

## CASE STUDY: Loblaw Companies Limited

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“The CarbonCounted team was very responsive to Loblaw’s training and information needs and this allowed us to focus on our carbon footprint reduction opportunities in a quick and efficient manner”  
**Walter Kraus, Senior Director, Environmental Affairs**



Loblaw is Canada's largest food distributor and a leading provider of drugstore, general merchandise and financial products and services. With over 140,000 employees and 1,000 corporate and franchised stores across the country, Loblaw is one of the largest private-sector employers in Canada.

### THE CHALLENGE:

The food distribution industry is the second largest commercial sector in Canada comprised of a complex network of supermarkets, distributors, fleets and much more. Measuring Loblaw's carbon footprint is a big component of Loblaw's Corporate Social Responsibility strategy and they need a flexible, intuitive and accessible Carbon Management system to support this company wide initiative.

### THE OBJECTIVE:

Provide Loblaw with an easy to use Carbon Management tool that could be implemented on a nationwide scale. Provide a system that is scalable into a company-wide integrated platform.

### THE APPROACH:

CarbonCounted's web based carbon management tool, *CarbonConnect*, was selected as the software platform to help Loblaw measure their carbon footprint across the organization. CarbonCounted partnered with a leading environmental consulting firm to establish a carbon data collection process that captures all the required carbon emission information for the Loblaw initiative.

### THE RESULTS:

- Operationalized the GHG inventory process into Loblaw's day to day business practice through the use of the easy to use, web based Carbon Measurement tool *CarbonConnect*.
- Captured information on all Loblaw's corporate banner stores, distribution centres, fleets and offices. This consisted of over 15,000 emission data points including waste.
- The reporting suite in CarbonConnect was used for [Carbon Disclosure Project](#) reporting as well as the Targets and Achievements listed in [Loblaw's Corporate Social Sustainability Report](#).
- The Project is going into its fourth year and is self sustaining. The reporting suite allows for comparison to historical data as well as industry benchmarks.
- Currently working on direct supply chain integration of third party fleets.
- The CarbonConnect system has been available 100% of the time with quick helpdesk response.



CarbonCounted™

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### **ABOUT CARBONCOUNTED:**

CarbonCounted is a Canadian based not-for-profit organization with a mandate to enable fast, third-party verified, cost efficient GHG inventories and product carbon footprints.

CarbonCounted enables businesses to calculate their carbon emissions with a web-based GHG inventory system. CarbonCounted goes beyond traditional carbon calculators and enterprise carbon management. CarbonConnect, our web-based, third-party verified application tool, provides more value – at a lower cost – to the businesses and consulting firms connected with us.

