

Transparent Impact: CO₂ labels for food choices

Consumers rarely see the climate footprint of food at the point of purchase. dm-drogerie markt GmbH + Co. KG (dm) with inoqo, is changing that by publishing CO₂-equivalent (CO₂-eq) values in its online shop and app, empowering more climate-conscious food choices.

OBJECTIVES

01

Raise awareness of the environmental footprint of food & beverage products.

02

Test how Product Carbon Footprint labels and behavioural nudges influence consumer purchases.

03

Identify which formats and messages drive more sustainable choices.

03

Support Scope 3 emission reduction strategies by engaging consumers and explore which tools are working most efficiently.

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Why it Matters

Food accounts for around one third of global greenhouse gas emissions, and most of food retailers' emissions come from the products on their shelves. Yet consumers lack transparency at the point of purchase. By publishing CO₂-eq values and testing nudging strategies, dm is empowering more climate-friendly choices and supporting emission reductions across the value chain.

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KEY FACTS

- ✓ Region: DACH (Germany)
- ✓ Target audience: +1,000 online shoppers LOHAS and mainstream consumers)
- ✓ Products covered: Around 30 products
- ✓ Duration: August '25-August '26

Tools /Enablers

- inoqo **Product Impact Assessment platform**
- Digital **CO₂-eq labels**
- dm Germany's **online store, dm-App**
- Social engagement methods: **A/B testing**, nudging, **behavioural modelling**, **data stories**.
- CHOICE **IAM models** (FELIX)

Partners involved

pilot leader: **dm** × **inoqo**

Partners:



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