

# CLIMATE TARGETS OR REVENUE TARGETS?

## BE CLIMATE CONNECTS BOTH.



**Mike Port**  
Managing Director  
Port International GmbH







**Ø 8.4 tons**  
**CO<sub>2</sub> emissions/person\***

\* per year in Europe  
Source: Umweltbundesamt 25.08.2020





The first  
CO<sub>2</sub> neutral  
brand for  
fruit and  
vegetables

# HOW TO BECOME CLIMATE NEUTRAL



**Calculation:**

**CO<sub>2</sub> footprint**

of cultivation, packing  
and logistics



**Reduction:**

**CO<sub>2</sub> emissions**

Climate protection strategy  
to reduce CO<sub>2</sub> emissions



**Compensation:**

**CO<sub>2</sub> remainder**

Support of  
carbon offset projects





# CONTRIBUTION WITH **BE CLIMATE**

- Partner with sustainable mindset
- Premium quality
- Convincing concept



# FOCUS ON REDUCTION!



# CATEGORIES OF LATEST REDUCTION MEASURES



Wind power



Solar power



Water treatment



Energy efficiency



Greening



Recycling



Fuel saving



E-drive

**“YOU DON'T HAVE TO  
REINVENT THE WHEEL  
TO MAKE A CONTRIBUTION”**

Julia Röder, Sustainability Manager  
Port International GmbH



Climate-friendly way to work | Germany



## Example 1: Port International CLIMATE-FRIENDLY WAY TO WORK

- We initiated a Bike Challenge in August 2020 and motivated all employees to cycle to the office instead of using the car
- In the course of this month, we cycled more than 6,000 km altogether



A man with short brown hair, wearing a grey V-neck sweater over a light-colored collared shirt, stands with his arms crossed in front of a large solar panel installation on a roof. The background is a bright blue sky with a yellow sun. The solar panels are arranged in rows, and a small white structure is visible on the right side of the roof.

**“EVERY 'SUN DAY'  
RECHARGES OUR BATTERIES”**

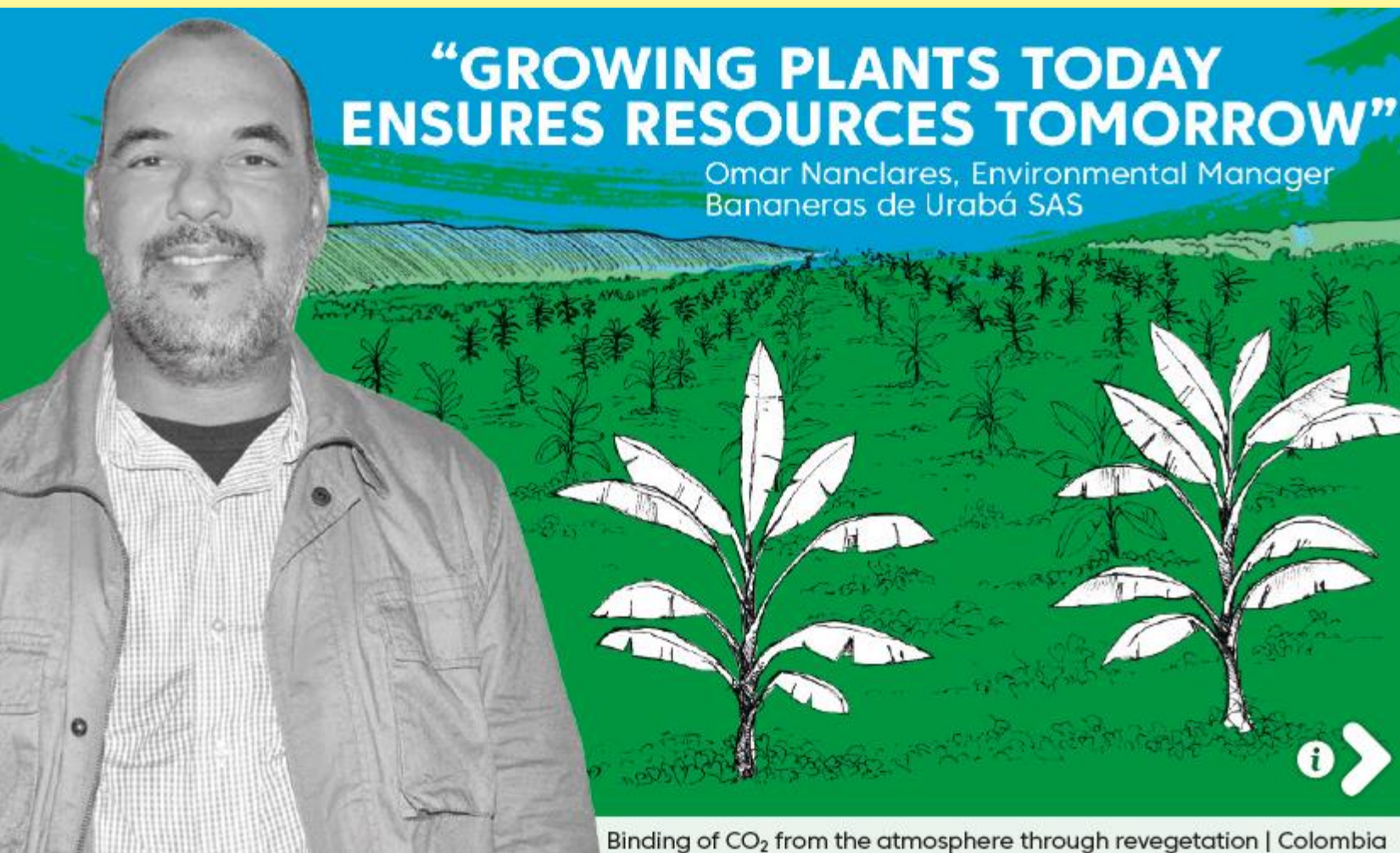
Wouter de Koning, Managing Director  
Fresh Warehousing bvba

Solar energy system for electricity supply | Belgium

## Example 2: Fresh Warehousing **SOLAR ENERGY**

- The Belgian company installed solar panels covering 2/3 of their roof
- The panels have a capacity of 235,000 Watt peak
- Most of the company's energy demand can be covered by this measure





Example 3: Bananeras de Urabá

## BINDING OF CO<sub>2</sub> THROUGH REVEGETATION

- Bananeras de Urabá planted trees and ground cover on their plantations
- The trees do not only bind CO<sub>2</sub>, but also protect the ground from erosion and loss of humidity



# CERTIFIED CLIMATE PROTECTION PROJECTS



 50% compensation  
per project





# CLEAN DRINKING WATER

- Cambodia
- Gold Standard VER (GS VER)
- Drinking water from filter systems
- 138,000t CO<sub>2</sub> annual volume





# FOREST PROTECTION

- Peru
- Verified Carbon Standard (VCS)  
CCBS Gold Level
- Protection for a threatened part  
of the Amazon region
- 660,000t CO<sub>2</sub> annual volume



# 9,591,710

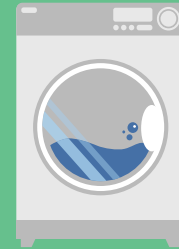
= Volume of CO<sub>2</sub> in kg compensated with BE CLIMATE. This equals ...



**29,791,851**  
kilometres driven by car



**767,337**  
trees that bind CO<sub>2</sub>



**10,311,088**  
wash cycles at 60°C





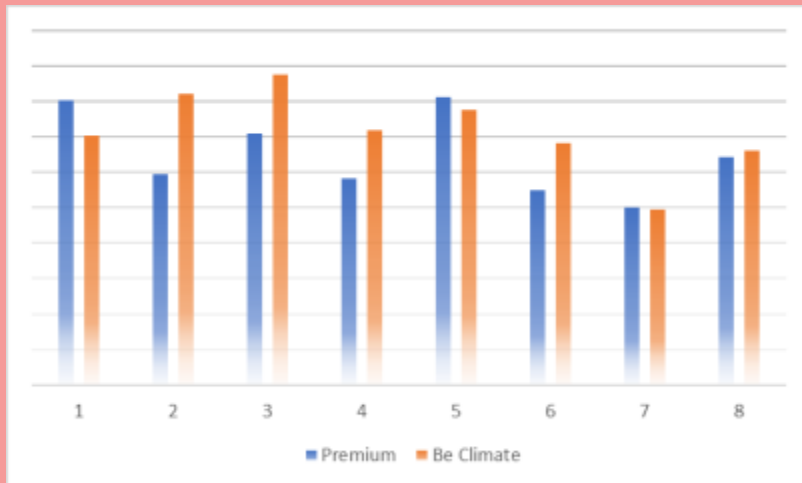
**QUALITY** MEETS  
**SUSTAINABILITY**  
AT  **DELHAIZE**



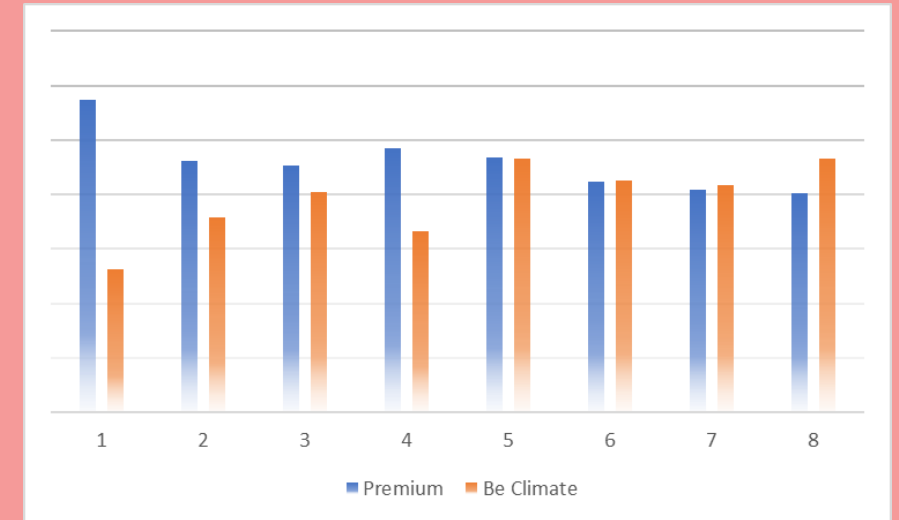
# POS RESULTS DELHAIZE

”

*Customers are switching to more sustainable bananas when given the choice*



*Customers embrace the brand*



*BE CLIMATE is boosting sales*



# ASSORTMENT



# ADVERTISING & SOCIAL MEDIA



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