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Defensores do Clima  
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Climate Savers



# Extending resource efficiency of plant-based foods to the rest of the value chain

Alpro is the pan-European pioneer and market leader in soyfoods, active in the market of plant-based dairy and meat alternatives.



## How Alpro has promised to fight climate change

Alpro's Climate Savers commitment is to keep its plants' CO<sub>2</sub> emissions by 2013 below 2008 levels, despite an expected one third growth in volumes. This is equivalent to emitting 42.000 tons less CO<sub>2</sub> than in a business as usual case.

"Alpro is also committed to evaluating concrete ways to further reduce the emissions which are not under its direct control, such as packaging and transport emissions (so-called indirect or Scope 3 emissions). This will a.o. include a feasibility study on intermodal transport and a pilot case on horizontal logistics collaboration."

Finally, Alpro will actively promote WWF's Renewable Energy Vision, a.o. by becoming a WWF Clean Energy Ambassador, and leverage the value chain business case, in close collaboration with other Climate Savers companies.

## Alpro's achievement

Between 2008 and 2010, absolute CO<sub>2</sub> emissions from Alpro's plants decreased by 11%, despite a production volume uplift of more than 11%, resulting in a combined 22% improvement over a 2 year time period, well ahead of the Climate Savers plan.

**“Resource efficiency is at the heart of our company, starting with our plant-based products themselves: They use less land, less water and emit less CO2 than dairy and meat products. Becoming a WWF Climate Savers company reflects our sustainable development commitment to extend our product leadership to the rest of our value chain.” Bernard Deryckere, CEO Alpro**

## **When people, planet and profit go hand in hand**

Since the inception of sustainable development at Alpro, it has proven that it is feasible to reconcile the 3 P's (People, Planet, Profit) in a virtuous circle: profitable growth and improved environmental performance indeed go hand-in-hand at Alpro, thanks to the commitment and active collaboration of the entire organisation.

Over the last years, Alpro has invested more than 4 million euros in close to 30 energy saving and optimisation projects. Thanks to the creativity and ingenuity of its people, all but 2 projects have an Internal Rate of Return (IRR) of over 15%, delivering a combined annual savings of 2.7 million euros at current energy prices.

The projects showing the highest savings per unit investment included:

- Metering and monitoring, allowing targeted energy reduction actions
- New sterile water units
- Optimisation of cooling installations

A major upcoming energy saving initiative is the installation of hot water smart grids in several of Alpro's plants.

At the same time, Alpro is also evaluating green energy solutions, including wind and biomass.

## **Mobilising people across the organisation for energy efficiency**

A key success factor in Alpro's achievements so far has been the active mobilization of the organisation, from top management to workers on the factory floor:

- Alpro's mission statement “We create delicious, naturally-healthy plant-based foods, for the maximum well-being of everyone and with the utmost respect for our planet” reflects the guiding principles of sustainable development
- Alpro's Executive-level balanced scorecard is built around the 3 Ps, including specific environmental KPIs
- Eco-indicators, including energy consumption, are



discussed by the supply chain team on a bi-weekly basis, reflecting active follow-up and corrective actions where needed

- Energy consumption has become a key evaluation criterium for new investments in production assets
- Poster campaigns across the production facilities and offices have increased energy awareness over time

### **How changes in diet can reduce the impact on the environment and lower CO2 emissions**

Alpro produces and commercializes plant-based foods from soy. In addition to health benefits, soy foods have proven (based on in-depth LCA analyses in close collaboration with consultant Ecofys and WWF) to have significant environmental advantages over their reference products meat and dairy:

- One litre of soy drink uses 3 times less land, 2,5 times less water and emits 5 times less CO2 than one litre of cow's milk
- A soy burger needs 45 times less land, 20 times less water and emits 10 times less CO2 than a beef burger

Therefore, Alpro is an active promoter of rebalancing diets, as consuming more plant-based foods, even once a week, makes land available for renewable energy, reduces stress on scarce water reserves and significantly reduces CO2 emissions.

CO2 savings due to consuming Alpro products rather than similar animal-based products amount to 1.7 million tons over the 2008-2013 period, which is significantly higher than the cumulative CO2 emissions linked to the overall business of Alpro (approximately 0.7 million tons) over the same period.

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