



Name: Alvar Pet
Country: Finland
Incorporated: 2019
Fund: Katapult Seed Fund 1



Problem:

Alvar Pet's mission is to minimize the carbon emissions of pet ownership because owning a dog shouldn't be an environmentally damaging choice. Dog ownership is rapidly growing – in 2020, there were more puppies born in Finland than babies. Dogs have become our family members, and we are ready to invest in them: the money spent on pets has more than doubled within the last decade. Dogs are pampered with more and more stuff, and fed with higher meat content, higher carbon footprint feed than necessary. This overconsumption doesn't further benefit the pet and occurs at the expense of the environment.

Solution:

Alvar provides a sustainable 'all you need' offering, tailored to each dog's needs. Alvar combines both what is good for the planet and good for the pet by offering sustainable solutions that are simultaneously simple for customers, need-based for dogs and positively impactful on our planet.

Impact:

"To date, we have served over 30,000 dogs in four countries, 2M+ meals and reduced CO2e emissions by nearly 2 million kg. By switching to Alvar, owners can reduce emissions associated with feeding a dog by 84%. For example the annual reduction in emissions made by feeding a golden retriever Alvar Pet food equals an average Finn's heating emissions for a year."

Ilari Haataja,
CEO, Alvar Pet

