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Tesco and the Carbon Trust partner to map carbon footprint of 30 products

Tesco and the Carbon Trust are to measure the carbon footprint of 30 Tesco own-brand products in the next stage of the journey towards a clear, universal system of carbon labelling for the weekly shop.

Ranging from orange juice to light bulbs, the products will be assessed using the draft standard currently being developed by the Carbon Trust, Defra and BSI British Standards to measure the embodied greenhouse gas emissions from products and services.

The 30 individual products fall into five categories:

- tomatoes
- potatoes
- orange juice
- light bulbs
- washing detergent

The announcement marks the latest step in Tesco's quest to offer customers better information about the potential impact on climate change of every product they buy.

Climate Change Minister Joan Ruddock, commented:

"Measuring the carbon footprint of the products we make, buy and sell is a complicated process. As businesses increasingly look for ways to reduce their effect on the environment there is a growing need for a reliable, consistent way to measure these impacts.

"That's why Defra, the Carbon Trust and the British Standards Institute are developing a standard for measuring the carbon footprints of products and services with a range of partners, and I warmly welcome Tesco's involvement in this work. What we learn from this project will be invaluable to our efforts to help companies make informed decisions about what they produce and offer to consumers."

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

"We are delighted to be working with Tesco to measure the emissions from such a wide variety of products. This project will provide Tesco with a detailed understanding of the impacts of the selected products and how they can drive carbon emissions out of their supply chains. In addition it will be crucial in testing the applicability of the draft standard and providing detailed feedback that will help develop a single common standard that can be simply applied across sectors and products categories."

Sir Terry Leahy, Chief Executive of Tesco said:

"We want to help our customers deliver a revolution in green consumption, and this work with the Carbon Trust will bring us a step closer to providing the type of information customers need to make greener choices based on good science.

"While there's still a long way to go, mapping the carbon footprint of these few products will yield invaluable data that will benefit all those retailers and producers who are working towards combating climate change."

This important project will provide valuable information on how the standard, called the Publicly Available Specification (PAS) 2050, can be applied in a simple, cost-effective way to a wide range of products and services. Where relevant, the information will be fed back to the Steering Group overseeing the development of the standard for its consideration and use.

The Carbon Trust and Defra are working with BSI British Standards to develop the single standard, based on a method for measuring the embodied greenhouse gas emissions from products and services across their lifecycle that will be applicable to a wide range of sectors and product categories. The development is being overseen by an independent Steering Group chaired by Jim Skea, Director of the UK Energy Research Centre, with members from businesses, NGOs, government and academia.

For more information on the PAS 2050 and it's development, please visit www.bsi-global.com/PAS2050

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Spokespeople from Tesco and the Carbon Trust and the partners are available for interviews. Please contact the Carbon Trust Press Office on 020 7544 3100 or carbontrust@fishburn-hedges.co.uk or Tesco Press Office on 01992 644645.

For more information about the carbon reduction label, please visit www.carbon-label.co.uk

Notes to editors

The Carbon Trust

- A PAS (Publicly Available Specification) is a sponsored fast-track standard whose development process and written format is based on the British Standard model. Any organisation, association or group wishing to document standardized best practice on a specific subject, both for the benefit of their industry and to help promote their expertise, can commission a PAS, subject to the BSI acceptance process.
- The Carbon Trust worked with Walkers Crisps, Boots and innocent on the initial carbon footprinting and carbon labelling projects. In addition to these in September another nine leading companies signed up to form the second wave of pilot partners to carbon footprint their products using the draft standard. The companies are: Aggregate Industries; Cadbury Schweppes; Coca-Cola, The Co-operative Group, Halifax; Kimberly-Clark; Marshalls; Müller Dairy (UK) Limited; and Scottish & Newcastle.
- The Carbon Trust is a private company set up by government in response to the threat of climate change, to accelerate the transition to a low carbon economy. The Carbon Trust works with UK business and the public sector to create practical business-focused solutions through its external 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 or call the Carbon Trust Advice Line on 0800 085 2005.