



One planet
inform with care

Tosh is a carbon neutral brand in harmony with the planet

Sector: Food

Country: Colombia

With production in Colombia and Costa Rica, the Nutresa Group's Tosh brand offers eight categories of products (biscuits, bars, cereals, nuts, snacks, ice cream, infusions, and dairy products) in 29 countries. In 2014, the brand planned to measure, reduce and offset its carbon footprint by using a Life Cycle Assessment (LCA) of its product portfolio. The brand implemented initiatives to reduce resource consumption and emissions. It offsets the remaining CO₂ emissions by protecting a forest on the Santa Ana estate in Páramo de Sonsón in Colombia through the Banco2 Plus project, developed by the Masbosques organization, the conservation of forests in the Costa Rican Caribbean through Fonafifo, and the establishment and conservation of an agroforestry system on the Yariguíes farm in Barrancabermeja. These projects involved the capture of 56,378 tons of CO₂ between 2017 and 2019.

Since 2017, the process has been validated annually with the Carbon Neutral certification from the Colombian Institute of Technical Standards and Certification - ICONTEC, which made Tosh the first mass consumption brand in Colombia to be certified for its whole product portfolio¹. Under this endorsement, the company contributes to consumer education on climate change and carbon footprint, and claims that:

Tosh is a carbon neutral brand in harmony with the planet: It measures, reduces and offsets its greenhouse gas emissions

To consumers, the sustainability claim is communicated through packaging design, by incorporating the carbon-neutral label complemented by several communication pieces, both text and graphic, that are published in the brand website. These pieces are aimed to help the consumer understand carbon footprint.

The sustainability paradigm

Life cycle approach: The development of a carbon neutral claim included an LCA that made it possible to quantify the tons of carbon dioxide equivalent (CO₂e) emitted along its value chain. Tosh performed its quantification in collaboration with Gaia Servicios Ambientales, taking into account the company's supply, production, packaging and post-consumption stages.

Critical points analysis: According to the results of the LCA, the supply, production and packaging stages represent the points where the highest brand emissions are produced. Tosh developed eco-design initiatives in packaging, alternative energy and eco-efficiency in production as well as the Nutresa Group's clean transport manual.

Integrating sustainability: Tosh enjoys a strong integration of sustainability into its business and decision making. For 22 years, it has been promoting healthy and harmonious lifestyles, with itself and the planet as its overarching brand purpose and is the champion of climate change action within the Nutresa group.

¹ The new categories of ice cream and dairy products are currently in the process of being certified.

Principle 1: Reliability



The message was created by first measuring the greenhouse gas emissions of its product portfolio through an LCA by the Gaia Servicios Ambientales consultancy, carried out under the methodology of the British Standards Institution PAS 2050 and ISO 14067. Once it identified the impacts, the brand began to implement actions to reduce CO2 emissions. This compensation process has been carried out through joint projects with BanCo2 and Masbosques.

Tosh's sustainability claim is validated through ICONTEC's international Carbon Neutral certification granted through the PAS 2060 methodology. The certification ensures neutrality by taking into account emissions, reductions, and offsets.



Principle 3: Clarity



The ICONTEC Carbon Neutral certification icon is presented on the multi-packs and some single packs. This provides a direct link between the sustainability claim and Tosh's products.

The brand uses simple and non-technical language in its communication pieces, making them easy to understand. For example, it clearly conveys the emission neutrality equation.

Tosh has developed communication pieces such as videos and publications to explain what it means to be a carbon neutral brand.



Principle 2: Relevance



The LCA carried out by the brand identified the supply, transformation and packaging stages as the critical points in its value chain.

Tosh has worked to reduce the impacts on procurement with initiatives such as the implementation of the Nutresa Group's Clean Transport Manual.

The brand also implemented eco-efficiency initiatives in its operations, reducing resource consumption, implementation of solar panels and eco-design of its packaging. As a result of the improvements implemented in the last 3 years in the transformation processes, the carbon footprint has been reduced by 22.6% per ton produced.

The brand's sustainability message relates to its excellent performance along the entire value chain.

Principle 4: Transparency



Consumers can easily access information about the development of sustainability claims for all their products and the actors involved through its website and social networks. For example, Tosh made a textual and explicit publication on its website² and published a video on how it became carbon neutral³.



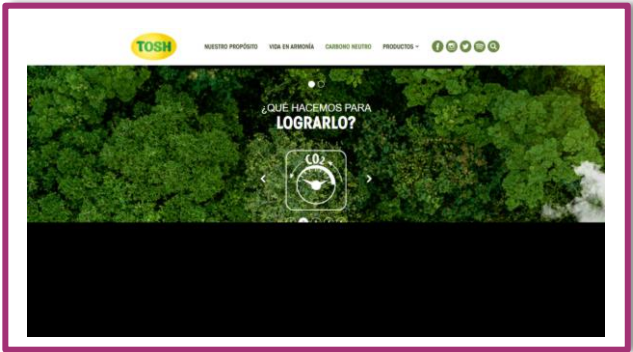
² <https://tosh.com.co/vida-en-armonia/blog/nos-gusta-cuidar-el-mundo-tosh-en-armonia-con-el-planeta/>

³ <https://www.youtube.com/watch?v=RE9Q54DXGNQ>

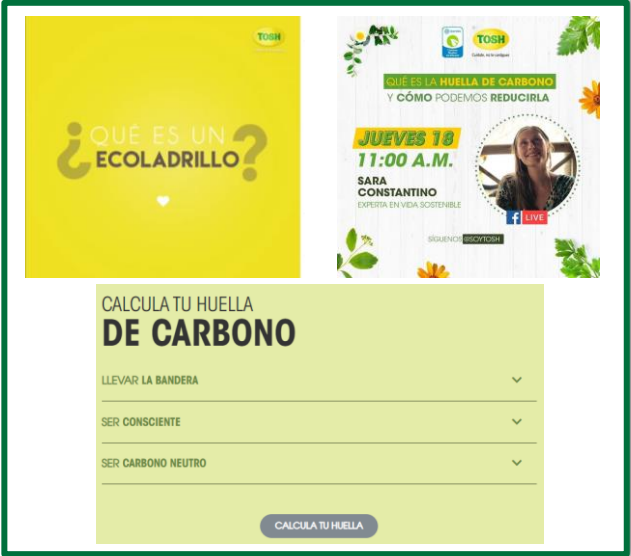
Principle 5: Accessibility



Tosh's sustainability message of the products is visible on its packaging, website, advertising, social networks and the Nutresa Group Sustainability Report. On its packaging, Tosh features the Carbon Neutral certification icon and makes explicit textual mention of its website link, promoting access to the products' sustainability messages. On the website there is a specific carbon neutral tab detailing the certification process.



Tosh's website links to the BanCo2 calculator to measure and offset customers' personal carbon footprint and that of Bottellas de amor or Love Bottles, that people can fill with their packaging. In 2018, Tosh also launched a campaign on its social networks on how to make Eco bricks and collected these during the ColombiaModa event. In October 2020, Tosh shared the Bottellas de amor campaign on its website intended to encourage people to collect its packaging in plastic bottles to make plastic wood. Tosh has created Instagram live shows with influencers such as Sara Constantino (laeconstantino) to promote composting, organic gardening, home recycling and reduce consumers' carbon footprint⁴.



Principle 6: Three Dimensions of Sustainability



Environmental: Tosh measures, reduces and offsets its CO_{2e} emissions to achieve a validated carbon neutral footprint through ICONTEC's Carbon Neutral certification. To meet its objectives, the brand develops initiatives with its suppliers, in its production process and transport.

Socio-economic: The brand has developed customer-facing communication to promote a more sustainable and healthier lifestyle by taking part in projects to support rural families that protect ecosystems under payment for environmental services schemes with BanCo2.

Principle 7: Behaviour Change and Long-Term Impact



The brand communicates strategies to reduce the carbon footprint and consumer contribution to climate change through publications on its website, social networks and the Tosh Fest event.

Principle 8: Multi-Channel and Innovative Approach



The brand intends to create an interactive community that promotes healthy and sustainable lifestyles in balance and harmony with the planet.



⁴ https://www.instagram.com/p/B7lc3Qtnwoq/?utm_source=ig_web_copy_link

In 2019, the brand held the Tosh Fest, the first festival of life in carbon neutral harmony in Colombia. More than 2500 people attended this event and participated in about 20 talks, workshops and classes. In 2020, the carbon neutral Tosh Fest was held online through the brand's website. For a month, a learning platform was provided including meditation techniques, yoga, workshops, and talks on balanced diet, exercise, dance, and composting.

In 2019, Tosh and Play Ground produced a carbon neutral video to ensure greater access to and impact of its communications.

Principle 9: Collaboration



According to its neutral emissions claim, the brand is developing 3 offset initiatives based on collaborative actions. The first with the National Chocolate Company at its Yariquíes farm, the second in conjunction with the Masbosques organization through its BanCo2 strategy in Páramo de Sonsón, and the third in Costa Rica through the Fonafifo organization.

Tosh and ICONTEC worked together to design the Carbon Neutral certification logo.

In 2017, 2018, and 2019, Tosh joined forces with Portafolio Verde in its Ciclo Siete initiative with over 700 organizations in 22 countries in Latin America to release endangered animals, plant trees, and set up sustainable mobility caravans.

Grupo Nutresa participates in the Dow Jones Sustainability Index, Pacto Global, ANDI Visión 3030, and contributes to the United Nations Agenda 2030 (SDG). It also operates under the Global Reporting Initiative and CDP standards.

Principle 10: Comparability



The brand does not seek to generate explicit comparisons with the competition or the sector. However, it stands out as the first mass consumption brand in Colombia to be certified carbon neutral.