Superlist Environment Europe 2026

Climate and Protein Shift

Research methodology

Superlist Environment Europe 2026

July 2025

Version 1.3

Authors: Deborah Winkel, Gustaaf Haan, Willem van Engen - Cocquyt, Dore de Jong

Table of Contents

Introduction

Supermarkets have a major influence on how food is produced and on what their customers buy. This gives them the opportunity to make both production and consumption of food healthier, more sustainable and fair. Questionmark Foundation helps supermarkets seize this opportunity, amongst others with benchmark and advocacy projects.
This project is part of the ongoing benchmarking and advocacy program named Superlist, which provides insights and recommendations on the role of supermarkets in leveraging their influence for healthy, sustainable and fair consumption and production of food.
This Superlist Environment Europe is a benchmark and advocacy project that will show a comparison amongst European supermarkets on the topics climate and protein shift. The report will also give recommendations for improvement.

Governance
Questionmark is an independent think tank that conducts research, sets up collaborations, and fosters debate to encourage food retailers in taking responsibility for a healthy, sustainable, and fair food system. Questionmark is governed by an independent board whose members have no stake in the food industry. The integrity policy of Questionmark can be found on www.thequestionmark.org.

Financial support

This project is made possible by the contributions of WWF Netherlands, Proveg International, Madre Brava and Questionmark Foundation.

Civil Society Partners

The Superlist Environment Europe is Questionmark Foundation's project, with consultation of the organisations below mentioned. These organisations all shared their knowledge and expertise in developing this research methodology and designing the study.

- Madre Brava
- Proveg international
- WWF Netherlands

Experts

The following experts, besides the project partners, have been consulted on (parts of) this methodology:

- Climate Action Network France
- Individual supermarkets
- Mighty Earth
- Milieudefensie
- WWF International / Germany / UK / Switzerland / Sweden

Scientific council

Questionmark's Scientific Council has been consulted for this methodology.

- dr. ir. Ellen van Kleef - Consumer Behaviour - Wageningen University
- dr. ir. Annet Roodenburg – Nutrition and health - HAS green academy
- prof. dr. ir. Jaap Seidell - Food and Health - VU Amsterdam
- dr. Christian Schader - Head Sustainability Assessment - FiBL Switzerland
- dr. Malin Jonell - Sustainable food production and consumption - Stockholm University

Methodology

This document describes the methodology behind the benchmark. The general method used to assess and compare supermarkets is described in Superlist Research Framework (Questionmark, 2023). The Framework also explains how data are collected, how the results will be displayed and how various stakeholders are involved in drawing up the research methodology. This Research Framework can be found at www.superlijst.org.

Issues in scope

The benchmark focuses on two issues: climate change and the consumption of animal protein. Technically, these are not two separate issues: animal protein consumption is a major contributor to climate change. Since supermarkets are in a good position to address protein transition specifically, this methodology addresses the protein transition as an issue in its own right.

Supermarkets in scope

The scope of this assessment includes at least the largest 3 supermarkets - according to market share - in eight European countries: Germany, UK, France, Spain, Poland, the Netherlands, Sweden and Switzerland. For some countries a larger selection has been made, if the headquarters of a large European supermarket is located in that specific country. Appendix 1 gives an overview of the supermarket-country combinations.

Research period

Data on policy will be collected during a period of 6 weeks, from June 16th to the final reference date of July 28th. Supermarkets that make any changes to their policies may publish these (and inform Questionmark) up to the final reference date.

Other initiatives

Several other initiatives compare retailers on topics that overlap with this benchmark, such as the WWF Basket, Climate Action Networks supermarket scorecard and Mighty Earth's and Changing Markets' Methane Action Tracker. Throughout the development of this methodology, key stakeholders and relevant experts are engaged to ensure that this research adds value and complements existing initiatives. The methodology is discussed with WWF to align it with WWF Basket themes Climate and Diets.

Indicators

Climate plan (EN-CP)

Emission reductions

Indicator EN-CP-GCP v1.2 *policy*
To what extent does the supermarket have a climate plan in line with the Paris Climate Agreement?

Explanation
The climate target of net-zero emissions by 2050 is the EU's contribution to the Paris Climate Agreement. The Paris Agreement states, among other things, the goal of keeping the average global temperature increase well below 2°C and sets the target of limiting further warming to 1.5°C. The agri-food system, in which supermarkets play a key role, is an important contributor to GHG emissions.

Existing agreements and targets:

- *The Paris Climate Agreement*: the average global temperature increase must remain below 2°C, with the aim of further limiting warming to 1.5°C (UN, 2015).
- *European Climate law: Climate target net-zero (2050 target):* by 2050, greenhouse gas emissions must not exceed the level that can be absorbed or offset, resulting in net-zero emissions (EP, 2021).
- *CSRD legislation*: most supermarkets are obligated to report on their GHG emissions, and their targets and policies to reduce these emissions.

Assessment
This assessment regards a supermarket's awareness of its responsibility to reduce emissions, the granularity of reporting on its emissions, the ambition of its targets and interim targets and the roadmap to reach those targets.
The assessment is based on a 4-level categorization:

1. *Awareness*
   The supermarket acknowledges its own role in achieving the net-zero climate target and takes initiative to meet that responsibility.

2. *Annual reporting on emission sources & amounts*
   The supermarket discloses its gross GHG emissions in scope 1, 2 en 3 for a period of 24 months, that has ended not longer than 24 months before data collection. It is crucial to provide (or refer to) a description of the measurement standard used.

Since the biggest share of a supermarket's emissions occurs within scope 3, reporting on these emissions is critical[1].

Preferably:

- the supermarket provides a breakdown of total scope 3 non-FLAG emissions into emission category levels and scope 3 FLAG (Forest, Land and Agriculture) emissions into food category levels;
- the supermarket provides a breakdown in separate greenhouse gases, at least for methane separately;
- the reported figures are validated by an external party.

Scope 1, 2 and 3 emissions
Scope 1 includes a company's direct emissions (e.g., refrigerants) and scope 2 the indirect emissions from generating purchased energy (e.g., electricity consumption, generation of electricity not belonging to the supermarket itself). Scope 3 includes the indirect emissions of greenhouse gases that occur in the company's value chain from both upstream (e.g., transportation of raw materials) and downstream (e.g., food waste) sources. Within scope 3, emissions related to agriculture (FLAG: forestry, land use and agriculture emissions) can be distinguished from industry related emissions (non-FLAG: energy and industry related emissions).

3. *Target setting horizon*
   The supermarket sets targets for reducing emissions. Any long term target (with a deadline beyond 2034) should be accompanied by an absolute intermediate target for 2034 or earlier. This intermediate target should receive the same, full commitment of the company as the end target.

   Preferably:

   - the end target amounts to net-zero by 2050 latest and the supermarkt is transparent about the residual emissions;
   - the supermarket has set a concrete interim target by 2034 or earlier;
   - the supermarket is transparent about the GHG emissions for base year no later than 2022;
   - the interim target is in line with the 1.5° no or limited overshoot pathways as defined by Working Group 3 in the Sixth Assessment Report of the IPCC (IPCC AR6 WG3 C1 pathways) (CarbonBrief, 2023). This translates into minimally 43% reduction of CO2-equivalent emissions compared to 2019 for 100% of all scopes.
     - If the supermarket has a different base year than 2019, the responsibility to prove that its interim target is in line with the IPPC C1 pathway, lies with the supermarket;
   - the supermarket has already started reducing emissions, in line with the 1.5° no or limited overshoot pathways;
   - the supermarket has set a specific target to reduce methane emissions.

4. *Climate Roadmap*

[1] reporting on scope 3 must at least cover scope 3.1 (purchased goods and services) emissions.

After setting targets and measuring current GHG emissions, supermarkets should specify the roadmap with which they plan to achieve the short-term and long-term reduction targets.

Preferably:

- no offsetting is being used to reach the interim targets;
- the supermarket also acknowledges its responsibility towards its suppliers. Reducing emissions, particularly in scope 3, involves altering the types of products suppliers produce and the methods they use to produce them. A transition can be considered *just* if the retailer acknowledges the financial challenges this imposes on suppliers, and publicly commits to sharing the associated costs.

Measurement and Weighting

The table below specifies the scoring for each level. Points in each level can only be obtained if all minimum requirements in lower levels have been met (but not necessarily all full requirements).

		Points
1. Awareness		
The supermarket recognises its own role in contributing to net zero.		1
2. Reporting on emission sources & amounts		
MINIMUM requirements level 2	The supermarket discloses its scope 1 and 2 GHG emissions in CO2-equivalent.	2
	The supermarket discloses its scope 3 GHG emissions separately from its scope 1 and 2 GHG emissions.	4
FULL requirements level 2	The supermarket provides a breakdown of total scope 3 emissions into FLAG and non-FLAG emissions.	5
	Breakdown of total scope 3 non-FLAG emissions at emission category level.	2
	Breakdown of total scope 3 FLAG emissions at food category level.	2
	The supermarket provides a breakdown of the emissions for the different GHG, at least for methane separately.	2
	All published scope 1, 2 and 3 emission data is externally validated.	5
3. Target Setting horizon		
MINIMUM requirements level 3	The supermarket has set a concrete reduction target across all scopes.	2
	The supermarket has set an interim target for at least scope 3 by 2034 or earlier.	3

FULL requirements level 3	The supermarket has a commitment for net-zero by 2050 latest.	2
	The supermarket is transparent about the residual emissions for the net-zero commitment by 2050 latest.	2
	The supermarket has set a concrete interim target for at least scope 3 by 2030 or earlier.	4
	No offsetting is being used to reach the interim targets.	3
	The supermarket is transparent about the total GHG emissions for the base year, preferably 2019, no later than 2022.	2
	The interim target for 2030 is in line with the 1.5° no or limited overshoot pathways.	4
	The supermarket has set a target specifically to reduce methane emissions.	2
	Demonstrable reduction in total GHG emissions since base year 2019.	10
	Demonstrable reduction of 10% or more since base year 2019 (half of what is required for the "1.5° no or limited overshoot pathways").	15
	Demonstrable reduction of 20% or more since base year 2019 (in line with the "1.5° no or limited overshoot pathways").	30
4. Climate Roadmap		
Short term roadmap The reduction potential for specific reduction measures is quantified, as part of a roadmap to reach the interim 2030 target. *<u>Calculation</u>* *15 points x the total emission reduction potential of the specified mitigation measures as a share of the reduction target in 2030.* *<u>Example of a short term climate-roadmap:</u>* *"We want to achieve our 55% emissions reduction goal in 2030 via a combination of measures. Via a protein transition we will reduce our total emissions by 23%. Manure Management will further reduce our emissions by 8%. …. (etc)"* *<u>Scoring calculation for this example:</u>* ** 15 points x 23/55 for Protein Transition reduction of overall emissions +* ** 15 points x 8/55 for Manure Management reduction of overall emissions +* ** … (etc)*		15 x %
Long term roadmap The reduction potential for specific reduction measures is quantified, as part of a roadmap to reach the end target. *<u>Calculation</u>* *8 points * the total emission reduction potential of the specified mitigation measures as a share of the reduction target in 2050.*		8 x %
Financial support of suppliers for transition.		5

Table 1. Score of EN-CP-GCP with examples.

The key figure for this indicator is the sum of points a supermarket receives according to table 1. The maximum key figure on this indicator is therefore 130 points. The key figure is fully scaled to a score of 0-100.

If the reporting or targets is limited to a supermarket's private label portfolio, it is important to indicate the share of these products in the total sales. The score will be multiplied with this share.

Protein transition (EN-PT)

Target share plant-based food

Indicator EN-PT-GPP v1.2 *policy*
To what extent does the supermarket have a target for increasing the share of plant-based food in the total volume of food sold?

Explanation
Animal proteins currently make up about 60% of protein in the average European Diets (Nature Publishing Group, 2024). Shifting to a more plant-based Diets is essential for decreasing the footprint of the food system, as also acknowledged by the Green Deal. The ideal share within the boundaries of planetary and human health - as proposed by EAT Lancet - is 26% animal-based foods, and 73% plant-based foods, if all food groups are included (EAT, 2019).

Europeans consume twice as much animal-protein as the amount recommended by EAT Lancet (Willett et al., 2019). Animal proteins currently make up about 60% of protein in the average European Diets (Nature Publishing Group, 2024).

With the 'protein transition' we refer to a shift in consumers' food patterns from animal-based to plant-based protein food sources. This shift aims to reduce the environmental impact of our diets and promote healthier, more sustainable food choices. The aim is not to completely substitute all animal-based protein sources for plant-based ones, since the average European Diets already contains more protein than is reasonable within planetary boundaries (Willett et al., 2019). The protein transition should be seen as part of a larger transition towards a more balanced diet.

According to the Deutsche Gesellschaft für Ernährung (the German Nutrition Society), a "healthy and environmentally friendly diet" is at least 75 percent plant-based (DGE, 2024). Similarly, the Health Council in the Netherlands concludes that a more plant-based Diets (with 60% of proteins coming from plant-based sources) aligns better with the Dutch dietary guidelines than the current diet, and for most Dutch people, this transition can be implemented without causing nutrient deficiencies (Ministerie van Volksgezondheid, Welzijn en Sport, 2023). In France, Spain, Switzerland, Poland and the UK established health organisations promote a similar change in Diets (FAO, 2019a; 2022; 2019b) (PNNS, 2023, National Institute of Public Health, 2023, SGE & FSVO, 2023, Public Health England, 2023).
Collectively, these recommendations highlight a broader European trend towards more plant-based diets, reflecting growing awareness of both the health benefits and the environmental advantages of reducing reliance on animal products.

Assessment
This indicator assesses the supermarkets commitment to increasing the share of plant-based food in the total sales volume[2] of food products. Three levels of commitment are recognised: 1) awareness, 2) disclosure and 3) target setting.

1. Awareness
The supermarket acknowledges its own role in the protein transition and provides policy examples to support the transition.

2a. Partial disclosure
The supermarket discloses the share of animal versus plant-based food as a part of the total sales volume, according to the WWF Planet-Based Diets Retailer methodology (WWF methodology). Reporting is minimally on 'protein rich foods' (food group 1) and 'dairy and dairy alternatives' (food group 2).

2b. Full disclosure
The supermarket discloses the share of animal versus plant-based food of their total sales volume. The share may be calculated at product or ingredient level, or be limited to protein content of products, using the WWF methodology or the GPA/ProVeg Protein Tracker. The result should be expressed as one aggregated metric, to ensure comparability between supermarkets.
For more information about why these two methodologies are accepted, see the text box below.

Reporting in both 2a and 2b should cover a period that has ended not longer than 12 months before data collection, with a specification of the time period over which the data was collected.

3a. Partial disclosure + SMART target
On top of disclosure as in 2a, the supermarket has a SMART target for 2030 in line with the Planetary Health Diets (PHD) for at least the food group 'protein rich foods'. According to the PHD, the ideal food split would be 74/26 plant-based/ animal-based foods in 2050, when all food groups are included (EAT, 2019). When focusing on protein rich foods (food group 1), the food split in line with the PHD would be 60/40 plant-based/animal based in 2050. It is crucial that:

- the target is SMART formulated (Specific, Measurable, Achievable, Relevant, and Time-Bound), and
- the first deadline for this SMART intermediate target is not later than 2030.
- the target is in line with PHD

3b. Full disclosure + SMART target
On top of disclosure as in 2b, the supermarket has a SMART target for (latest) 2030, in line with the Planetary Health Diets (PHD). According to the PHD, the ideal food split would be 74/26 plant-based/ animal-based foods in 2050, when all food groups are included (EAT, 2019). Each supermarket should set itself a SMART target for 2030 in line with this ideal split.

[2] Weight in kilograms of the total food sales.

4. Being on track

The share of plant-based food in the total volume of food products (split) as reported in level 2 is on track towards reaching the target in level 3. This level is only attainable in case the supermarket has a baseline for comparison, not being the latest split disclosed under level 2. The first split the supermarket has ever disclosed counts as the base year. Baseline and current split should be given in the same format[3].

Measuring the share of plant-based food in the total volume of food products.

When reporting on the share of plant-based food in the total volume of food products (split) it is important that supermarkets report *one metric* that shows the percentage of plant-based food of the total sales volume. The metric should enable comparison with the Planetary Health Diets targets.

At the moment there is no industry standard for this metric. There are two methodologies that several supermarkets use to measure their split: the WWF Planet-Based Diets Retailer methodology (WWF, 2024) and the GPA/ProVeg Protein tracker (GPA & ProVeg NL, 2023). Ideally, supermarkets will agree on a single metric for the sake of comparability; however, it is more important for supermarkets to begin to monitor their split using an independent method as soon as possible than to delay in choosing one or the other.

1. Awareness	
Supermarket acknowledges its own role in the protein transition and provides policy examples to support the transition.	1 point

2. Disclosure			
a. Partial Disclosure		**b. Full Disclosure**	
Supermarket discloses the share of animal versus plant-based food of part of their sales, including at least all products in the food groups 'protein rich foods' (food group 1) and 'dairy and dairy alternatives' (food group 2) using the WWF metric. Concerns a period concluded no more than 12 months ago. Terms are clearly explained.	8 points	The supermarket discloses the share of animal versus plant-based food of their total sales volume, using the WWF metric or the GPA/Proveg Protein Tracker. Concerns a period concluded no more than 12 months ago.	12 points

3. SMART Target	
a. SMART partial target	**b. SMART full target**

[3] If a supermarket has improved its method of measurement since the base year, it is allowed to recalculate the baseline split according to the new method.

On top of disclosure in 2a, the supermarket has a SMART target for (latest) 2030 for at least the food group 'protein rich foods'.	4 points		The supermarket reports as in 2b and has a SMART target for (latest) 2030.	8 points
Target is in line with the Planetary Health Diet.	6 points		Target is in line with the Planetary Health Diet.	12 points
4. Being On Track				
The share of plant-based food in the volume of food products. as reported in level 2 is on track towards reaching the target in level 3. This level is only attainable in case the supermarket has a baseline for comparison.	10 points			

Table 2. Scoring of EN-PT-GPP with examples per level. (*) A supermarket receives a sum of all points according to this table.

The key figure for this indicator is the sum of all points a supermarket receives according to table 2. The maximum key figure on this indicator is therefore 43 points. The key figure is fully scaled to a score of 0-100.

Appendix 1: Included supermarkets

The following table gives an overview of the supermarkets that are included in this research, in each of the eight selected countries.

Country	Top 3 supermarket
Germany	Edeka
	Rewe
	Kaufland
	Lidl
	Aldi Nord
	Aldi Süd
UK	Tesco
	Sainsbury's
	Asda
France	Leclerc
	Carrefour
	Groupement les mousquetaires (Intermarche)
Spain	Mercadona
	Carrefour
	Lidl
Poland	Biedronka
	Lidl
	Dino
Netherlands	Albert Heijn
	Jumbo
	Lidl
Sweden	ICA
	Axfood (Willys)
	Coop (Kooperativa Förbundet (KF))
Switzerland	Coop Group (Coop Schweiz)
	Migros
	Denner

Appendix 2: Changelog

Version 1.1 (27 May 2025)

- EN-CP-GCP v1.2, point 4. Climate roadmap, long term roadmap: correction of the year

Version 1.2 (30 May 2025):

- Appendix 1: Kaufland in Poland is replaced by the Polish supermarket Dino.

Version 1.3 (8 July 2025):

- Table 1: Short term roadmap: correction of the scoring calculation in the example.

References

CarbonBrief, 2023. 'Interactive: The Pathways to Meeting the Paris Agreement's 1.5C Limit'. CarbonBrief. https://interactive.carbonbrief.org/one-point-five-pathways/index.html

DGE, 2024. 'Eat and Drink Well – Recommendations of the German Nutrition Society (DGE)'. German Nutrition Society. https://www.dge.de/fileadmin/dok/english/dge-recommendations/information-sheet-DGE-recommendations-en.pdf

EAT, 2019. 'EAT-Lancet Commission Summary Report'. https://eatforum.org/content/uploads/2019/07/EAT-Lancet_Commission_Summary_Report.pdf

EP, 2021. *Regulation (EU) 2021/1119 of the European Parliament and of the Council of 30 June 2021 Establishing the Framework for Achieving Climate Neutrality and Amending Regulations (EC) No 401/2009 and (EU) 2018/1999 ('European Climate Law'). OJ L*. Vol. 243. http://data.europa.eu/eli/reg/2021/1119/oj/eng

FAO, 2019a. 'Food-Based Dietary Guidelines - France'. Food and Agriculture Organization of the United Nations. 2019. http://www.fao.org/nutrition/education/dietary-guidelines/regions/france/en/

FAO, 2019b. 'Food-Based Dietary Guidelines - Poland'. Food and Agriculture Organization of the United Nations. 2019. http://www.fao.org/nutrition/education/dietary-guidelines/regions/poland/en/

FAO, 2022. 'Food-based dietary guidelines - Spain'. Food and Agriculture Organization of the United Nations. 2022. http://www.fao.org/nutrition/educacion-nutricional/food-dietary-guidelines/regions/spain/es/

GPA & ProVeg NL, 2023. 'The Protein Tracker'. Green Protein Alliance and ProVeg Netherlands. https://greenproteinalliance.nl/wp-content/uploads/2023/11/The-Protein-Tracker-2023-Green-Protein-Alliance-Proveg-20231102.pdf

Ministerie van Volksgezondheid, Welzijn en Sport, 2023. 'Gezonde eiwittransitie - Voeding - Gezondheidsraad'. Onderwerp. Ministerie van Volksgezondheid, Welzijn en Sport. 13 December 2023. https://www.gezondheidsraad.nl/onderwerpen/voeding/alle-adviezen-over-voeding/gezonde-eiwittransitie

Nature Publishing Group, 2024. 'Circular Food System Approaches Can Support Current European Protein Intake Levels While Reducing Land Use and Greenhouse Gas Emissions'. *Nature Food* 5 (5): 402–12. https://doi.org/10.1038/s43016-024-00975-2

Questionmark, 2023. 'Superlist Research Framework v1.4'. Stichting Questionmark. https://www.thequestionmark.org/download/superlist-research-framework-v1.4.en.pdf

UN, 2015. 'Paris Agreement'. United Nations. 12 December 2015. https://unfccc.int/sites/default/files/english_paris_agreement.pdf

Willett, Walter, Johan Rockström, Brent Loken, Marco Springmann, Tim Lang, Sonja Vermeulen, Tara Garnett, et al., 2019. 'Food in the Anthropocene: The EAT–Lancet Commission on Healthy Diets from Sustainable Food Systems'. *The Lancet* 393 (10170): 447–92. https://doi.org/10.1016/S0140-6736(18)31788-4

WWF, 2024. 'WWF Planet Based Diets Retailer Methodology'. https://wwfint.awsassets.panda.org/downloads/wwf-planet-based-diets-retailer-methodology.pdf