

Mondra and ImpactBuying partner for insight in emission per product

Alkmaar/London, December 11, 2025 – The vast majority of supermarket CO₂ emissions occur out of sight, deep within the supply chain. Yet these so-called Scope 3 emissions' are rarely measured accurately, let alone systematically reduced. That is about to change.

Dutch supply chain specialist ImpactBuying and UK-based supply chain sustainability platform Mondra are launching a strategic partnership. This will enable retailers to gain accurate and realtime insights into the emissions of every individual product on their shelves. From raw material to checkout, they will gain detailed visibility across the entire supply chain, and also the tools to act on it.

Until now retailers had to rely on rough estimations and costly one-off studies. With this partnership emissions can be measured, compared and, crucially, reduced at scale. "In the past, the information was general, like 'one pizza equals X kilos of CO₂,'" says Leontien Hasselman-Plugge, CEO of ImpactBuying. "Now we deliver precise data of every product, based on the actual supply chains. It makes reduction measurable, affordable and practical."

Product footprints broken down by ingredient, step and route

For years, accurate product-level footprinting has been hindered by fragmented data and inconsistent definitions. Suppliers deliver data in different formats, often using incompatible methodologies.

"Mondra's mission is to help the food and beverage sector achieve environmental sustainability goals, ensure compliance and build long-term resilience," says Will Hannan, Chief Commercial Officer at Mondra. "Together with ImpactBuying, we are transforming supply chain complexity into actionable, standardised insights that drive measurable impact across retailers and suppliers alike."

By combining Mondra's and ImpactBuying's expertise, retailers are able to break down emissions by ingredient, production step and logistics route.

"Retailers are expected to reduce their emissions and to prove it," says Hasselman-Plugge. "That is only possible with reliable insights at both product and supplier level. This partnership makes that possible."

European harmonisation through open standards

ImpactBuying, with over 15 years of expertise in supply chain transparency, links its detailed product and supplier data to Mondra's audit-ready carbon footprinting methodology and automated LCA² capability. All based on verified data and processed through a uniform and open standard, powered by Mondra's Supply Chain Digital Twin and Sherpa AI Co-Pilot. The result: reliable Product Carbon Footprints (PCFs) for each item.

Mondra's methodology is based on open standards and aligns with key European harmonisation initiatives such as PACT, the Science Based Targets initiative (SBTi) and the new reporting obligations under the CSRD.

Mondra is also co-founder of the Global Sustainability Transition Alliance (GSTA), a pan-European network of national consortia working on standardised CO₂ calculation methods by product category, such as meat, dairy and eggs. ImpactBuying represents the Dutch retail and manufacturing sector within this alliance.

Summary

Between 90–97% of retailer CO₂ emissions occur in the supply chain (Scope 3).

ImpactBuying and Mondra enable reliable product-level emissions tracking, based on verified supplier data.

The solution aligns with European legislation and harmonisation efforts, including CSRD, EUDR and SBTi.

Mondra's platform extends beyond measurement to support net zero targets, regulatory compliance, and supply chain resilience.

About ImpactBuying

ImpactBuying is the market leader in supply chain transparency for European retail. From its headquarters in Alkmaar, the company serves clients including Domino's Pizza, Jumbo, Holland & Barrett, Action and Ahold Delhaize. ImpactBuying combines product data with supplier-level insights to help companies turn purchasing power into a force for sustainable impact.

About Mondra

Mondra is transforming how the UK food system decarbonizes and becomes more resilient. The Mondra supply chain intelligence platform enables retailers, suppliers, and brands to measure and reduce the environmental impact of food products at scale. Our Digital Twin technology unlocks actionable insights across critical dimensions, from LCA and climatic volatility to regenerative farming practices, geopolitical disruptions, and global events. We empower collaborative action, data transparency, and regulatory alignment, helping the industry achieve Net Zero, ESG compliance, and long-term resilience. Mondra supports the BRC Mondra Coalition, uniting the UK's leading grocers and suppliers behind a shared sustainability standard and is co-initiator of the Global Sustainability Transition Alliance (GSTA).

Scope 3 emissions: Indirect CO₂ emissions that occur in a company's value chain, such as agriculture, transport, packaging and product use. For supermarkets, 90–97% of total emissions fall into this category.

LCA (Life Cycle Assessment): A methodology to calculate the environmental impact of a product across its entire lifecycle – from raw material extraction through production, transport, use and end-of-life.