



pet
sustainability
coalition

Josera
petfood with passion

CASE STUDY

Carbon Footprinting

100%
Carbon
Neutral
by 2020

Scope 1

Direct Emissions

Josera is actively measuring and reducing Greenhouse Gases at its manufacturing and business facilities using low energy production methods.

~20% of total emissions

Scope 2

Purchased Energy

All Josera products are manufactured exclusively with certified green electricity from renewable energy sources.

Scope 3

Production of Purchased Materials

Working closely with the Pet Sustainability Coalition, Josera was able to accurately calculate the scope 3 impacts of its products. This difficult step made Josera's carbon goal attainable.

~80% of total emissions



Find more tools and case studies in our **toolkit**
at www.petsustainability.org



"At Josera we see it as our responsibility to protect the planet. PSC has helped us navigate a pathway to address our carbon footprint"

Klaus Wagner, CEO Josera.

Total carbon footprint

**including agricultural production and transport from farm and to Josera*



Lamb and Rice

Carbon Footprint from Agricultural Production

CO₂e

■ Lamb & Rice
■ Insect Dog



Animal Protein



Plant Ingredients



Vit & Min



Insect Dog



PROTIX

Insect protein supplied by Protix has only 18% of the carbon footprint of lamb protein.

≡ 82%



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Advancing business through
environmental and social practices
www.petsustainability.org