



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.

### 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.

~20% of total emissions

~80% of total emissions



Find more tools and case studies in our **toolkit**  
at [www.petsustainability.org](http://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 CO<sub>2</sub>

 Lamb & Rice  
 Insect Dog

 Animal Protein



 Plant Ingredients



 Vit & Min



**Insect Dog**

82%

 **PROTIX**

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



**pet  
sustainability  
coalition**

**Advancing business through  
environmental and social practices**  
[www.petsustainability.org](http://www.petsustainability.org)