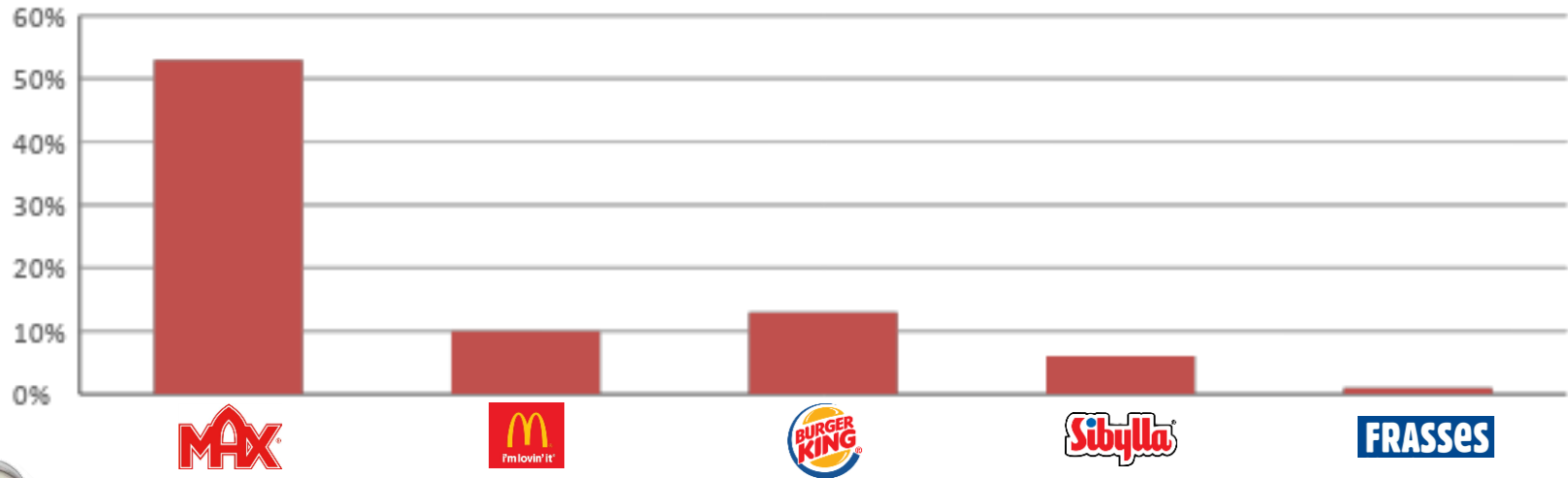


# The world's first climate positive menu

Kaj Török, CRO & CSO



# Swedens tastiest burgers 2018



/Capacent 2018 (burger chains with national coverage in Sweden)





**100% emissions consisting of:**

**100% emissions consisting of:**



**Transport, travel,  
home delivery**

## 100% emissions consisting of:



Transport, travel,  
home delivery



Packaging and  
consumables



## 100% emissions consisting of:



Transport, travel,  
home delivery



Packaging and  
consumables



Electricity, heat,  
refrigerants, waste

## 100% emissions consisting of:



Transport, travel,  
home delivery



Packaging and  
consumables

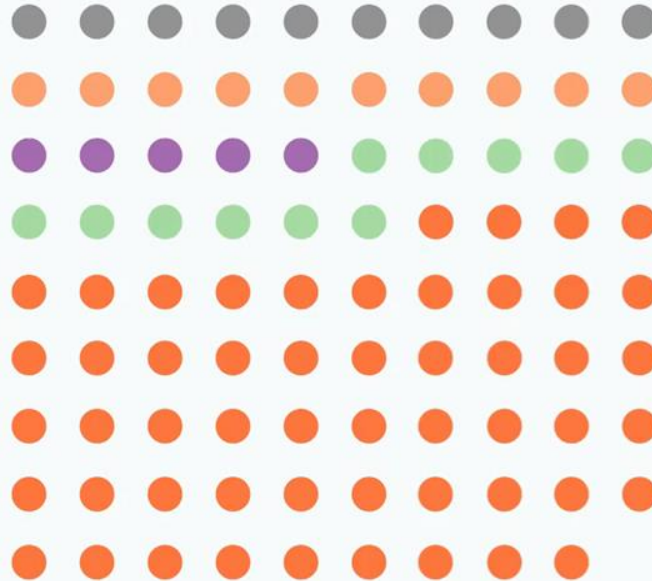


Electricity, heat,  
refrigerants, waste



Plant based  
food

## 100% emissions consisting of:



Transport, travel,  
home delivery



Packaging and  
consumables



Electricity, heat,  
refrigerants, waste



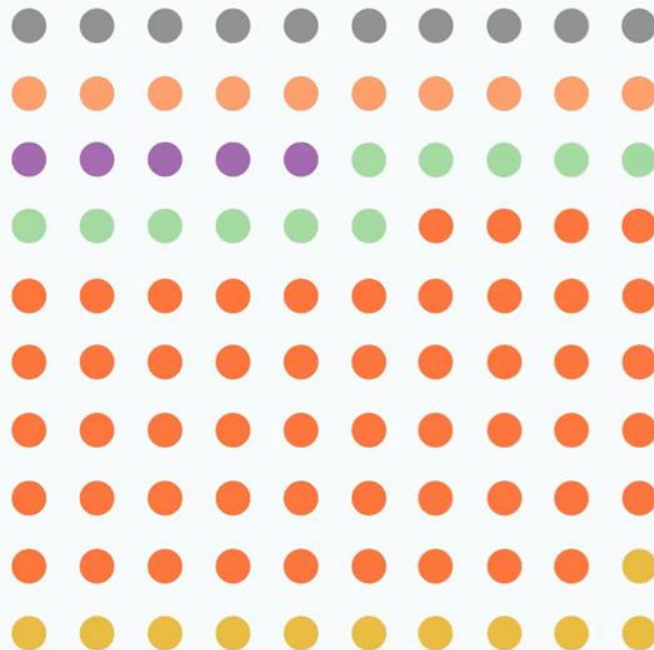
Plant based  
food



Beef



## 100% emissions consisting of:



Transport, travel,  
home delivery



Packaging and  
consumables



Electricity, heat,  
refrigerants, waste



Plant based  
food



Beef



Other animal  
based

**BESTÄLL**

**HÄMTA**

**DRYCK & SÄNT**



**100 % wind power**

**Palm oil free**

**Less than 1 %  
food waste  
internally**

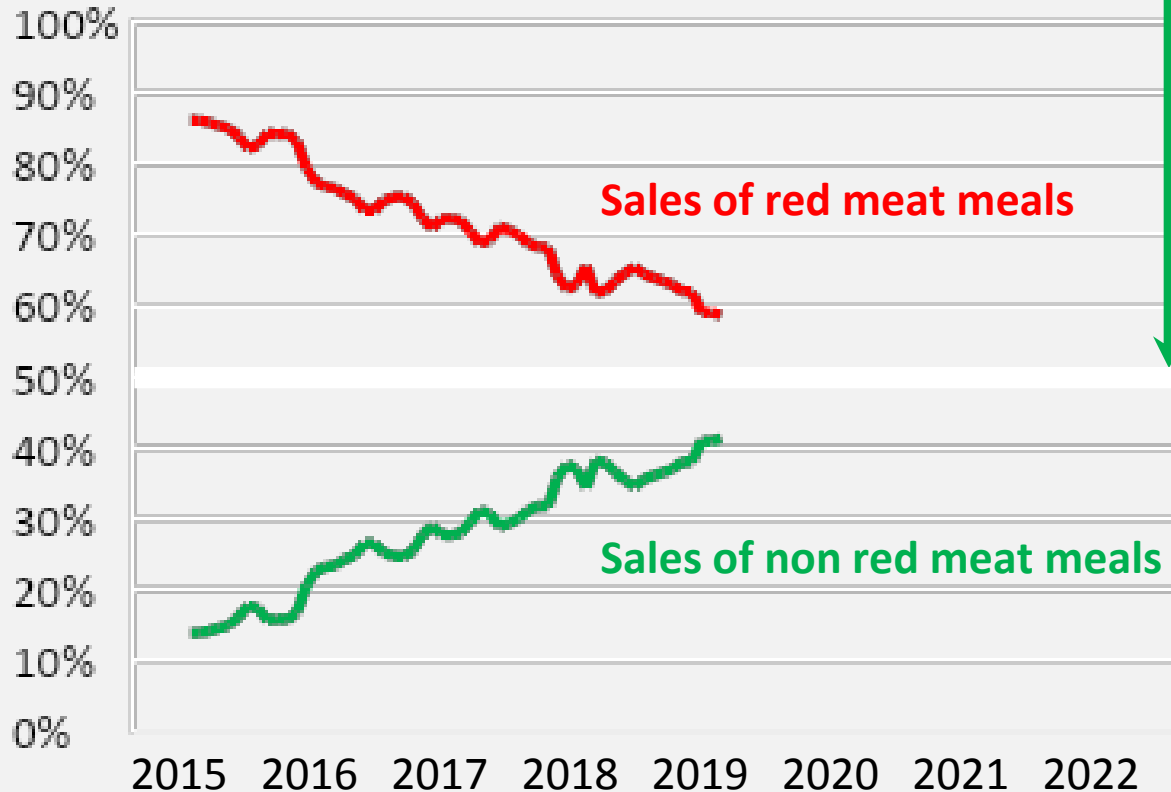
**Used fry oil  
converted to  
biodiesel**

**Energy efficiency  
programs**

**90 % renewable  
packaging**



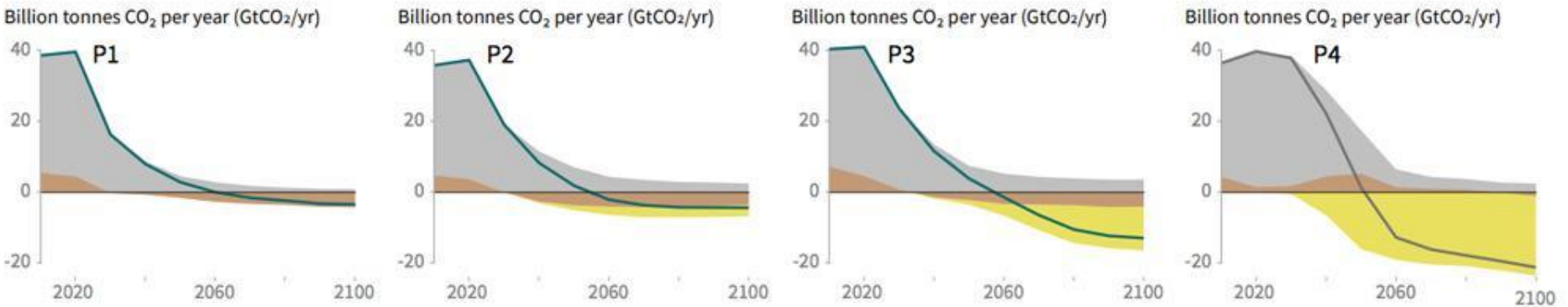
**Goal: In 2022, every second meal served should be made without beef**





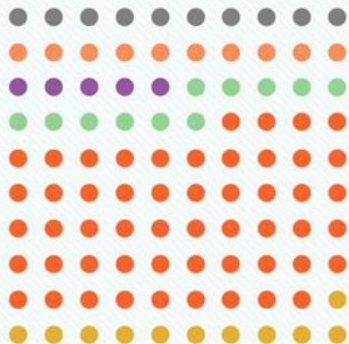
# Breakdown of contributions to global net CO<sub>2</sub> emissions in four illustrative model pathways

● Fossil fuel and industry    ● AFOLU    ● BECCS



/ IPCC, 1,5 degree report, 2018

100% emissions consisting of:



Transport, travel, home delivery

Packaging and consumables

Electricity, heat, refrigerants, waste

Plant based food

Beef

Other animal based

# 110% capture

growing trees absorbing CO<sub>2</sub>

Neutral

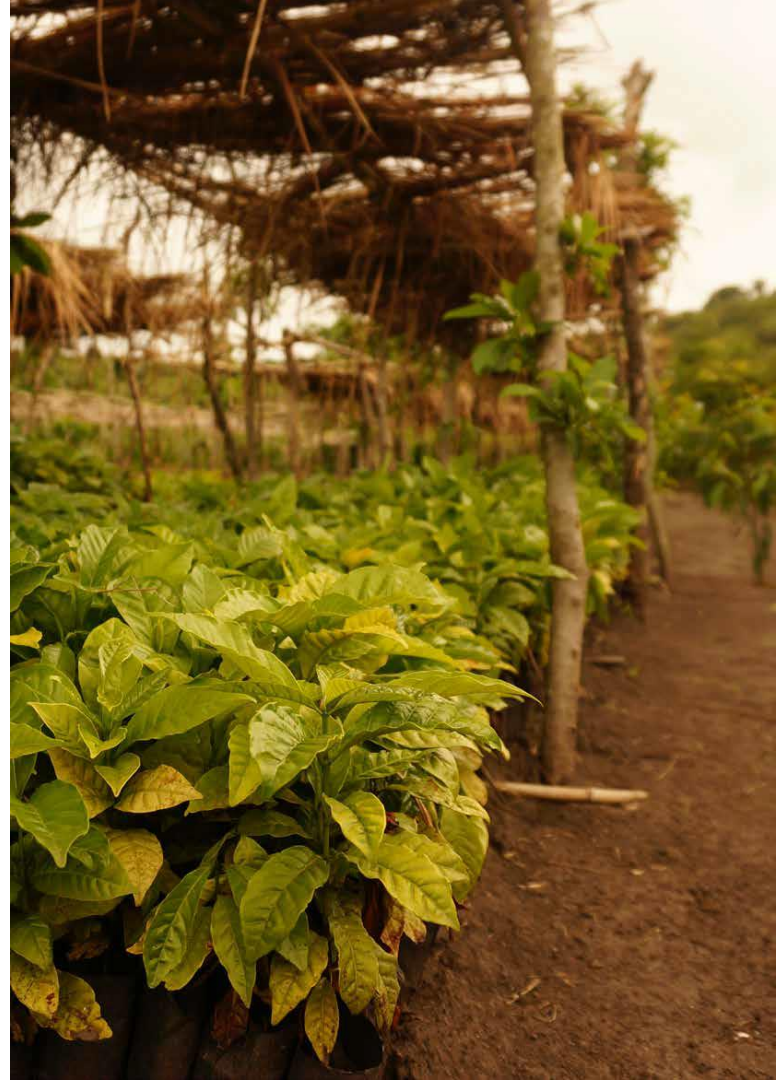
Positive

## 100% emissions



# How can we be sure?

- **ISO 14021 for Climate Neutral**
- **Calculations reviewed by EY**
- **Plan-Vivo certified tree planting**
- **UN Climate Action Award 2019**



**Investment in a climate positive menu**

**= 0,4 % of turnover**



# How your product become climate positive

**1.Measure 100%**

**1.Reduce**

**1.Capture 110%**

# CLIMATE POSITIVE

Let's restore the climate



Burgers  
Agency



Carsharing  
Shoes



Electricity



Music festival



PR

