

Creturner in cooperation with ICA store

Creturner has signed an agreement with ICA Stop in Täby on climate offset. Creturner sees this as a first step in cooperating with the grocery trade. The contract value is 0.5 MSEK annually.

Creturner believes that this is a strategic agreement in the grocery trade. Based on ICA's own climate calculator, the climate footprint has been calculated and taken as a starting point. This means that ICA Stop in Täby can become completely climate neutral in its operations, which is in line with its sustainability goals. ICA retailers are largely independent and can therefore act quickly and customer-driven.

The market is demanding a more clearly measurable, transparent, digital and transaction-driven way to meet customers' needs for climate offset.

CEO Joakim Erlandson comments: "We are happy and proud that ICA Stop in Täby shows the way and is a pioneer in the grocery trade. Our hope is that this will be a first step along the way and that other stores will be inspired to make the same decision. Climate work increasingly permeates our society and nowhere can we influence this better than by supporting those who actively act."

Andreas Paulsson, owner and CEO of ICA Stop in Täby: "Climate work must be translated into action and it is important to have a real solution that makes a difference quickly. For us, it is important to be able to show our customers that our sustainability work really reduces our climate footprint. Creturner's scalable method and holistic approach to the solution is unique - which we see strengthens us in our efforts to minimise our footprint and meet our customers' wishes. We look forward to successfully implementing and expanding the Creturner model together."

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ICA Stop in Täby is a full-service grocery store with a market hall and restaurant. It was founded by the family in 1980 and has a sales area of 1800 square metres. Turnover amounts to SEK 180 million and is still owned within the family by Marie and Andreas Paulsson.

Creturner Group AB is a group with two business areas in environmental technology.

The digital part is a technical calculation business that is expanding to strengthen its long-term potential and create a presence in the rapidly growing market for calculation capacity. The company has its own facilities in Sweden with its own energy production to reduce raw material costs and environmental impact.

The environmental technology division offers corporate customers an efficient and permanent method for carbon offsetting their operations. The method is based on Bio-CSS (Carbon Capture and Storage), which involves converting residual biomass into the element carbon and depositing it to reduce the amount of CO₂ in the atmosphere. Creturner's corporate customers can then purchase carbon offsets in the same way as traditional carbon offsets such as tree planting. Unlike tree planting, Creturner's method is immediate, permanent and clearly measurable. The follow-up is done through linked smart contracts that give the customer insight into the outcome and future financial returns from the environmental investment.

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The company is listed on NGM Nordic SME in Stockholm, Sweden and on the Stuttgart Stock Exchange in Germany.

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Attachments

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