



# Product Carbon Footprint

## Kick-off pilot 3

8<sup>th</sup> April 2025, 10-11 AM (CET)

8<sup>th</sup> April 2025, 5-6 PM (CET)

10<sup>th</sup> April 2025, 10-11 AM (CET)

# Welcome to this Kick-off!

We will start the meeting shortly

Please, write your questions in the chat  
(Q&A-session towards the end)

The session is recorded

The video will be posted on the PCF-web



# Agenda

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- Introduction
- Managing data
- Important dates
- Resources & Support
- What to do next



# Today you will meet

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David Bryngelsson, PhD  
CEO & Founder  
CarbonCloud



Lovisa Westman  
PCF Roll-Out Lead  
Systembolaget



Anna Stolpe  
PCF Reporting practices  
Systembolaget



Henrika Brisman  
PCF Communications  
Systembolaget

# Why this is Good News

## Business Opportunities: Competitive Advantages in the Market



### PCF FREE OF CHARGE

- PCF calculated and insights on footprint breakdown



### CRED FOR IMPROVEMENTS

- An opportunity to get recognition for investments and improvements



### SALES OPPORTUNITIES

- Assortment management
- Customer communication

*Under development*

## Internal Benefits: A Powerful Climate Impact Tool



### IT-TOOL FREE OF CHARGE

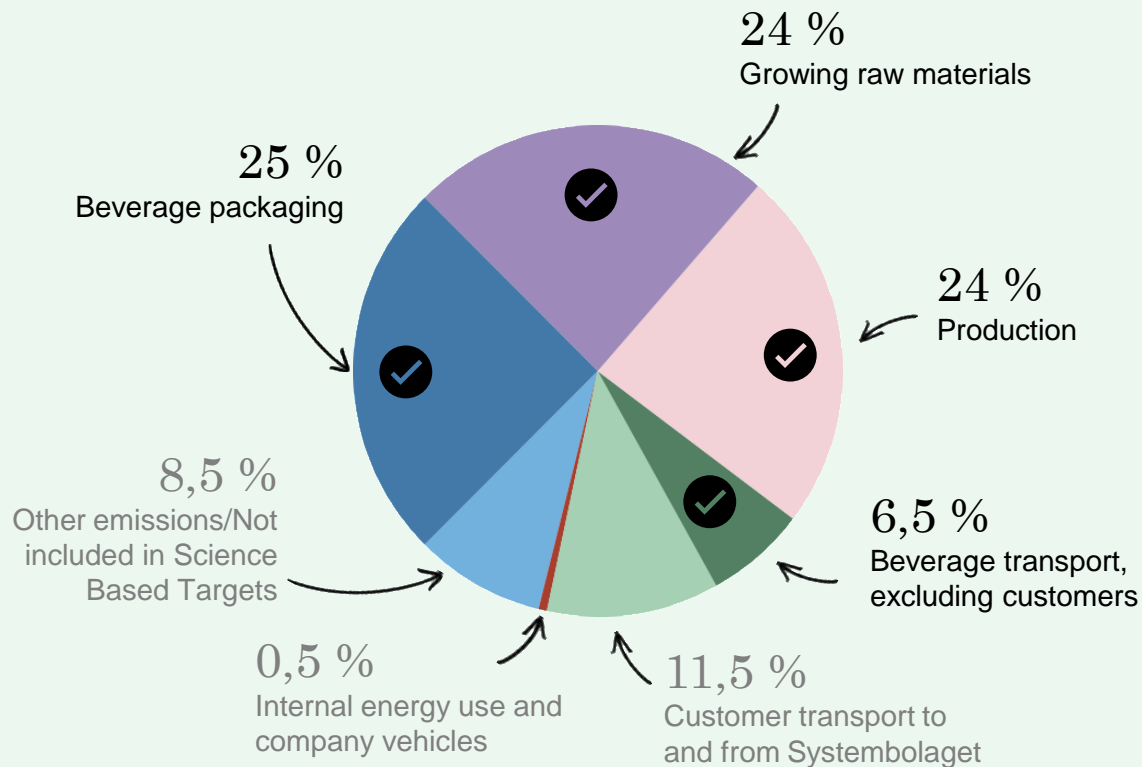
- Access to industry specific benchmarks
- Identify and simulate the impact of activities and measures



### FREE TRAINING

- Training on climate and climate data
- Insights into the climate impact of operations

# Total emissions in Systembolaget's value chain ~ 80% stems from the products ✓



# Next step, an inclusive way forward

## **Driving change:**

For future generations – our owners and our customers expect us to act

## **Customer demand:**

8 out of 10 consumers want to make sustainable choices, but only 2 out of 10 do so\*

## **Most of our impact:**

cultivation, production, packaging and transport of the products we sell



*Broadened perspective, suppliers and producers should be able to get credit for all efforts that lower their climate impact*

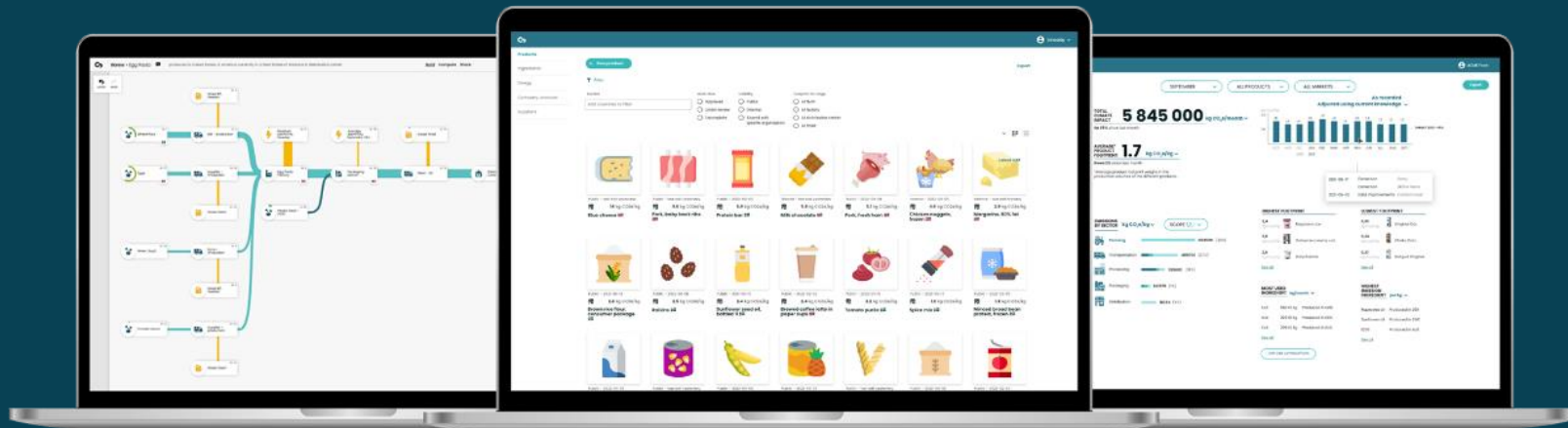
\*Source: <https://www.svanen.se/49f6e1/siteassets/the-report-sidan/the-report-3/the-report-2021.pdf>



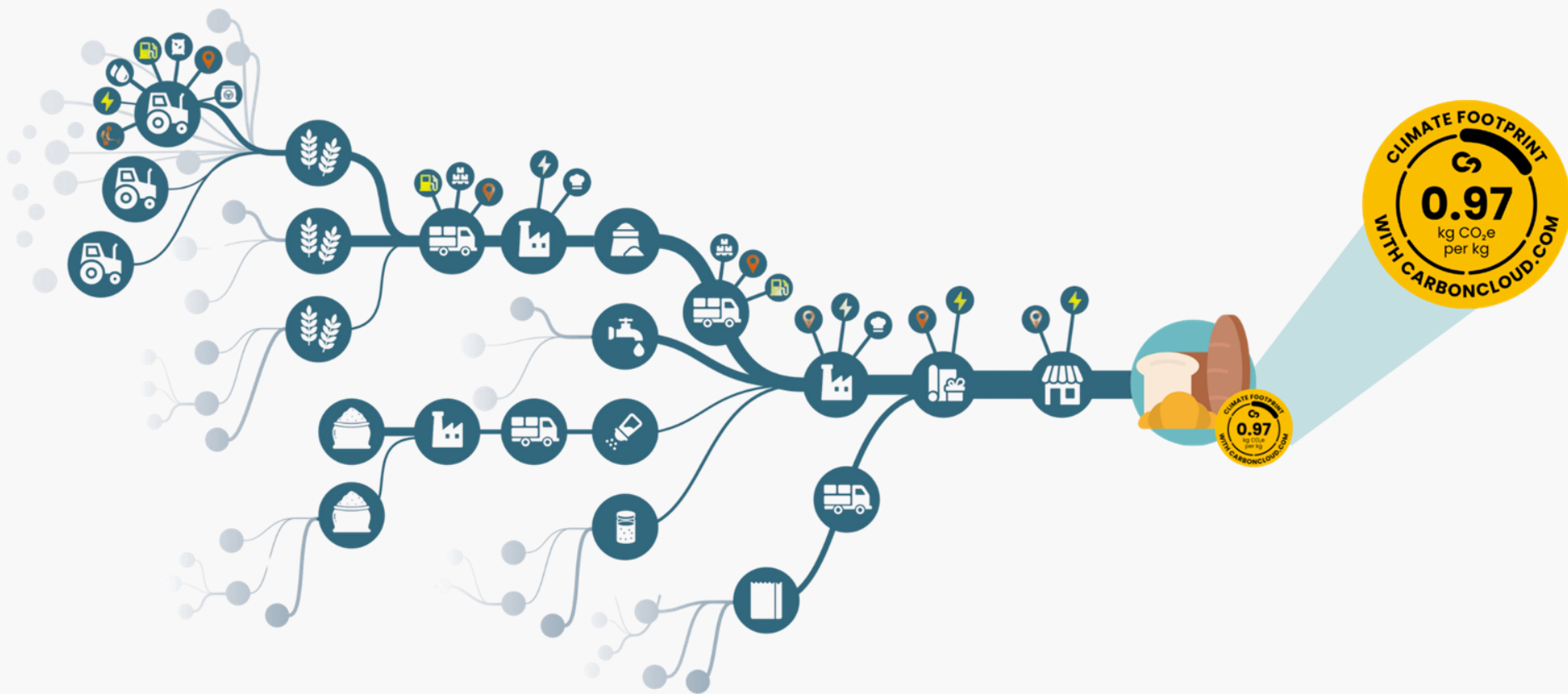


# CarbonCloud

The climate supply chain collaboration platform









## **Category leading FLAG data**

20,000 crops &  
livestock footprints  
from 193 countries



## **Trusted & Compliant**

CSRD, GHG  
Protocol, SBTi  
FLAG



## **Deep-level analysis**

Crops, individual  
products &  
suppliers

Products

Analysis

Supplier demo 2

DB David Bryngelsson

Products list

Fantastic Coffee / Instant coffee

Supplier demo 2

Netherlands

2.11

kg CO<sub>2</sub>e/kg

Overview

Footprint Breakdown

Product Recipe

Packaging Recipe

Transport

Energy

Settings

Footprint Breakdown

Breakdown	Footprint kg CO <sub>2</sub> e/kg		CO <sub>2</sub>	N <sub>2</sub> O	CH <sub>4</sub>
Forest Land and Agriculture (FLAG)	1.854	87.67%	35.84%	51.83%	
Land Use Change (LUC)	0.166	7.86%	7.86%	0%	
Land management CO <sub>2</sub>	0	0%	0%	-	
Land management non CO <sub>2</sub>	1.687	79.81%	27.98%	51.83%	
Carbon Removal	0	0%	-	0%	
Transportation	0.041	1.92%	-	-	
Processing	0.105	4.95%	-	-	
Packaging	0.116	5.46%	-	-	
Storage	0	0%	-	-	

Overview

Footprint breakdown

Product recipe

Packaging recipe

Transport

Energy

Settings

Transport specification

Country of production

Switzerland

Market

France

Adding transport

You can add as many steps to the journey as you like.

+ Add route

From

Default value

To

Default value

Mode of transport

Default value

Distance

Default value

km

☒ Refrigerated

Cancel

Update the carbon footprint



# Product Carbon Footprint: Data Points



## CULTIVATION

- Total production of crop
- Electricity from grid
- Electricity produced on site
- Fuels
- Fertilizers
- Pesticides
- Water use



## PRODUCTION

- Ingredients
- Total volume of beverage produced
- Electricity from grid
- Electricity produced on site
- Fuels, heating and other processes
- Water use



## PACKAGING

- Type of packaging
- Weight
- Volume



## TRANSPORTS

- Transport modes
- Transport distance
- Fuels





# Product Carbon Footprint - To calculate a PCF, the following activity data is reported \*



Production	All datapoints for production
Cultivation	<ul style="list-style-type: none"><li>• If the producer has their own cultivation, their activity data shall be reported.</li><li>• Activity data shall be reported for the three largest growers (whether it is own cultivation or purchased raw material), provided that these account for 50 % or more of the total volume of raw material in the product.</li></ul>
Packaging	<ul style="list-style-type: none"><li>• Type of packaging</li><li>• Volume</li><li>• Weight of packaging</li><li>• Weight of content</li></ul>

\* More extensive and detailed reporting than described above is voluntary.

# Data Safety

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## General

Adherence to GDPR and applicable data protection regulations

Comprehensive security measures including organizational, infrastructure, and application security

## Data Sharing and Visibility

The core principle: companies only have visibility into primary data of their direct suppliers

Aggregated emissions calculations are visible throughout the value chain of **connected** organizations

**Not** the underlying primary data!

## Data Usage

Systembolaget:

Aggregated emissions →

Climate reporting (CSRD, SBTi)

Strategic work on emission reductions

PCF →

Assortment management

Customer communication

*No underlying primary data will be used externally!*

Data Contributors:

Why this is Good News

*Any data inserted to CarbonCloud can be exported by whom inserted such data*



Best Beer / Beer  
Supplier demo 2  
Netherlands

# The default data dilemma

2.99  
kg CO<sub>2</sub>e/kg

Overview **Footprint Breakdown** Product Recipe Packaging Recipe Transport Energy Settings

## Footprint Breakdown

Breakdown	Footprint kg CO <sub>2</sub> e/kg		● CO <sub>2</sub>	● N <sub>2</sub> O	● CH <sub>4</sub>
▼ Forest Land and Agriculture (FLAG)	1.818	60.84%	● 54.07%	● 6.76%	● 0%
Land Use Change (LUC)	1.104	36.94%	● 36.5%	● 0.44%	-
Land management CO <sub>2</sub>	0	0%	● 0%	-	-
Land management non CO <sub>2</sub>	0.714	23.89%	● 17.57%	● 6.32%	● 0%
Carbon Removal	0	0%	-	● 0%	● 0%
Transportation	0.013	0.44%	-	-	-
Processing	0.151	5.04%	-	-	-
Packaging	1.003	33.55%	-	-	-
Storage	0	0%	-	-	-

# Timeline of the pilot

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Activity	Date
Kick-off (3 sessions)	8 <sup>th</sup> & 10 <sup>th</sup> April
Training (3 sessions)	28 <sup>th</sup> & 29 <sup>th</sup> April
Data registration opens. Invitation/access via email from CarbonCloud.	5 <sup>th</sup> May
Completion of data registration	6 <sup>th</sup> June
Data validation & analysis. Follow-up with data contributors	6 <sup>th</sup> - 19 <sup>th</sup> June
Evaluation	6 <sup>th</sup> - 19 <sup>th</sup> June
Feedback & closing: PCF-feedback	June
Pilot report	August



# Time allocation

## Lessons learnt in earlier pilots



78 %

Participants who found it "*moderately*" to "*not at all time consuming*".



68 %

Participants who rated it as "*neither easy nor difficult*" to "*very easy*".

## What can drive time the first time?

1. Identifying data sources
2. Finding the right data
3. Getting data from sub-suppliers
4. Allocations/calculations

# Next Step

## **Collect the adequate data following the reporting manual**

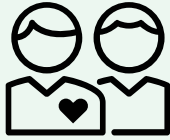
1. Find contacts/data contributors of data for the product
2. Invite data contributors to trainings

Get in touch with questions at [pcfproject@systembolaget.se](mailto:pcfproject@systembolaget.se)



# Resources

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## Support

[pcfproject@systembolaget.se](mailto:pcfproject@systembolaget.se)

[support@carboncloud.com](mailto:support@carboncloud.com)

Weekly Q&A meetings

Coaching Sessions



## Training

Kick-off

Solution training

Getting started sessions



## Hub: The PCF-web

Manuals

Calendar

FAQ

Recorded trainings

# Can additional products be added to the pilot?

- Yes, until 23<sup>rd</sup> April.
- Swedish suppliers that already have products in the pilot may add extra products
- Email request to [pcfproject@systembolaget.se](mailto:pcfproject@systembolaget.se) including product name and product article number
- First ask, first serve – we may have to limit

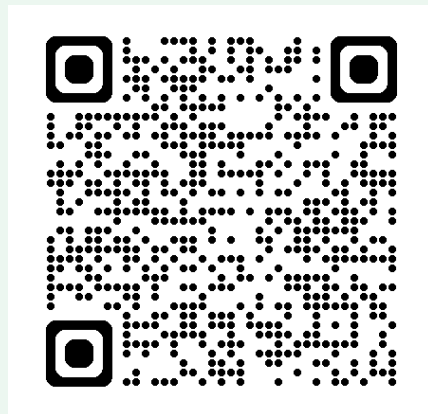
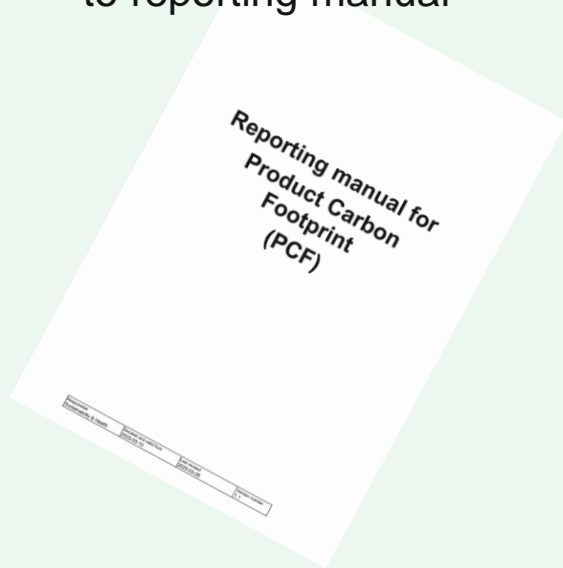






Questions?

Start collecting data according  
to reporting manual



[https://www.omsystembolaget.se/english/  
producers/product-carbon-footprint/](https://www.omsystembolaget.se/english/producers/product-carbon-footprint/)







Thank you!