

Wie Konsument*innen mittels Datenvisualisierung für nachhaltige Ernährung sensibilisiert werden können



panter

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Partner



FOOD2050

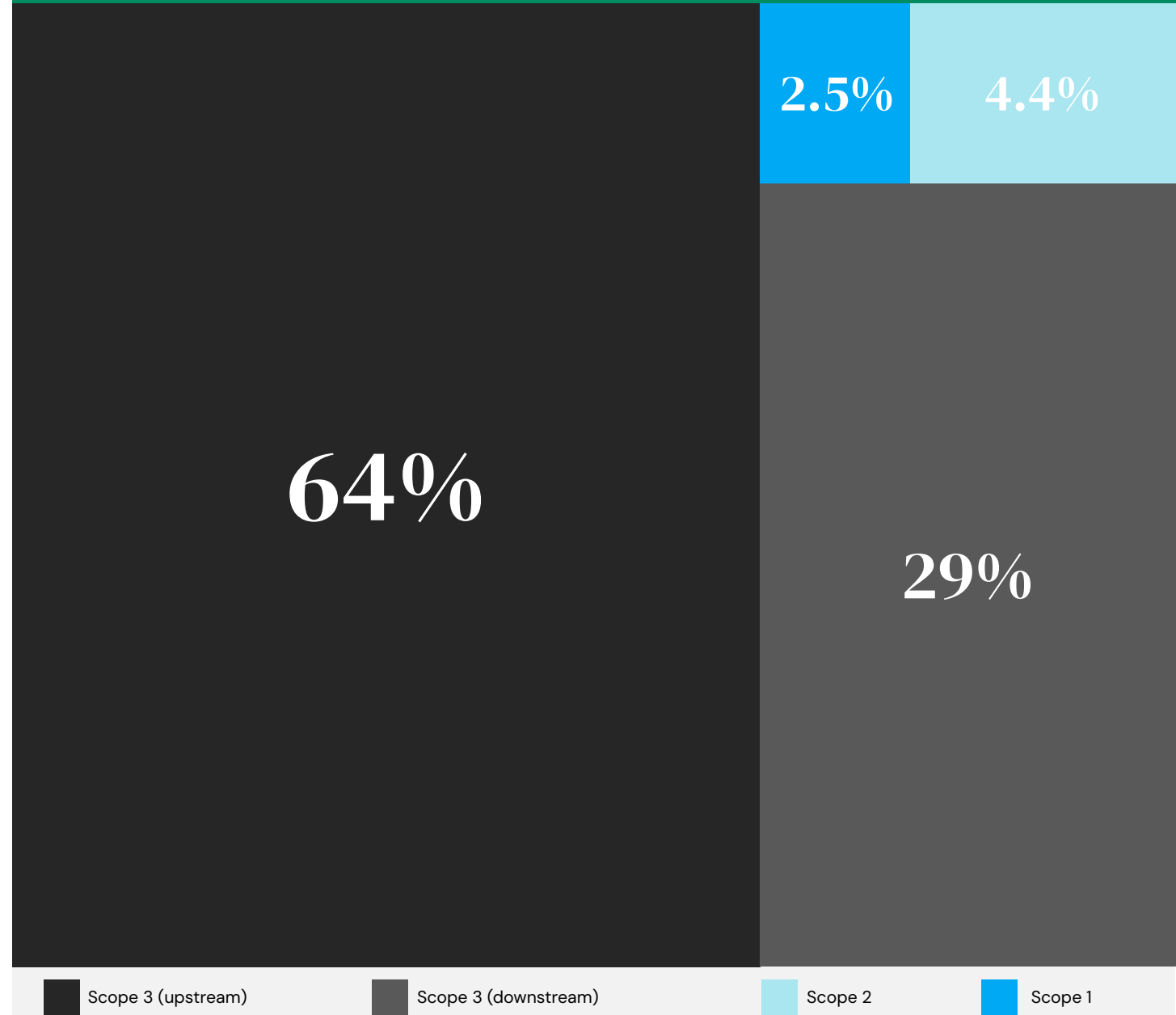
Christian Kramer
CEO and Co-Founder

Scope 3

- 1/3 of global GHG originate from food
- 93% of grocery emissions are Scope 3 – similar in food service
- Difficulty to collect data in scalable fashion
- Limited resources and expertise within corporates to impact Scope 3
- Complex regulations and methodologies
- Changing consumer behavior
- CO2 averages instead of product specific data

* Source: "Decarbonising Grocery – Mc Kinsey and co, July 2022"

Grocery emissions by source



Impact Areas

1. Improving environmental impact of recipes
2. Incentivizing decarbonization of 3rd party brand products
3. Engaging consumers in the transition towards a more climate-friendly diet
4. Reduce food waste

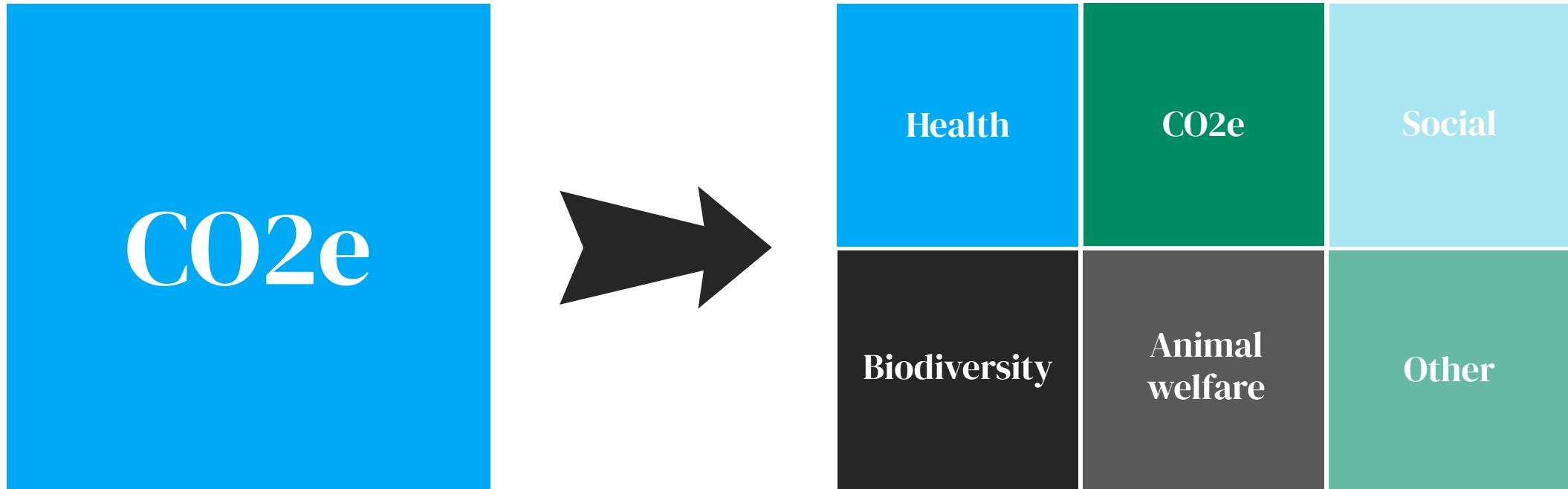
**Climate-friendly
recipes**

**3rd party
products**

**Consumer
engagement**

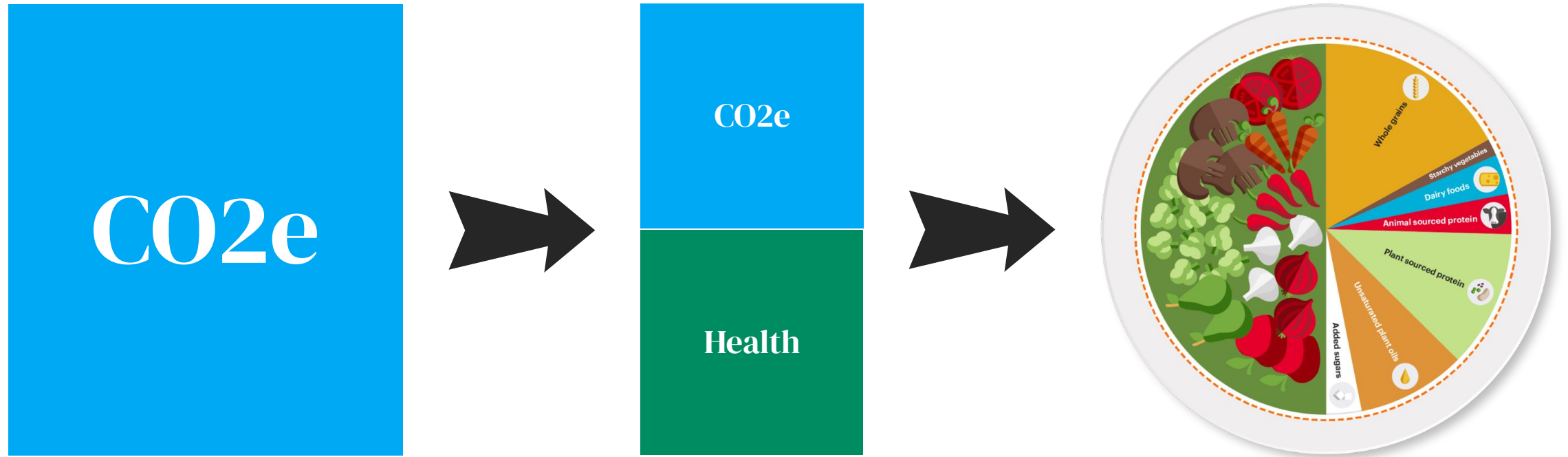
Food waste

Climate Impact vs. Sustainable Impact



The future will demand a more holistic assessment of sustainable impact increasing complexity to manage internally and externally

Climate Impact vs. Planetary Health Diet

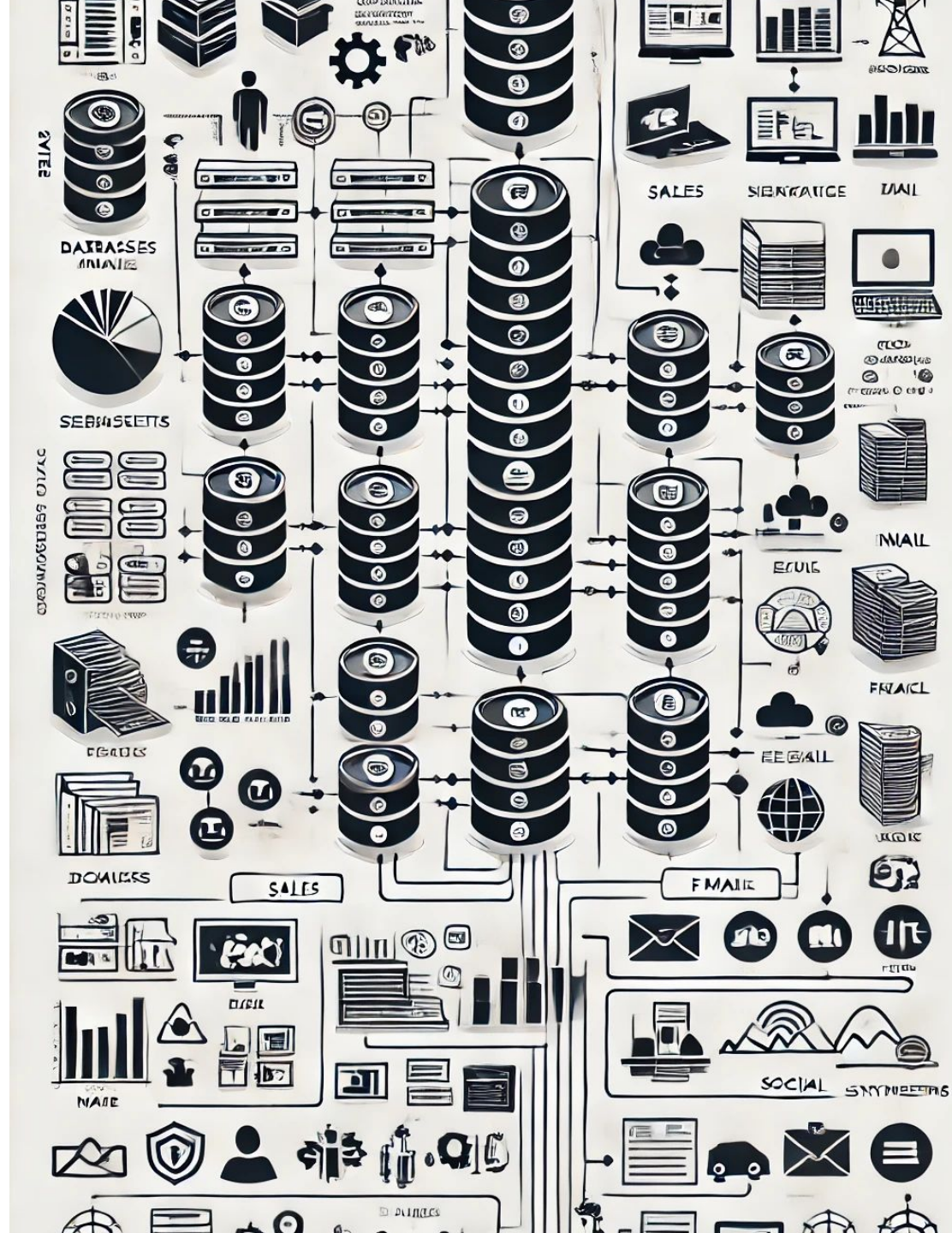


We need to consider environmental impact and health implications in a cohesive manner.

How can we provide a clear and accessible way to understand the health and sustainability impact of food choices?

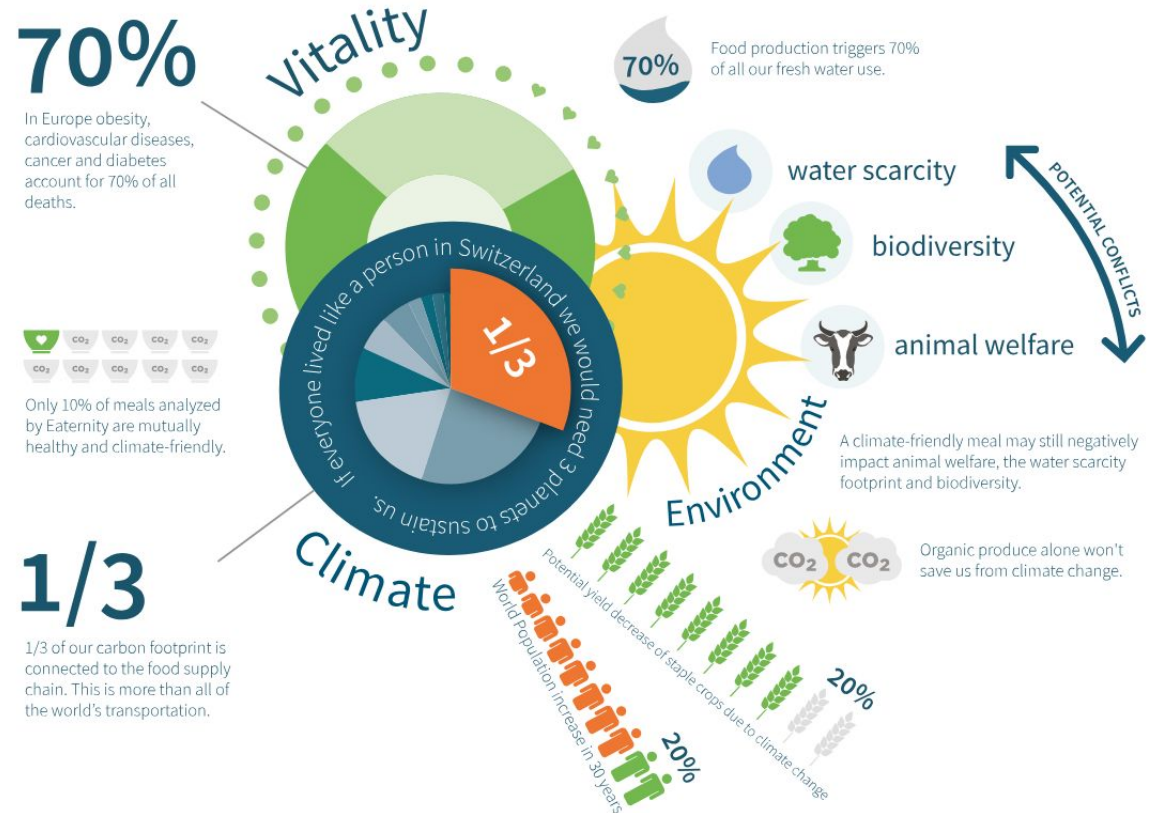
The Data Challenge

- Data is hidden in **data silos**
- Data is distributed across various systems
- Data is **not aggregated**
- Data quality & format
- Data is **not available** in realtime



Environmental Data

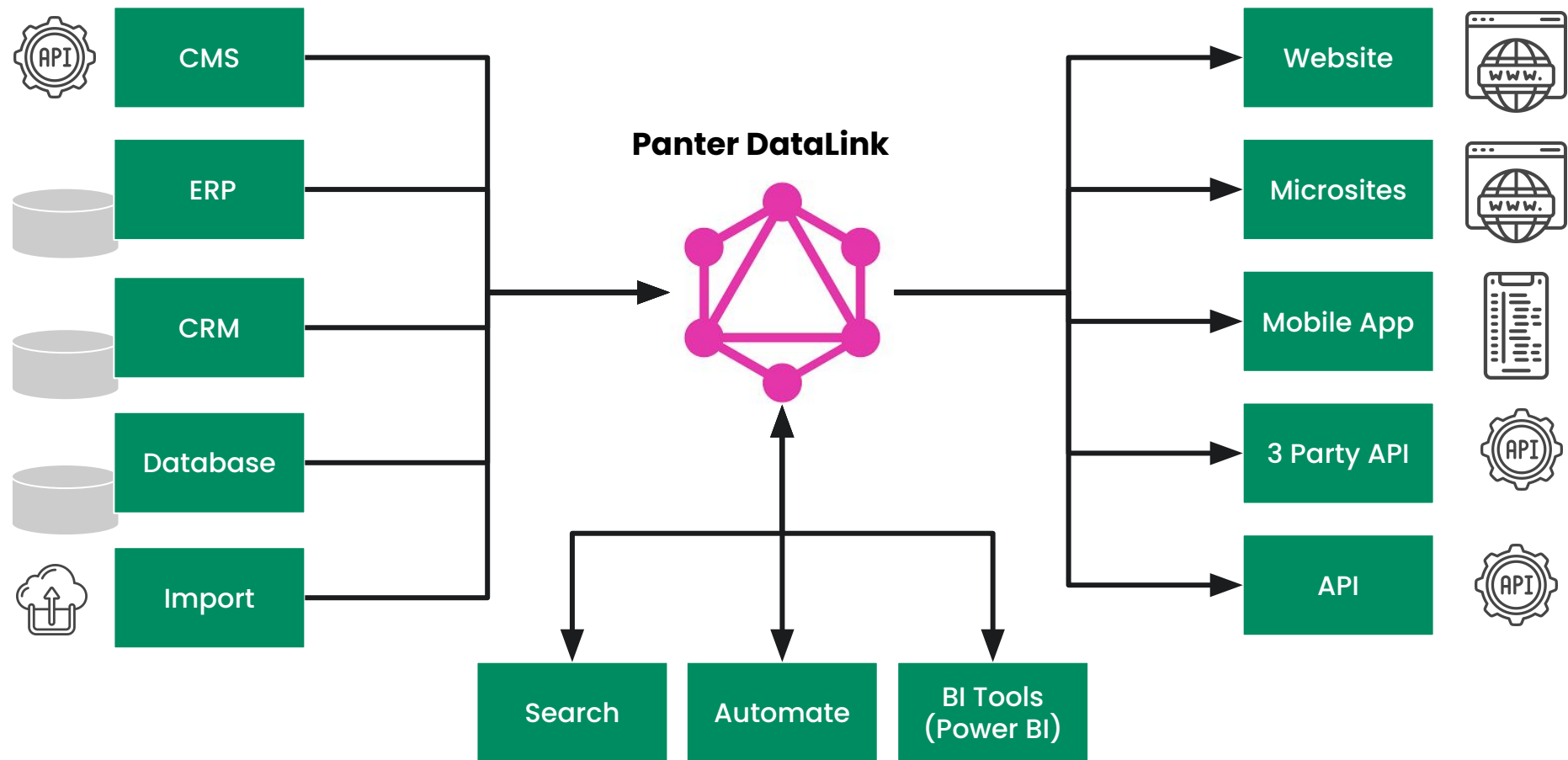
- Largest database for environmental impacts of food worldwide
- Peer-reviewed
- Scientific support:
 - ZHAW
 - UZH
 - ETH
 - FiBL
 - Quantis
 - Other Institutions



Panter DataLink

- Gather data from various (legacy) sources
 - ERP / CRM Systems
 - CRM System
 - Internal Databases
- Algorithmic data aggregation & clearing in realtime
- Standardized API for all output channels
 - Website
 - B2B Portal
 - Dashboard & Reporting

Panter DataLink



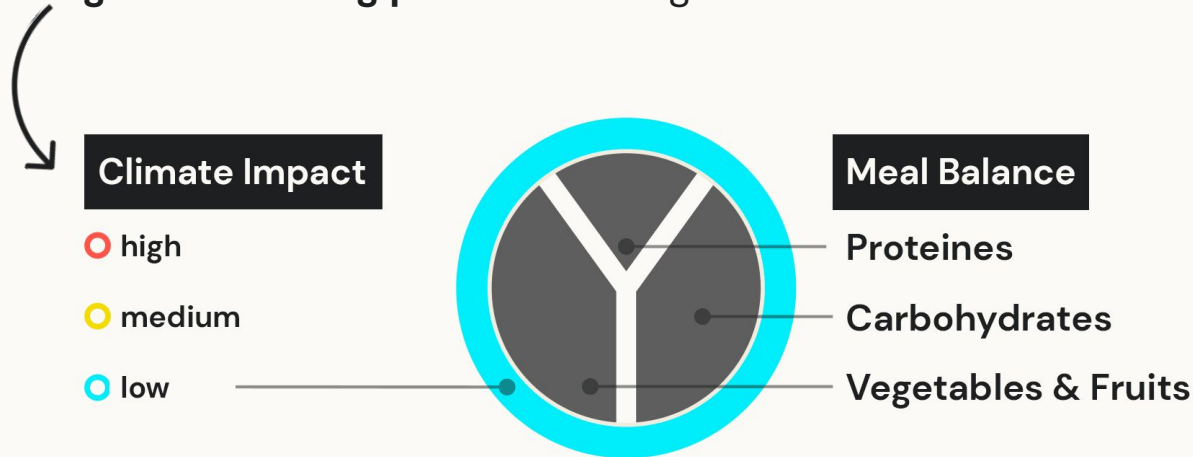


A software-based guidance system for businesses and consumers.



Evaluating

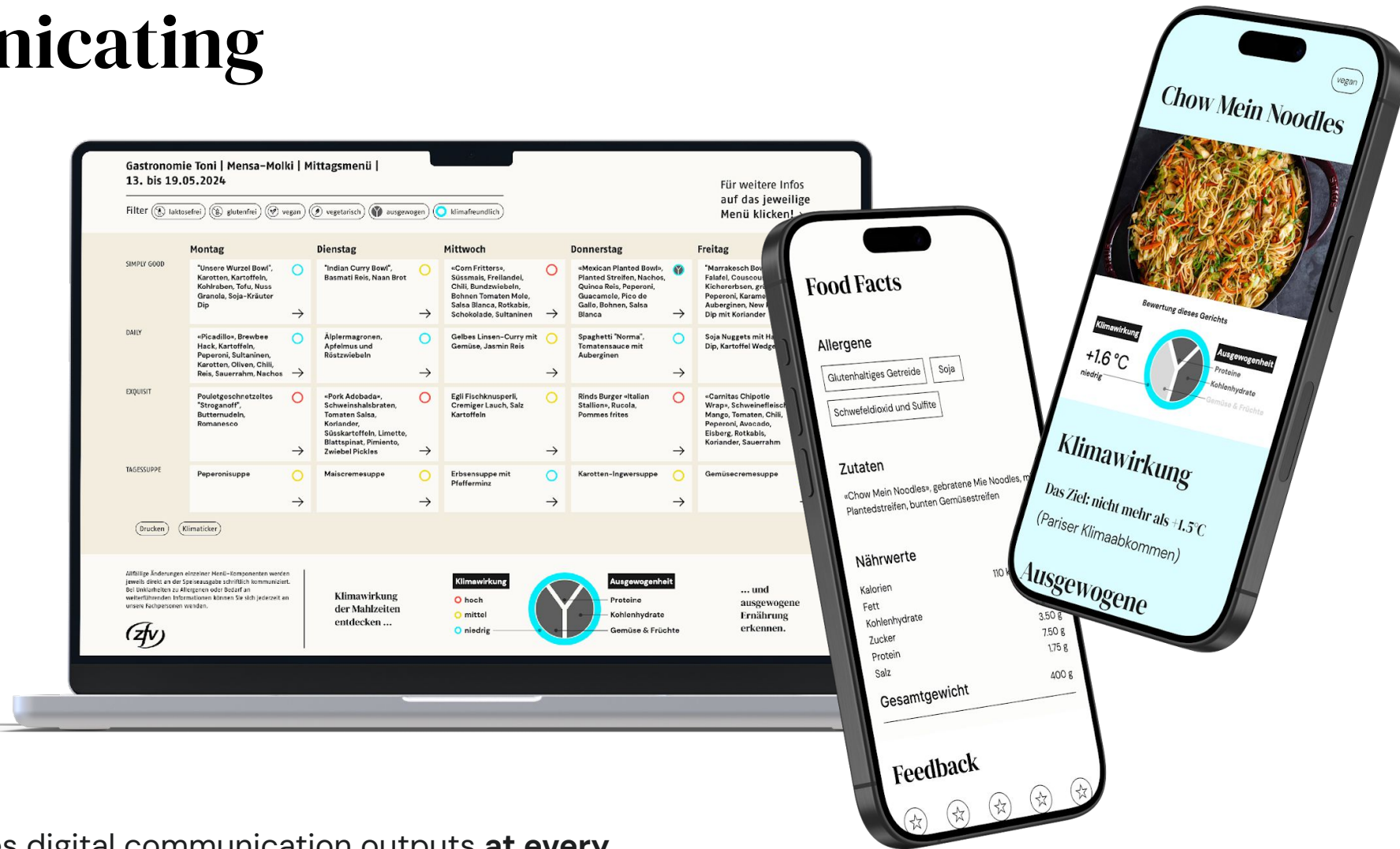
FOOD2050 translates food consumption into **global warming potential** in degrees Celsius ...



... and evaluates the **meal balance** based on its macro nutrient composition ...

... creating the single most powerful label to guide food system stakeholders at scale.

Communicating



FOOD2050 provides digital communication outputs **at every touchpoint of the customer journey** ...



Sweet Potato Bowl



CHF 9.60 | 11.10 | 16.60

Klimawirkung
der Mahlzeit
entdecken...

Klimawirkung
+1.6 °C
niedrig



Ausgewogenheit
Proteine
Kohlenhydrate
Gemüse & Früchte

...und
ausgewogene
Ernährung
erkennen.

Allergene

Glutenhaltiges Getreide

Soja

Sesam

Preise in CHF inkl. MwSt.

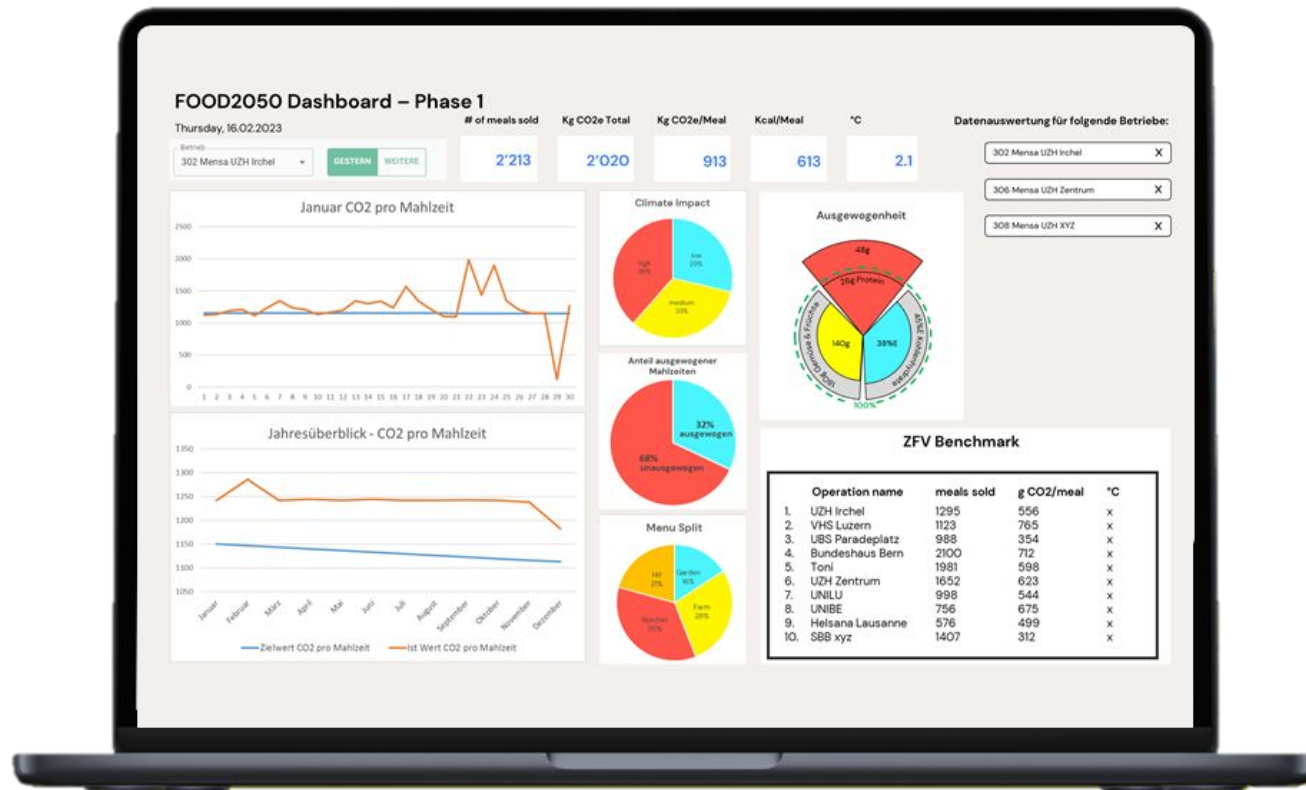
28. März 2024

Monitoring

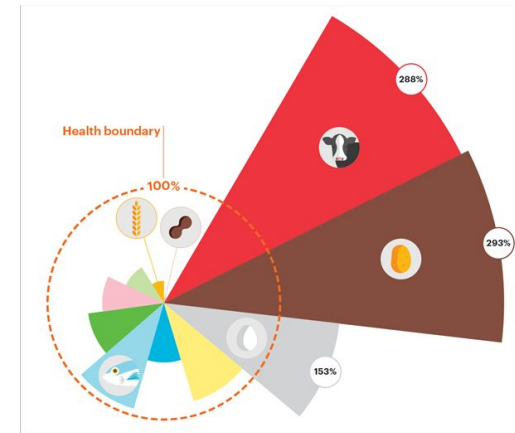
Monitoring progress
and aligning to global
sustainability goals



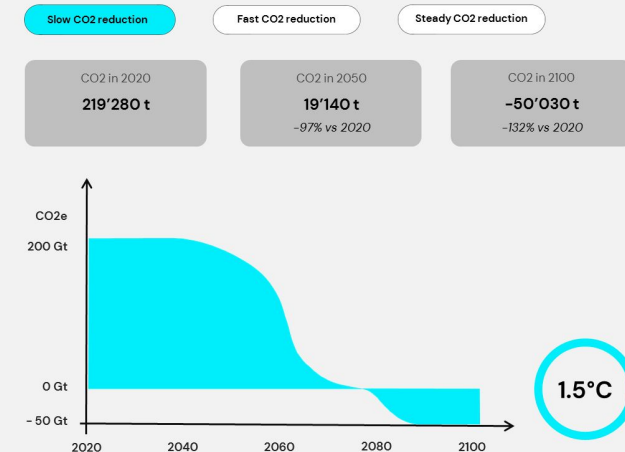
Analyzing



Planetary Health Diet Conformity



Potential Pathways to 1.5°C



Optimizing

- Ingredients / suppliers
- Recipes
- Meal plans
- Best practices
- Customer feedback
- Incentification/gamification
- Improve data quality
- Add new data sources



Scaling

- 150 canteens by summer 2024
- Understand different consumer behaviors and preferences
- Reduce barriers of entry (price and technical)
- Use AI to drive impact

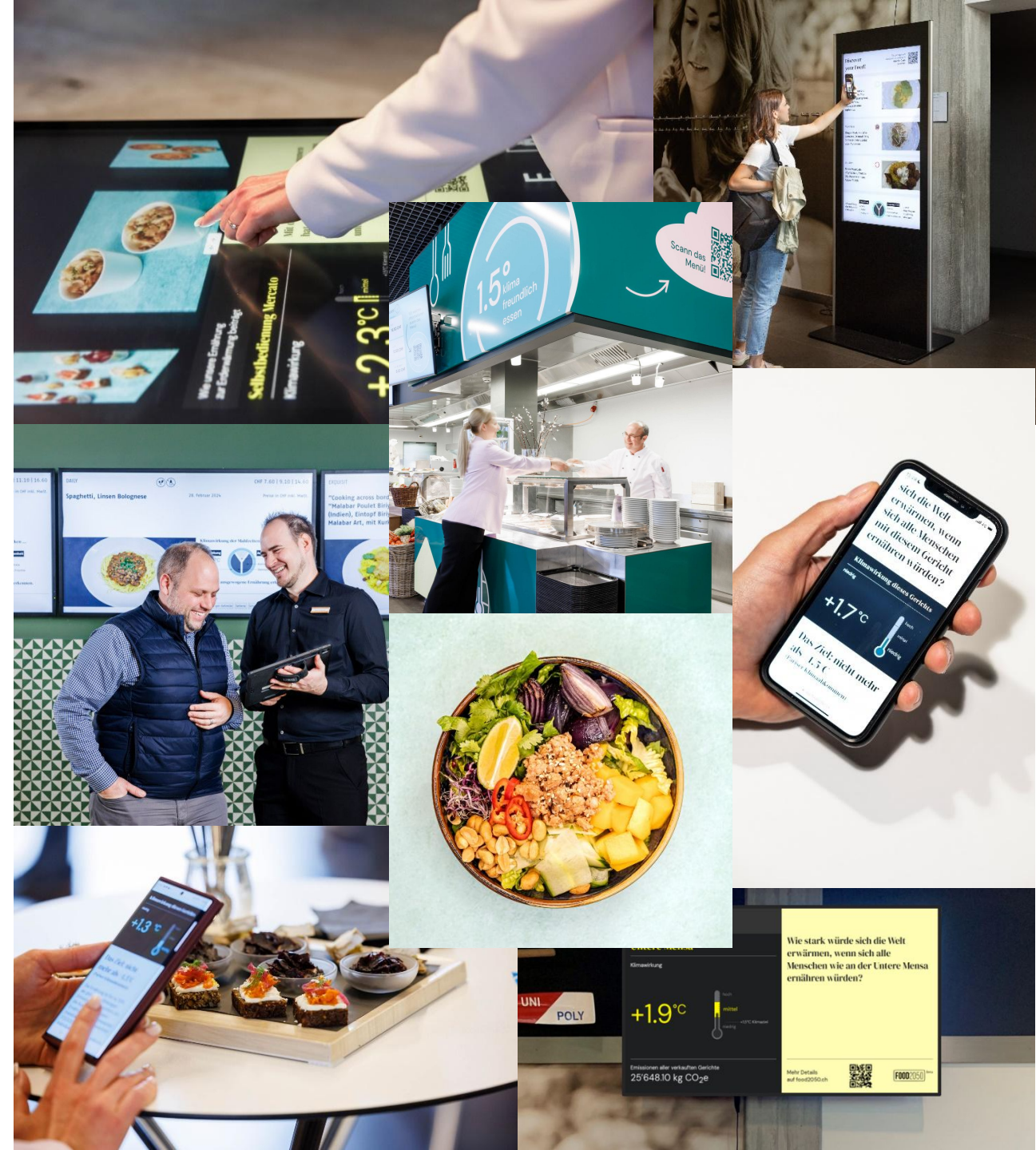


FOOD2050

Delivering holistic impact with FOOD2050...

- raises awareness on all levels
- is an consumer guidance system
- is a reporting tool (corporate clients)
- is an internal controlling tool & a KPI
- is a planning tool in the kitchen
- supports efforts towards SBTi
- increases data quality
- provides communication content

has the potential to become industry standard



Output Channels

Based on the aggregated data and available as sources for a broad range of output channels:

Internal API

Dashboard for Management, Operations, Teams and Projects

B2B API

Partner Companies, Google, OpenAI

Public API

Website, Portal, eCommerce, Apps, Digital Signage

Datalake

Historized data used for Internal and B2B reporting using data tools



Impact through cooperation

- Influencing 10M meal choices
- Focus groups
- Chef survey
- CO2 reduction
- Climate –friendlier food offer
- Customer feedback
- Best of Swiss Web Award



Challenges

- Transparency
- Unknown territory for different stakeholders
- Data quality and availability
- Ingredient level metrics
- Individual consumer performance
- Adding new sustainability metrics while keeping it simple
- Consensus on approach/methodology



Our approach

- Target focused – Paris Climate Agreement, Planetary Health Diet, National health recommendations
- Science-based and regulatory alignment
- Holistic Impact assessment (PHD + more to come)
- Consumer engagement
- Transparent and peer reviewed methodology
- Continuous improvement
- Incentification and gamification



USP for your Business

- Understand your customers better
- Enable data-driven decision making
- Automate data processing & improve quality
- Basis for automations with AI
- Enable new services

Build on top of your existing software landscape, no need to replace other systems.

Act now!

- Achieving sustainability goals
- Regulatory requirements
- Brand value and positioning
- Attracting talent and investors

**... and be part part of
the change.**

ChatGPT: Here is the image featuring a super cool, modern foodie advocating for climate action.

