



04/02/08

## **Carbon footprinting takes major step forward with 7 new companies committing to carbon count their products**

### ***20 companies now working with Carbon Trust to pilot product carbon footprinting standard***

The Carbon Trust today announced that 7 leading companies will make up the third wave of new partners to trial the draft Publicly Available Specification (PAS) 2050, the standard for assessing the lifecycle greenhouse gas (GHG) emissions of goods and services, currently being developed in partnership with Defra and BSI British Standards.

The new partners and products to trial the draft PAS 2050 standard are as follows:

- British Sugar plc - Granulated White Sugar
- Colors – South African fruit supplied to UK retailers
- Continental Clothing Company Ltd – EarthPositive™ apparel
- Coors Brewers Ltd – Carling Lager
- Danone Waters UK Limited – Evian and Volvic Mineral Water
- Mey Selections – Mey Selections Luxury All Butter Shortbread, Mey Selections Heather Honey and Mey Selections Blossom Honey
- Morphy Richards – Covering a total of 12 Comfigrip, Turbo Steam and Precise Steam irons

Included in this new wave of partners will be two SME pilots and three business-to-business pilots as well as a range that will further test the scalability of the PAS 2050. The information from the trials will be fed into the development of the standard to ensure that it is both scientifically rigorous and applicable for businesses across a wide range of industry sectors.

The Carbon Trust is now trialling the PAS 2050 with approximately 75 product ranges<sup>1</sup> and 20 companies including existing partners Aggregate Industries, Boots, The Co-operative Group,

---

<sup>1</sup> Includes different sizes, shapes, colours and packaging



Cadbury Schweppes, Coca-Cola, Halifax, innocent, Kimberly-Clark, Marshalls, Müller Dairy UK Limited, Scottish & Newcastle, Tesco and Walkers.

Of the third wave of pilot companies, Colors, Continental Clothing, Mey Selections and Morphy Richards will pilot the Carbon Trust's carbon reduction label. New partner Continental Clothing is already testing the carbon reduction label to communicate the carbon footprints of its EarthPositive™ apparel within its brochure, with the carbon footprint of a white men's T-shirt, size large being 617g CO<sub>2</sub>. Halifax, has labelled its online Web Saver account with a carbon footprint of 204g CO<sub>2</sub>. These two companies join innocent, Boots and Walkers that have been trialling the label since early 2007.

Tom Delay, Chief Executive of the Carbon Trust, commented:

"We are delighted that the product carbon footprinting and labelling initiative is expanding month by month with more and more companies wanting to work with us. It is encouraging that increasing numbers of businesses are looking for ways to reduce their impact on the environment by driving the lifecycle carbon emissions of products out of their supply chains. Consistently testing the applicability of the draft PAS 2050 standard is still crucial in ensuring that we establish a credible, comparable and universal methodology which can be applied across different business sectors and product categories".

### **British Sugar**

Peter Watson, leading British Sugar's involvement added:

"We are delighted to be involved in this initiative with the Carbon Trust. Our focus on reducing our energy usage has delivered significant results and we are keen to support the development of a common standard for carbon footprinting".

### **Colors**

David Farrell, Director: Group Strategy and Carbon Project project leader said:

"As a company strongly dependant on access to distant export markets (particularly the UK) and with our reliance on agriculture and farmed products, climate-change, with all its potential impacts, was recognized in 2006 as a challenge that demanded a decisive response. As such, a joint-project between ourselves, Safmarine and our three UK importers, namely, Malet Azoulay, MMUK and Empire World Trade, was established. Together we have set out to determine the "carbon footprint" of our export supply-chain into the UK. What we wanted at the outset was a credible and verifiable



footprint calculation methodology and one which would enable us to accurately determine the sources of emissions across the chain (from farm right through to retailer DC) and which would enable us to identify and implement meaningful emissions reductions. The Carbon Trust with its PAS 2050 LCA methodology has provided us with the guidance and tools to achieve this. We are delighted to be part of the Carbon Trust's piloting of the carbon footprinting standard and at being the first South African B2B pilot".

### **Continental Clothing**

Philip Charles Gamett, Director, Continental Clothing Company said:

"We will use the Carbon Trust's first carbon reduction label for textile products to pass forward the competitive advantage we have gained to corporate business leaders looking to act on climate change. Within twelve months, we will ensure that every industry leader in Europe and the US will have been presented with the opportunity to benefit from EarthPositive apparel, using it to communicate CSR to shareholders, employees and customers. Furthermore, we will show sustainability to be profitable and to have competitive advantage, and so encourage copycat behaviour and thus movement towards a brand new industry in low-carbon clothing and textiles".

### **Coors**

Gordon Stilton, Head of Quality, Health, Safety and Environment said:

"We have made some great strides in reducing our environmental impact over the past decade and we are delighted to be working with the Carbon Trust to see how we can improve yet further".

### **Danone Waters**

David Graham, Strategic Development Director said:

"We have been working for two years now to build a measurement tool to calculate the carbon and water footprint of our water brands throughout the world, to enable us to benchmark the progress of our reduction efforts. It is important that the food and drink industry, not only in the UK, but across borders, achieves a common measurement that will enable total consumer transparency. Working with the Carbon Trust has enabled us to check our approach to date and, in certain areas apply improvements that will lead to greater accuracy".

### **Mey Selections**

"Not only are we the first Scottish SME, we are one of the first food and drink companies to become involved with the initiative. Mey Selections is committed to using sustainable standards of farming, fishing and food production, so it seems right that we look for ways to reduce our impact on the



environment by minimising the lifecycle carbon emissions of our products from their supply chains.” explains John Strak, Mey Selections’ Managing Director.

### **Morphy Richards**

Phil Green, Chief Executive at Morphy Richards comments:

“Although we are a UK based electrical appliances brand, our footprint has a global impact. That’s why we need to shape our strategy in the context of climate change and sustainability. We cannot forget our primary responsibility is to our consumers. They demand products that make domestic tasks easier and more energy efficient and to this end we are working on exciting and pioneering new product development programmes.”

“We are looking forward to working closely with the Carbon Trust and the opportunity to lead and implement an effective emissions-reduction plan that extends from manufacture through usage to disposal”.

For more information on the draft standard’s development or the Carbon Trust’s carbon reduction label, please visit [www.bsi-global.com/en/Standards-and-Publications/How-we-can-help-you/Professional-Standards-Service/PAS-2050/](http://www.bsi-global.com/en/Standards-and-Publications/How-we-can-help-you/Professional-Standards-Service/PAS-2050/) or [www.carbontrust.co.uk](http://www.carbontrust.co.uk)

### **Notes to editors**

Halifax – Web Saver Label

- The carbon footprint calculated includes carbon emissions both from opening the account and the annual use of the account. Carbon emissions from opening the account have been split over a five-year period in order to calculate an average annual carbon emission figure.

### **The Carbon Trust**

- The Carbon Trust is an independent company set up by government in response to the threat of climate change, to accelerate the move to a low carbon economy by helping organisations reduce their carbon emissions and by developing commercial low carbon technologies. The Carbon Trust works with UK business and the public sector through its work in five complementary areas: insights, solutions, innovations, enterprises and investments. Together these help to explain, deliver, develop, create and finance low carbon enterprise.



- The Carbon Trust is funded by the Department for Environment, Food and Rural Affairs (Defra), the Department for Business, Enterprise and Regulatory Reform (BERR), the Scottish Government, the Welsh Assembly Government and Invest Northern Ireland.
- For more information on the Carbon Trust visit [www.carbontrust.co.uk](http://www.carbontrust.co.uk) or call the Carbon Trust Advice Line on 0800 085 2005.

## **British Sugar**

- British Sugar is the UK's leading supplier of sugar products to the food manufacturing and consumer markets. Recognised as the most efficient sugar producer in Europe, the company has considerable expertise in asset utilisation and energy efficiency. With operations in China, Poland and Southern Africa, as well as the UK, British Sugar has considerable experience in operating in developing countries and in joint venture operations.

## **Colors**

- The Colors Group (Colors Fruit Holdings (Pty) Ltd) is one of South Africa's largest privately owned agri-businesses and the country's third largest fruit exporting company, serving customers in all major northern hemisphere markets, with UK retailers accounting for 30% of the volumes being exported. The business is built on a vertically integrated structure that includes within it production, packing, packaging, logistics and marketing companies.
- The company was formed in 1997 and over the past ten years Colors has built a market-leading reputation for innovation and for service and quality excellence, both with the customers supplied and the producers for whom Colors packs and markets.

## **Continental Clothing**

- Established in 1994, Continental Clothing Company Ltd – an ethical T-shirt and Sweatshirt clothing company – designs and distributes fitted, fashionable and superior blank apparel for corporate wear, leisurewear and promotional apparel for the wholesale market. Continental Clothing Company Ltd owns the brands Continental® and EarthPositive™ and spends all its energy, resources and experience to constantly improve its products and services.
- Continental® is the market leader in bespoke garment manufacture. EarthPositive™, possibly the most progressive ethical apparel brand, has reduced its carbon footprint by over 89%,



and is the first and only apparel brand to label each garment with a carbon reduction label which displays the product's embodied CO<sub>2</sub> emissions.

- Continental Clothing Company Ltd is one of only two clothing companies licensed in the UK by The Soil Association; all products have been certified to the Oeko-Tex 100 Standard, and all manufacturing facilities are audited by the Fair Wear Foundation.
- In 2004 Continental Clothing Company Ltd was awarded 'London Business of the Year' at the Parcellforce Business Awards.
- For more information, please visit [www.continentalclothing.com](http://www.continentalclothing.com) or [www.EarthPositiveOnline.com](http://www.EarthPositiveOnline.com)

## **Coors**

- Molson Coors was formed by the merger of equals in 2005 of Molson and Coors. With executive offices in Denver and Montreal, its major markets are the UK, Canada and the USA, it is one of the worlds leading brewers.
- Coors Brewers Limited is the UK's 2nd largest brewer with a 20%+ market share. Brands include Carling, the UK's biggest selling lager, Grolsch one of the UK's leading premium lagers and Coors Light, an American style premium lager.

## **Danone Waters**

- Danone Waters UK & Ireland is part of Groupe DANONE and its portfolio of brands includes Evian - the world's best-selling mineral water, Badoit and the Volvic range (Plain Still Volvic, Touch of Fruit and Revive).
- Groupe DANONE is a Fortune 500 company and one of the most successful healthy food companies in the world. Its mission is to bring health through food and beverage products to as many people as possible. Groupe DANONE products are present in all five continents and in over 120 countries.
- Groupe DANONE is the world leader in fresh dairy products and the world's second largest producer of bottled water (see also [www.danone.com](http://www.danone.com)). In 2007 Danone is listed as one of



the World's Top 20 Sustainable Businesses in the SustainableBusiness.com SB20 World's Top sustainable stocks list.

### **Mey Selections**

- Mey Selections is the brand, supported by HRH Prince Charles, the Duke of Rothesay, delivering the natural goodness of the North Highlands to an ever wider range of discerning customers, at the same time ensuring a sustainable and profitable future for farmers, fishermen and food producers.
- We are committed to using sustainable standards of farming, fishing and food production in order to provide only the highest quality food and drink products - with all major ingredients sourced from within 100 miles radius of the Castle of Mey.
- In creating Mey Selections products today we have tried to safeguard tomorrow's environment for our children. The profits from Mey Selections benefit the people and businesses of the North Highlands.

### **Morphy Richards**

- Established in Kent in the 1930's Morphy Richards has been manufacturing electrical appliances for over 70 years. A household name that is synonymous with quality, innovation and value for money, Morphy Richards is market leader in the small domestic appliance market. More households in the UK have a Morphy Richards product than any other small appliance brand. [www.morphyrichards.com](http://www.morphyrichards.com)

