Unibloom







APRIL 2025

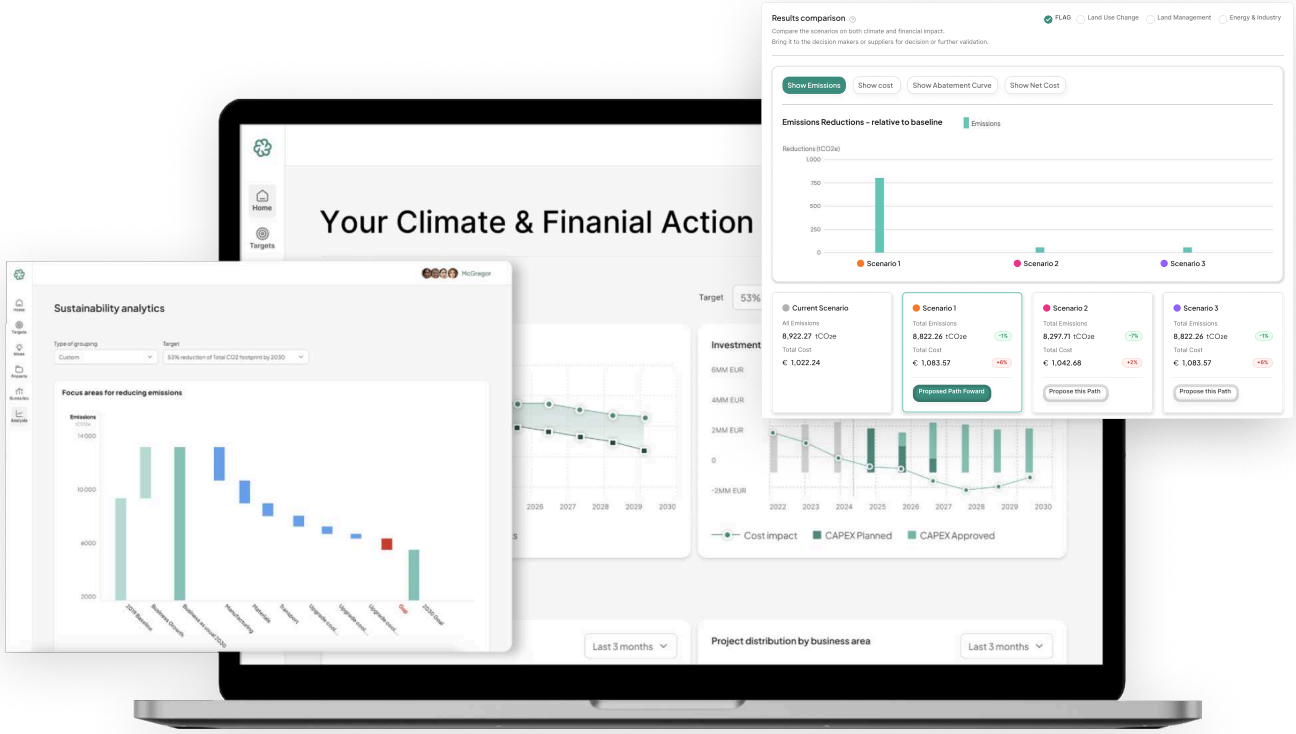
Case Study:

From climate intention to business action

How GoodPop aligned teams & data for real climate reduction & business growth, cost-effectively

What has been achieved

From gaps to gains: Actionable climate & financial initiatives in one place towards targets



1. From fragmented to unified

Unibloom helped GoodPop replace scattered workflows and disconnected climate, innovation, and procurement data with a collaborative, digitised climate & financial action plan towards Science Based Targets (SBTi)

2. From unknown to clarity

What once were silod teams, red-flagged spreadsheets, and missing supplier data became clear, data-backed initiatives—owned and executed across the organisation, and with suppliers, quickly and cost-effectively.

The challenges:

Disconnected data & gut-feel short term decisions

Despite their commitment to sustainability, GoodPop faced a common reality:

Fragmented workflows between sustainability, procurement, innovation and operations

Retrospective rather than strategic decision making

Manual processes (Excel, PowerPoint, email) dominating climate & procurement planning

Limited supplier engagement and missing data across the value chain

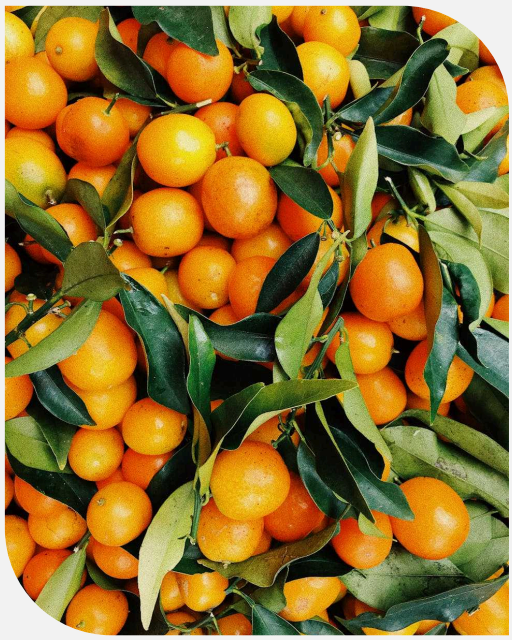
Difficulty linking innovation, procurement and climate goals

These issues stalled progress. GoodPop knew they needed a better way to plan, ideate solutions, align teams, and meet growing consumers, customers/retailer & BCorp expectations for transparency and climate performance.

The shift & solution:

Adopting Unibloom for integrated climate & financial impact & reduction

- Identified hotspots across the entire value chain (with over 99% of emissions in Scope 3)
- Aligned business growth with SBTi (Science Based Targets)-aligned targets
- Integrated procurement, innovation, and sustainability functions ownership of actions
- Engaged suppliers using accurate secondary data as a focus.
- Simplified target setting & scenario planning of each hotspots transition impact on climate & cost, within a single platform



From manual and siloed to digital and integrated:

How Unibloom transformed GoodPop's approach

Granular data insights	Unibloom reviewed GoodPop's footprint and found significant Scope 3 gaps. With over 10,000 high-quality food & agricultural emissions factors (including FLAG), Unibloom's unique database tool filled in missing data while integrating primary data as it became available
Bottom-up target setting	Rather than over-promising, GoodPop used Unibloom's scenario planning tool to build credible, achievable targets & strategies, involving teams from the ground up to ensure buy-in and reduce greenwashing risk that damages brand credibility.
Project funnel development	GoodPop identified three key emission hotspots and, with Unibloom, built a cross-functional project pipeline backed by data on climate & costs. Sustainability and procurement leads partnered to evaluate initiatives side-by-side with cost, feasibility and impact data.
Innovation alignment	GoodPop had recently launched a new (organic) dairy product line which had high impact on the overall emissions profile of the business. Identifying an approach to integrate emissions scenario planning into new product development was important for future innovation and aligning business growth with emission reduction targets.
Procurement collaboration	With visibility into cost and emissions across all initiatives, procurement teams—led by the VP of Strategic Sourcing—identified operational wins and engaged suppliers based on shared goals.
Single source of truth	Instead of dozens of spreadsheets and emails, GoodPop now manages all targets, actions, and insights in one live dashboard. This enables agility in a volatile market and better alignment between sustainability goals, sourcing, innovation, financials and business strategy.
Competitive advantage	As retailers push Scope 3 action onto suppliers, GoodPop is prepared with a funded, transparent roadmap & solutions—strengthening its brand and B Corp commitments and de-risk future sourcing initiatives.

Customer voices:

Why GoodPop chose Unibloom

> We didn't want to set targets and then have no idea how we were going to achieve them. We want to shape action for our business around what's possible, integrating costs, emissions and other climate factors—and Unibloom was the only solution we found that connected business growth with climate reduction in a cost-effective way. Utilising Unibloom's scenario planning tool has enabled us to build a roadmap around our hotspots that we are comfortable to deliver and has enabled hugely positive collaboration between myself in the sustainability team and our procurement leads.



Clara Tomlin
Director of Brand Impact

> This is the fun part of my job. Yes, this is about emission & climate reduction but it is also just as importantly about operational efficiencies and innovation. We get the opportunity to think about how we innovate in the most effective way, using our influence with suppliers to shape the future of both of our businesses: and to do it in a way that is data-driven, integrated and automated.



Pat Collins
Vice President, Strategic Sourcing

Ongoing collaboration & what's next

Unibloom continues to support GoodPop in deepening ownership of financially viable climate solutions in sourcing & innovation & actionable solutions across departments. Using Unibloom's rapid scenario tools, they are:

Expanding initiatives in transportation, energy, ingredient sourcing, and processing

Testing new ideas against cost, emission & climate reduction criteria

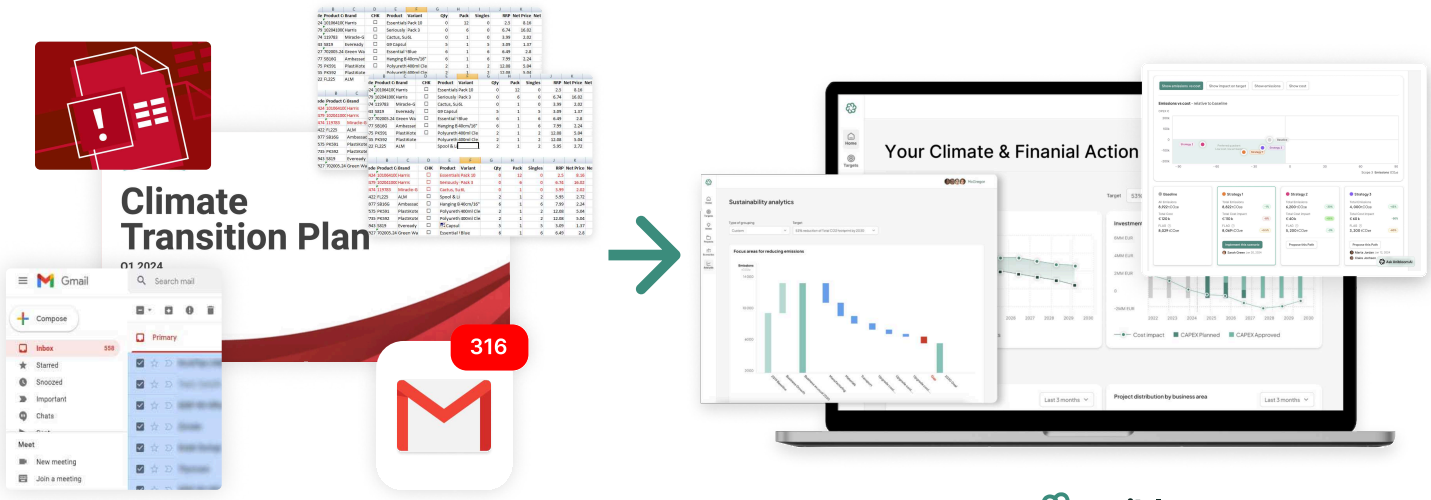
Strengthening their climate transition roadmap as both a growth tool and a license to operate with major retailers



GoodPop's transformation

Siloed spreadsheets	Integrated data
Reactive compliance	Proactive planning
Top-down commitments	Bottom-up action

Unibloom empowered GoodPop to move faster, act smarter, and collaborate better—delivering sustainable sourcing and innovation that works for the business, the planet, and their consumers.



Before

After (with Unibloom)

Unibloom goodpop

Want to learn more?

Anna Sandgren
CEO & Co-founder, Unibloom
anna.sandgren@unibloom.world
https://unibloom.world
calendly.com/anna-sandgren

Contact GoodPop to learn from them

Clara Tomlin
Director of Brand Impact, GoodPop
clara.tomlin@goodpop.com
https://goodpop.com/