



# TransitionHERO Impact report 2025





# Impact first

We feel super proud to share our very first impact report! When we started TransitionHERO over six years ago, our ambition was clear: to create an engineering firm that makes a **genuine sustainable impact**, driven by team spirit, strong ownership, and deep expertise. We strive to turn ambitious ideas into impactful solutions, and it's evident that we are well on our way.

Working with over 60 inspiring clients in recent years, we have played a vital role in the **growth journeys** of numerous **Greentech start-ups** and have supported industry frontrunners with tangible **impactful decarbonization projects**.

Curious to learn more about our impact? Dive into the full report and discover how we're making change happen!

Directors & co-founders  
Stef Clevers & Petra Beris



# Our ambition



**We are working towards  
saving 5 million tons  
of CO<sub>2</sub> emissions by 2030!**

# Our impact until 2025

## 5.000 tons

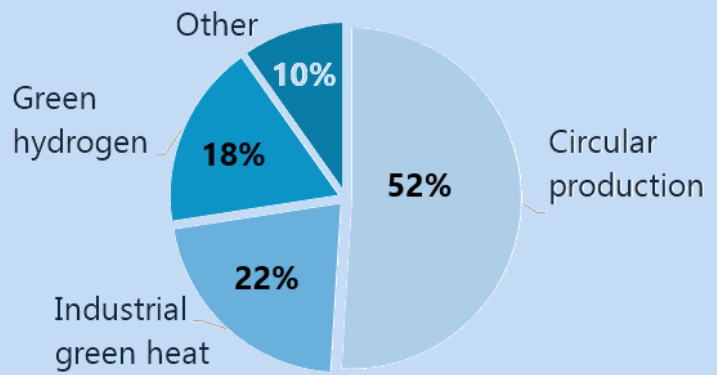
of CO<sub>2</sub> emissions saved per year - realized with our inspiring clients.\*



That's equivalent to the annual CO<sub>2</sub> absorption of 230.000 trees!

## 1 million tons

of CO<sub>2</sub> reduction per year in our pipeline, once projects are fully realized.



\*The impact was calculated in CO<sub>2</sub> equivalent. Energy projects calculations are based on Dutch RVO Emission factors. Circular project calculations are based on fossil replacement and depending on the project it is in range of 1 – 10 kgCO<sub>2</sub>/kg product.

# — Making impact on two fronts



We have supported  
**40 Industry Frontrunners**  
with tangible decarbonization projects



We have empowered  
**22 Greentech startups**  
in their journey towards commercialization

# Types of sustainable impact

The United Nations has established 17 Sustainable Development Goals (SDGs) to tackle the most pressing global challenges of our time. We have adopted these goals as our framework to evaluate, measure, and reflect on the impact we have on our planet up to 2025. See below our most prominent goals and check out the case studies for examples.



**THE GLOBAL GOALS**  
For Sustainable Development

**7** AFFORDABLE AND CLEAN ENERGY



## Affordable and clean energy

### Industry frontrunners:

Accelerate the adoption of green electricity in industry by:

- Solving grid congestion
- Optimizing energy use
- Leveraging of dynamic energy pricing

### Greentech start-ups:

Ensure **use of clean energy sources** for new, future-proof production sites.

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



## Industry, Innovation and Infrastructure

### Industry frontrunners:

Accelerate the shift from fossil fuels with innovative energy solutions such as:

- Utilize industrial heat pumps
- Optimize with energy storage system

### Greentech start-ups:

Create competitive advantage for scale-ups by designing **eco-friendly future-proof industrial processes**.

**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



## Responsible consumption and production

### Industry frontrunners:

Transform industrial production processes by:

- Shifting to circular feedstock
- Enhancing valorization of residual materials

### Greentech start-ups:

Create competitive advantage for scale-ups by designing innovative, **eco-friendly future-proof industrial processes**.

**13** CLIMATE ACTION



## Climate action

### Industry frontrunners:

Take action to create climate-friendly production processes by:

- Electrifying processes
- Replacing fossil fuels
- Cutting carbon emissions

### Greentech start-ups:

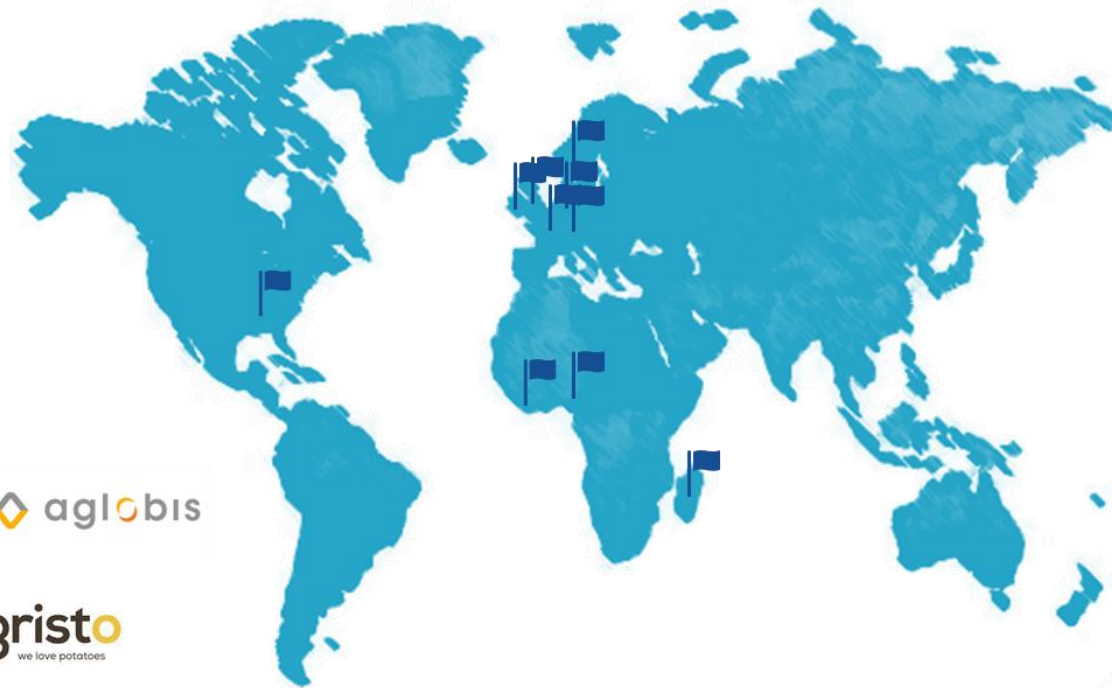
Helping to scale up **climate-positive, low-carbon or circular technology** start-ups.

# Making impact with 60 inspiring clients

## Industry Frontrunners



## Greentech startups





# Impactful projects

Showcasing four of our clients we worked with up until 2025.



# Industry Frontrunner: Coca Cola Europacific Partners (CCEP)

## Transitioning to renewable high-temperature heat solution

Coca Cola Europacific Partners  
NL, DE, BE, UK  
2020 – Present



We partnered with Coca-Cola CCEP to support their ambitious Race to Zero sustainability initiative, aiming for carbon-zero energy utilization across their production sites in Europe.

### Key Actions:

- Developed clear **decarbonization roadmaps** aligned with CCEP's organizational strategy.
- Created **business cases** with financial modeling and guidance on securing subsidies.

### Innovative Solutions:

We implemented electrical boilers and high-temperature heat pumps, using **waste heat from the factory as a heat source**, as part of CCEP's efforts to reduce carbon emissions.

### Impact & Expansion:

Apart from the projects in the Netherlands and Belgium, we are now supporting CCEP's UK and Germany sites, advancing their journey toward sustainability.



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We helped CCEP transition to cleaner energy by implementing electrical boilers and heat pumps, using waste heat for production.



Our solutions support industrial innovation by integrating energy-efficient technologies, readying CCEP's manufacturing processes for a sustainable future.



Our collaboration helps CCEP reduce CO<sub>2</sub> emissions through advanced clean technologies, contributing to global climate action goals.

# Industry Frontrunner: PepsiCo & Eneco - Volt

**Sustainable heat storage project: A global first in industrial electrification**

**PepsiCo - Volt**  
**NL: Broek op Langedijk**  
**2020 – Present**



PepsiCo is leading the way in sustainable food production with a world-first industrial electrification project. This initiative uses wind and solar energy to fry popular snacks like Lay's, Bugles, and Cheetos.

**Key Actions:**

- **Renewable Energy Storage:** In partnership with Eneco, TransitionHERO and KraftBlock, the factory stores renewable energy as heat in a thermal storage system, reducing reliance on natural gas.
- **Energy Independence:** Containers filled with thermally charged steel slag, allow the factory to operate independently of the power grid.

**Innovative Solutions:**

Upon completion, the system reduces site carbon emissions by 98%, while addressing challenges like grid congestion and energy costs.

**Impact & Expansion:**

TransitionHERO has supported the project from conception to realization spanning more than four years, assisting with design, technology selection, and system optimization. The project sets a precedent for sustainable food production that want to transition to renewable energy.



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We've assisted in replacing gas boilers with thermal energy storage, optimizing renewable electricity use for industrial heating solutions.



The selected energy storage technologies integrate seamlessly into food production, boosting sustainability and improving industrial efficiency.



By supporting a reduction of over 8,500 tons of CO<sub>2</sub> emissions annually, our work with Volt actively furthers global climate action goals.

## Recycling waste plastics to green chemical building blocks

**BioBTX**  
**NL: Delfzijl**  
**2019 – present**



GreenTech startup BioBTX is transforming the future of recycling with cutting-edge technology that converts waste plastics into BTX compounds. These compounds serve as the base chemicals for a wide range of materials traditionally derived from fossil fuels.

### Key Actions:

- **Pyrolysis and Catalytic Conversion:** BioBTX's technology uses pyrolysis and catalytic conversion to recycle plastics into valuable BTX compounds.
- **Sustainability Impact:** This process reduces reliance on non-renewable resources and cuts down CO<sub>2</sub> emissions significantly.

### Innovative Solutions:

TransitionHERO supported BioBTX from the concept engineering phase with process and reactor design, and project specifications. Together, we're now bringing their first demo-scale factory to life.

### Impact & Expansion:

As Owner's Engineers, TransitionHERO continues to provide expert advice, and supports smooth technical vendor coordination, ensuring alignment through the upcoming phases.



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For Sustainable Development



We've worked with BioBTX to innovate in industrial chemistry, converting both biowaste and waste plastics into sustainable and circular chemical building blocks.



Our collaboration promotes circular production by transforming waste plastics and biomass into high-value chemicals, reducing resource depletion and environmental impact.



By replacing fossil-based materials with end-of-life waste plastics and biomass, BioBTX significantly reduces CO<sub>2</sub> emissions, contributing to global climate action efforts.

Converting cellulose from 3<sup>rd</sup> generation waste streams into high-value chemicals

Recell  
The Netherlands  
2023- Present

Recell is revolutionizing the way to handle waste by extracting cellulose and converting it into valuable chemical building blocks. Using this method, they provide a circular third-generation alternative feedstock for diverse industries.

#### Key Actions:

- **Cellulose extraction:** Recell's technology produces alternative feedstock from cellulose waste through enzymatic hydrolysis.
- **Process Design:** TransitionHERO is assisting Recell in scaling up their process for a flagship demo plant.

#### Innovative Solutions:

We worked on the concept and basic engineering for Recell's first demo-scale flagship plant, including the scale-up design, cost estimating and business analysis.

#### Impact & Expansion:

Following a successful initial phase in 2023, TransitionHERO has begun basic engineering for Recell's first flagship factory.



Source: <https://recell.eu/>



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We've enabled Recell to pioneer cellulose recovery and conversion technologies, providing circular chemical building blocks for use in construction and industry.



Our work with Recell promotes production of a circular third-generation alternative feedstock from waste, reducing reliance on first-generation resources.



By helping Recell prevent waste incineration and instead turning it into sustainable chemicals, we've played a key role in reducing carbon emissions and resource depletion.

# Check out how we can support your sustainability project!



**[Industry Frontrunners:](#)**  
**[click here to explore](#)**



**[Greentech Startups:](#)**  
**[click here to explore](#)**