



LCM21 – MO.1.E

M-Check: Using existing data for the implementation of a product sustainability rating

# What is the M-Check?

- Sustainability rating from Migros, introduced in spring 2021
- **Migros:**
  - Swiss retailer, mainly for food products
  - Turnover: 18 Mio. CHF
  - 10 regional cooperatives; over 600 stores (CH)
  - 100'000 products, around 80% own brands
- **Two dimensions:**
  - Climate
  - Animal welfare
- **Still in development:**
  - Improvement of existing dimensions
  - Integration of further dimensions

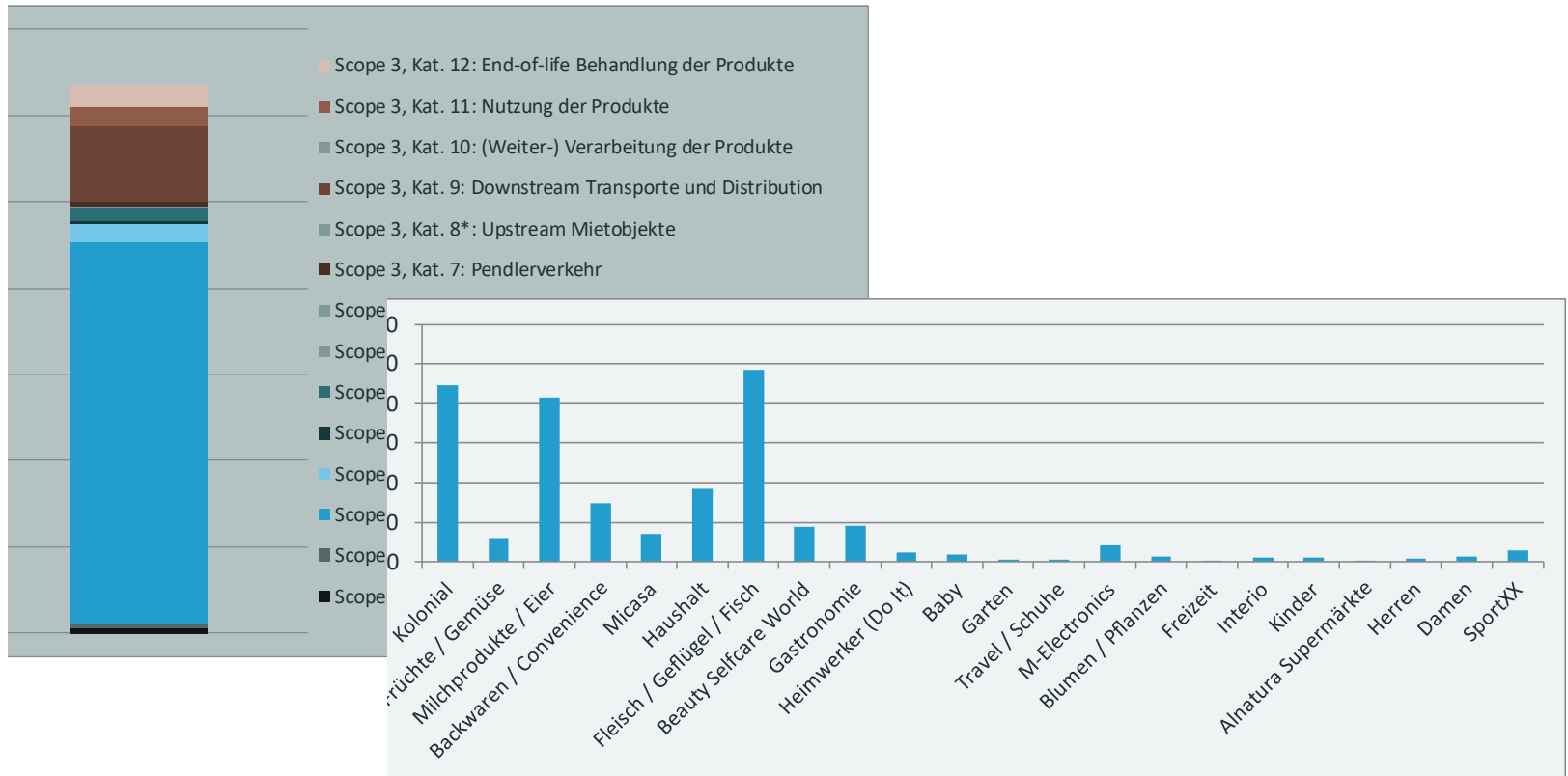


## A year ago...

- We need a climate rating on our products!
  - You made this GHG-balance for us, isn't it... ?
  - Can't we use this for the climate rating? Should not be too costly, isn't it?
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- **Need for action now!**
  - **We need to address all stakeholders**
  - **Knowledge of consumers about climate impact of food products still limited**
  - **No need for highest level of detail, rough (but still correct... ) rating is good enough for a start**

**SURE!**

# Data basis



# Compilation of emission factors for product range

Product range	Data basis	Inventory	GHGem production
SWEETS	LCA-Daten	Dark chocolate, at plant (WFLDB 3.1)/GH U	14.956
ANIMAL FOODS	LCA-Daten	wet pet food, at plant/kg/RER U	1.024
APERIO	Umwelt-IOT	g15g, Bakery and farinaceous products, IOT 2008/CHF/CH U	0.258
BISCUITS	Umwelt-IOT	g15g, Bakery and farinaceous products, IOT 2008/CHF/CH U	0.258
BAKERY	LCA-Daten Det.	Most important products according to GPC-Bricks	0.755
SIDES/INGREDIENTS	LCA-Daten Det.	Most important products according to GPC-Bricks	1.014

## Detailed emission factors per GPC-Brick

BEILAGEN/ZUTATEN	Anteil		1.01
Teigwaren / Nudeln – nicht verzehrbereit (ohne Kühlung haltbar)	24%	pasta, dried, durum wheat, without eggs, at plant/kg/RER U	1.15
Gemüse – bearbeitet / verarbeitet (ohne Kühlung haltbar)	12%	vegetables, conserved/kg/CH U	0.40
Speiseöle – pflanzlich (ohne Kühlung haltbar)	11%	Rapeseed oil, at oil mill (WFLDB 3.1)/GLO U	1.61
Körner / Getreide – nicht verzehrbereit (ohne Kühlung haltbar)	11%	Wheat grains, at farm/GLO U	0.87
Saucen (ohne Kühlung haltbar)	8%	sauce bechamel, at plant/kg/CH U	2.16
Eingelegtes Gemüse / Sauerkonserven	7%	vegetables, conserved/kg/CH U	0.40
Essig	6%	apple juice, packed, at plant/kg/CH U	0.45
Gemüse- / Kartoffelbasierte Produkte /- Gerichte – nicht verzehrbereit (ohne Kühlung haltbar)	5%	Potato starch, at plant/RER U	0.66
Kräuter / Gewürze (ohne Kühlung haltbar)	3%		

# Assignment of emission factors

## Production

1. EF of corresponding GPC-Brick
2. EF of Assortment-Subgroup
3. EF of assortment group

## Transports

According to country of origin (domestic / abroad)

- Generic factor for transports within Switzerland
- Generic transport chains for imports
- Flight transports specifically taken into account

## Packaging: Generic factor



# Rating

Category	GHGem [kg CO2-Äq./kg]	Product range	Communication
*****	0 – 0.9	5% of the products with the lowest emission factor	If you buy mainly products of this category, you can reduce your CO2 footprint very much.
****	1 – 1.9	5% of the products with the second lowest emission factor	If you buy mainly products of this category, you can reduce your CO2 footprint significantly.
***	2 – 4.7	15% of the products with the third lowest emission factor.	We are still in the best quarter of the range.
**	4.8 – 9.9	Products in the better half of the range in terms of emissions	
*	> 10	50% of products with the highest emission factor	If, then these products are to be consumed consciously and only in small quantities.





## Challenges

- Data management: Mistakes in product classification
- Appropriate level of detail
- Reference entity

There is enough data, the challenge is to make it available to the public in a comprehensible way!

## Outlook

- **Continuing improvement of emission factors**
  - Enhancing level of detail
  - Integration of specific emission factors for packaging
  - Expansion to near- and non food-products
- **Integration of further dimensions of sustainability**

# Thank you for your attention.

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