



From left to right: Evert Vermout (Vincotte), Antoine Geerinckx (CO2Logic), Jan Vander Stichele en Ivo Vermeiren (Lotus Bakeries), Kurt Gutschoven (Vincotte) en Jan Janssen (CO2Logic)

Lotus bakes its biscuits with CO2 neutrality

Lotus Bakeries was awarded the 'CO2 Neutral' label for its extensive efforts to reduce its CO2 emissions.

In four years, Lotus reduced its climate impact by 35%. Around 20% higher than the target that Europe wishes to achieve by 2020. Vincotte verified the efforts taken by Lotus and certified the company.

Corporate social responsibility is part of Lotus Bakeries' DNA. The company conducts its business with respect for people, society, employees and the environment. Lotus has been collaborating with the climate consultancy firm CO2Logic since 2011 with a view to reducing its climate impact. "Our plan was to reduce our CO2 emissions by 2% each year," explains Jan Vander Stichele, Executive Director of Lotus Bakeries. "We have abundantly met this target: at the end of four years, we had succeeded in reducing emissions to a total of 35%."

Beyond energy savings

Its efforts won Lotus the 'CO2 Neutral' label for the cooling system, the energy consumption, and the various production sites in Belgium, the Netherlands, France and

Sweden. The label, developed by CO2Logic and validated by Vincotte, is awarded when a company achieves CO2 neutrality. "CO2 neutrality is actually a type of CO2 tax that is voluntarily imposed by companies" says Antoine Geerinckx, founder and managing director of CO2Logic. "Most companies reduce their CO2 emissions to save energy costs. If we really wish to tackle climate change, we must go further and compensate the remaining CO2 emissions. The 'CO2 Neutral' label recognises companies that actually address their climate impact."

Step 1: Calculating and reducing CO2 emissions

"We assist companies that want to achieve the 'CO2-Neutral' label, to calculate and reduce their CO2 emissions," clarifies

"By collaborating with Vincotte, we provide our customers the guarantee of a transparent and reliable label. We advise our customers on how to calculate and reduce their climate impact. Vincotte validates and certifies the efforts taken."

Antoine Geerinckx, founder and managing director of CO2Logic



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Fact & figures Lotus Bakeries

- Activity: manufacturer of biscuits, cakes and snacks
- Production sites in: Belgium, the Netherlands, France and Sweden
- Established in 1932
- Number of employees: 1,321
- Turnover in 2014: 348 million EUR



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Antoine Geerinckx: "Lotus reduced its energy consumption by insulating the roof, installing solar cells, and replacing the heating system. Furthermore, Lotus consumes green power and uses usage-controlled machines so that energy consumption never exceeds what is required."

Step 2: compensating the remaining emission

The next step towards CO2 neutrality is to compensate the remaining emission by supporting a certified climatic project. Lotus still emits CO2 when baking biscuits. The biscuit manufacturer compensates the impact of gas ovens on the climate by supporting a project with 'Gold Standard' certification - an international quality mark developed by the WWF among others. Lotus opted to support an environmental project that delivers efficient wood-burning stoves to Ugandan families. «The wood-burning stoves ensure that the families are not exposed to dangerous levels of smoke and also reduce deforestation by consuming less wood», states Jan Vander Stichele. "This has not only helped reduce the CO2 emissions but also improved the living conditions for the local population."

"The 'CO2 Neutral' label is proof of the far-reaching efforts undertaken by these companies to combat climate change. Their efforts not only reduce their energy costs, but also improve the image of the company."

*Evert Vermaut, Productmanager
ESS in Vinçotte*

Step 3: Validation by Vinçotte

A final step towards the 'CO2 Neutral' label is validation. "As an independent party, Vinçotte verifies whether or not the calculation of the CO2 emission, its reduction, and its compensation via the 'Gold Standard' climatic project have been done properly," says Antoine Geerinckx. "By collaborating with Vinçotte, we provide our customers with the guarantee of a transparent and reliable label. We advise our customers on how to calculate and reduce their climate impact. Vinçotte validates and certifies the efforts taken." Evert Vermaut, ESS product

manager in Vinçotte, and the project leader for the validation of Lotus Bakeries: «What caught our attention during the audit was the long-term vision of the company. We found that they had already been engaged in efforts to reduce their CO2 emission for many years. Lotus Bakeries believes in the added value of externally validated 'CO2 Neutral' labels and does not wish to shift its responsibility on to society."

A better image

By obtaining the 'CO2 Neutral' label, Lotus Bakeries joins a league of around thirty companies such as Mobistar, Delta Lloyd Life and Interparking. "The label proves the far-reaching efforts that these companies have taken to combat climate change. They not only lead to a reduction in their energy costs, but contribute to improving the image of the company." Vinçotte and CO2Logic would be happy to help you - just as they helped Lotus Bakeries - to run your business on a CO2 neutral footing. (Find out about the training course on CO2 neutrality.)

About Vinçotte

With our inspection, testing, certification and training services, we offer you all the solutions you need to guarantee safety, quality and sustainability to you and your environment and to make sure that your investments yield. Our 2500 reputable experts work in accordance with best practice and are determined to find the best solution for you, whatever the circumstances. Rest assured. Vinçotte takes care of it.



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