needs of our body, but that it can also lead to health problems such as diabetes, cardiovascular disease and various types of cancer. The goal is to minimize the risk of diet-related diseases. For more information visit: https://eaternity.org/foodprint/vita-score

Furthermore, Eaternity supports the user with sustainable recommendations on rainforest deforestation and animal welfare.

Rainforest:

The score is awarded for food products that do not cause deforestation. This is the case if the product contains certified soya or palm oil or if the product does not contain any palm oil or soya at all. In addition, non-certified soya is still okay if it comes from a non-critical country.

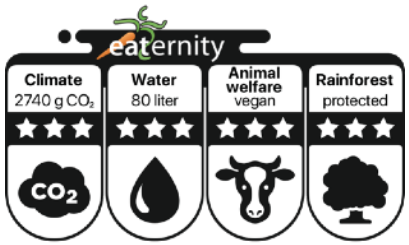
Animal welfare:

The quality of life of animals reared for meat, milk or egg production varies greatly between different farming practices. Labels guarantee that the animals have been reared under certain minimum standards and are a valuable guide for consumers. Food products receive an award for the treatment of animals if they have a label that stands for an established practice that improves animal welfare.

Eaternity Lean – Results

The calculations are exported as a table. And can be publicly communicated to customers online, on labels or in any other form over the duration of the license via an additional license agreement and an additional review process. There is no license to print the values on the product packaging as with the Eaternity Score.

Eaternity Score (not inclusive)



The Eaternity Score is a comprehensive life cycle analysis based on the current scientific standards. For the Eaternity Score, the calculations are worked out exactly with a specific questionnaire per product and are available as a label for printing on the product packaging. The calculations are evaluated with a 3-star system to provide the consumer with transparent and fair information. Give your customer the opportunity to make sustainable decisions every day. This performance can be combined with the "Lean" calculations.
For more information: https://eaternity.org/score/ or on request.

Calculation via product data

New articles are recorded by assigning parameters, which are collected with a questionnaire. Research is carried out for the respective project to enable precise calculations.

	Parameter
Origin	**Reference region as text.** Information is checked against the map service. Examples: "Switzerland" or "Suisse" or "Seeland Switzerland" or "USA Texas" or "DE".
Transport	ground, air, sea, train
Production	standard, organic, fair-trade, sustainable-fish **For vegetables only**: greenhouse (heated greenhouse) **For fish or game meat only**: farm (breeding), wild-caught
Conservation	conserved, boiled-down, canned, dried, frozen, fresh
Processing	raw **For meat and fish only**: boned, unboned **For fish only:** skinned, beheaded, fillet **For vegetables only**: cut, boiled, peeled
Certifications	**Indication Label**, to determine rainforest protection and animal welfare. Examples: "Bio Suisse", "EU Bio" or "RSPO".

Origin model

In order to enable accurate measurement, it is important to indicate the origin and the associated transport routes. Without this information, our model estimates potential import countries based on the ingredient and the current season and calculates an approximation.

Evaluation

The evaluation is available for tangible communication. Thus it can be seen at first glance how much the consumption of a product at CO_2 saves and whether the product is in the goal of a sustainable food system.
For the evaluation, the results are compared to about 100'000 products from a food database. We evaluate the products independently of the portion size. Every person's diet fulfills important basic needs with the intake of carbohydrates, proteins, fats, water and thus filling their stomach. So we need about 2000 kcal, 50 g proteins, 66 g fat, 2.5 liters water and 600 g dry matter every day. Accordingly, the products are differently "valuable".

STATEMENT OF WORK - Eaternity

Engagement Eaternity Lean

Deliverable	Benefit	Comment	setup costs in €	yearly costs in €
Basis Impact Assessment of Products			**120**	**80**
	Calculation of CO_2-eq and other environmental values of the product. Communication of the results transparent for your consumers. Basic basis for further implementations in cooperation with Eaternity. Includes license for the first year.			
Setup				
Determination of requirements and clarifications on the data basis. Line up and prepare specific data works (Science Eaternity).	Preliminary work for the efficient and high quality implementation.	User: Supplies the data basis of the products for the calculations (origin, etc.)		
Estimation of recipes and missing details for the products	Well-grounded and up-to-date overview of the calculation of the products. The implementation of a thorough internal management builds a trust basis for your consumers.	Provision of formulations or declarations by users is required		
Linking and assessment fee for the individual datasets. Material definition and linkage with different material specifications (origin, processing, production, etc.).	Basis for direct and scalable display of sustainability calculations. Inclusive detail analysis of the ingredients.	Alterations in articles by the user are are only included in the calculations if the changes are handed to Eaternity.		

License Eaternity Database, Web Service and Brand. Calculation and permission to display values. Administration and maintenance of database and software.	Scope3 transparency of the products with CO_2 and other environmental indicators.	License fee 80 € per product and year.		
	Right to use software and database. Right to communicate CO_2-values for the user, employees and consumers.	License free for the first year is already included in the setups costs.		
Administration and update of the Eaternity Server for the query.	Maintenance, expansion and quality insurance of the inventory database. Cloud server platform for quick load times and efficient operations.	Billing once per year, at the effective date.		
Updating of life cycle inventories for the impact assessments of the linked articles to the current state of knowledge and scientific results.	Online tool for the review of the calculations.			
	Management, coordination, maintenance and support.			
		Cost per product	**120**	**80**

Plus flat rates for import / export.
Discounts from 1000 product calculations on request.

+ Rating

	Distinguish the environmental-friendly choice for consumers.		
	Transparency for consumers, that enables a sustainable choice. Foster healthy and enlightened consumers. Important instrument of communication for the partnership with Eaternity.		
	Enables information of CO_2-reduction per product in comparison to the average.		
	Criteria are provided, promoted and established by Eaternity.		
Setup			
Calculation of benchmark value for the display of the award for environmental friendly products. Inclusion of the products and foundation of the user.	Adjusted criteria for the application with the user. Planning reliability for communication.		
Implementation of criteria. Distinction and display of the results.	Use for product development and planning.		**inclusive**

Marketing and Communication

We are at your side with expert knowledge and experience for the development and provision of optimal communication and marketing measures. Where you need us.

Deliverable	Benefit	Comment	Cost in EUR
+ Basic support for communcation			
Creative input for communication to the consumer at point of sale.	Integration of informations into the consumer retail-experience. Comparisons for communication with other environmental factors. Sparring partner, reviews, inputs for communication, slogans, visuals for communication to consumers, etc		
Input to mediate goal-setting and successes to staff and consumers.	Presentation of environmental topics of food. Integration into your companies objectives.		
+ According to need and effort			**€ 1'060 per day**
+ Free additional services			
Communication on behalf of a joined interest:			
- Project reference on eaternity.org	Communication of the joined success-story		
- Press release to mailing list and network	Impact assessment results, etc.		
- Reply to consumer inquiries	Connection to sustainability network of Eaternity		