

How Huel Transforms Climate Data Into Real Impact

Corporate Footprinting

Product Footprinting

Through Altruistiq's platform, global sustainable nutrition brand Huel transforms complex climate data into the clear insights that drive their decisions, engage their suppliers, and accelerate real impact.

Huel®



Key Highlights



The Challenge

Turning climate data into clear insights took days of Excel work. Huel needed speed and clarity to make sustainability impact visible to everyone.



The Solution

Altruistiq enables rapid data input and instant visual analysis. Huel gained a deeper understanding of impact across their operations and supply chain, sparking meaningful change.



The Results

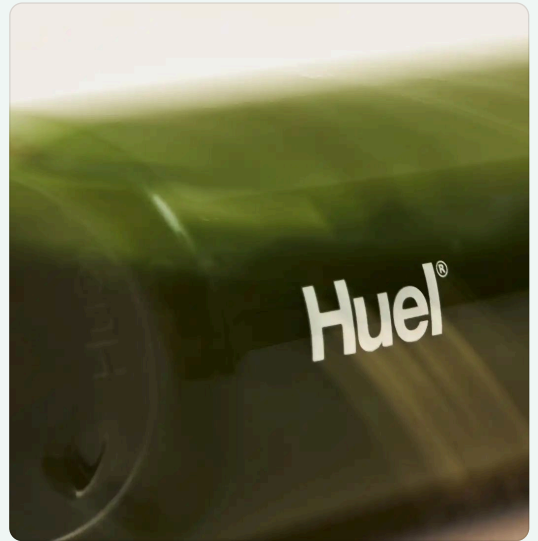
With automated data management, Huel gained time to drive meaningful impact. The team can now focus energy on initiatives that deliver real emission reductions.

Challenge & Solution

The Challenge

Huel's sustainability strategy spans five pillars across their entire value chain, with ambitious targets: carbon intensity limits at the company level and 1.5°C-aligned goals for products. Delivering on these commitments was challenged by:

- ✖ **Data Burden:** Managing complex datasets and translating them into meaningful insights for the business was very time-consuming, leaving little time for actual impact delivery.
- ✖ **Siloed Data:** The sustainability team struggled to communicate insights in ways that stakeholders could easily understand and act upon.



The Solution

Altruistiq's solution allowed Huel to achieve real Climate Intelligence through:

- ✔ **Automated Analysis:** The platform replaced days of Excel calculations with instant data processing. Complex carbon calculations across their five-pillar strategy now happen automatically, enabling real-time answers to strategic questions about environmental impact.
- ✔ **Clear Visualisation:** Altruistiq turns emissions data into visual stories that stakeholders can immediately understand. Board members, suppliers, and internal teams can now see carbon impact clearly displayed, removing the barrier between data and decision-making.
- ✔ **Focus on Reduction:** With data collection and processing automated, Huel's sustainability team shifted focus from manual data management to implementing reduction initiatives.

“There’s been so much joy for me in being able to visually tell a story through the data. I think for me it’s about being able to communicate impact in a way that anyone can understand.”



Emma Detain
Sustainability Manager, Huel

Results & Benefits

The Results

Strategic Decision-Making

Thanks to the ease with which data can be analysed, the environmental impact perspective became one of the key drivers when Huel evaluated whether or not to manufacture products in their growing Japan market.

Decarbonisation Plan

Thanks to this wider focus on impact rather than just measurement, Huel successfully built out their complete decarbonisation roadmap, establishing clear carbon intensity targets at company level while developing specific initiatives at product level.

Supply Chain Transformation

The evolved understanding of their own impact enabled Huel to spark meaningful change throughout their value chain. By clearly visualising and communicating sustainability data to suppliers, they've moved towards actively collaborating on reduction initiatives - creating a ripple effect of positive change.

"We don't want to focus on the measurement. We need to focus on the management and the reduction. The ease of inputting data and visualising impact with Altruistiq means that we can spend more time driving results, not just managing data."



Emma Detain
Sustainability Manager, Huel

3 Key Benefits of Using Altruistiq



Speed

Altruistiq enables instant data input and analysis, turning complex sustainability information into climate intelligence at unprecedented speed.



Visualisation

Altruistiq brings climate data to life through powerful visualisation. The platform makes complex metrics accessible to everyone, providing insights to act upon.



Impact

Altruistiq enables shifting focus from data management to impact and reduction initiatives by handling the heavy lifting of processing and analysis.