



Carbon Trust launches Carbon Reduction Label

Walkers, Boots and innocent commit to using label. Technical Advisory Group and consultation announced

The Carbon Trust today launches a carbon reduction label that demonstrates a commitment from companies to reduce the carbon footprint of their products.

In this initial phase of the scheme's development, the label and methodology will be trialled by a number of major brands including Walkers, Boots and innocent, in order to test and build consumer understanding. Over time it is hoped that the new label will help consumers make purchasing decisions by displaying a measure of a product's carbon content from source to store.

The first product to appear on shelves with the new logo will be Walkers Cheese and Onion crisps - the company's best selling flavour. The new packs will appear in major supermarkets and independent retailers from mid-April and people will also be able to read more about the initiative on a new website.

Boots will be introducing point of sale material with the label to accompany the launch of Botanics and Ingredients range shampoos with a reduced carbon footprint. They will also be giving advice to consumers on how they can reduce their personal carbon footprints. This material is expected to be in more than 250 stores from July.

innocent will be displaying the label for all smoothie recipes on the company website, starting with the mango and passionfruit smoothie today.

The label is based on an experimental methodology developed by the Carbon Trust during the past 18 months for measuring embodied carbon and will be applicable to a wide range of products. As part of the initial phase of the scheme, the methodology will be reviewed by a specially-created Technical Advisory Group chaired by Jim Skea, research director of the UK Energy Resource Centre, with members from across Government, business, environment and consumer groups. The review will include a detailed consultation with industry and stakeholders.

Companies displaying the label will sign up to a 'reduce it or lose it' clause whereby if they fail to reduce the carbon footprint of the product over a two year period they will have the label withdrawn by the Carbon Trust.

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

"Everything we do or buy has a carbon impact and it is clear that consumers and business want to take action to help tackle climate change. We believe this label, with its built-in commitment to reduce the product's carbon footprint, will act as a powerful bridge connecting carbon-conscious companies and their customers.

"This is the start of an exciting journey; we do not have all the answers yet but it is time to take action. We are confident that companies will want to demonstrate their commitment to act on climate change by working with us to develop this scheme. Establishing one standard, credible way of measuring a product's carbon content will empower consumers to make informed decisions as well as driving businesses to invest in lowering the carbon content of their products."

Neil Campbell, Chief Executive of Walkers, said:

"We think that raising awareness of carbon emissions is the right thing to do. Walkers Crisps has already reduced its energy use per pack by a third since 2000 and we are committed to reducing the carbon footprint of our products even further. We hope this label will empower people to make more informed choices about the products they buy."

Andrew Jenkins, Sustainable Development Manager, Boots the Chemists, said:

"Working with the Carbon Trust has enabled Boots to measure and subsequently reduce the carbon footprint of everyday products such as shampoo by as much as 20 per cent. With Boots as the most trusted brand in the UK, providing this information and advice to customers on reducing personal carbon footprints will raise public awareness about the part we can all play in combating climate change and protecting the environment."

Richard Reed, Co-Founder of innocent, added:

"innocent wanted to know where every last gram of CO₂ was being generated across our entire business system. Now we can make sure that we reduce our footprint down to the absolute minimum. We're determined to concentrate on positively influencing the future, and telling our consumers how we are doing as we go."

Research undertaken by the Carbon Trust¹ shows that 66 per cent of consumers say they want to know the carbon footprint of the products they buy.

For products to carry the carbon label, companies will need to have completed a rigorous carbon analysis of their product supply chains following the agreed methodology, and commit to reducing the carbon level of their product over the next two years.

The initiative has been supported by a wide range of businesses and stakeholders including Tesco, Marks & Spencer, Sainsbury's, Cadbury Schweppes, Duchy Originals, the Co-operative Group, The Climate Group, the British Retail Consortium, WWF, Green Alliance, Food and Drink Federation and Forum for the Future (please see attached note).

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Notes to Editors

Spokespeople from the Carbon Trust, Walkers, Boots and innocent are available for interviews. Please contact the Carbon Trust Press Office on 020 7544 3100 or carbontrust@fishburn-hedges.co.uk

Available media materials include:

- B-roll footage for Walkers and Boots.
- Walkers packets and Boots 'on shelf' photography by email or CD Rom;
- Walkers website www.walkerscarbonfootprint.co.uk and screengrabs of Innocent use of the logo online, from www.innocent.co.uk

For more information about the carbon reduction label see www.carbon-label.co.uk

Methodology

A summary is attached.

Consumer Research

1. The survey was conducted amongst 1159 consumers from across the UK by GfK NOP during October 20-22 and 27-29th 2006. Figures were weighted in order to be nationally representative.

About the Carbon Trust

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's annual funding is in excess of £100m in grants from the Department for Environment, Food and Rural Affairs (Defra), the Department of Trade and Industry (DTI), the Scottish Executive, the Welsh Assembly Government and Invest Northern Ireland.

For more information see www.carbontrust.co.uk

About Walkers

As Britain's favourite crisp company, Walkers is committed to producing crisps and snacks of the highest quality and at the best value. Walkers is also passionate about making a positive difference to the world around us.

Since 2000, Walkers Crisps has reduced its energy use per kilo by one third and water use per kilo by 45 per cent. Walkers has committed to reducing energy use by a further 3 per cent year-on-year and water use by 5 per cent year-on-year in the future.

For more information see www.walkers.co.uk or www.walkerscarbonfootprint.co.uk

About Boots

As part of Alliance-Boots, Europe's leading pharmacy-led health and beauty group, Boots the Chemists is a leading UK retailer, selling health and beauty products through its chain of Boots the Chemists stores. Around half the Boots brand products are developed and manufactured by the company. In this case the company is in control of the entire supply chain.

From its foundation in 1849 Boots has always believed in and practiced what is today known as Corporate Social Responsibility. The company is proud of this heritage and its "strong sense of social responsibility". Today it is reflected in values and behaviours and made explicit in the company statement of business purpose. "We seek to respond to the legitimate concerns of our stakeholders - whether they be in the marketplace, the workplace, the communities in which we operate or the environment that affects us all."

About innocent

innocent is the number one smoothie brand in the UK with a market share of 66%¹. We sell over two million fresh, healthy drinks each week.

As a business we want to make it easy for people to do themselves some good. And we want to leave the planet a little bit better than we found it. This is reflected in everything we do from our use of green electricity at Fruit Towers, to sourcing fruit from places that go the extra mile in terms of looking after the people that work on the farms, and the environment. All our bananas now come from Rainforest Alliance accredited farms. And every single year we donate 10% of our profits to the innocent foundation, which funds NGO's in the countries where we source our fruits.

For more information see www.innocentdrinks.co.uk, www.innocentfoundation.org.uk, www.rainforest-alliance.org

1. Source: IRI Infoscan epos sales to WE 27/01/07