



## Press Release

### **Tesco and Carbon Trust join forces to drive forward carbon labelling**

*Tesco puts Carbon Trust Carbon Reduction Label on 20 products in Tesco stores*

Tesco today unveiled a range of 20 products which will carry the Carbon Trust's Carbon Reduction Label. These will be across four different categories - orange juice, washing detergent, light bulbs and potatoes - enabling shoppers to compare the carbon impact of like-for-like products for the first time.

The Carbon Reduction Label appearing on Tesco and other partner products allows companies to communicate clearly to their customers the carbon footprint of a product as well as demonstrating a commitment to reduce its carbon impact over a two year period.

The carbon footprint of the labelled products is measured using the draft Publicly Available Specification (PAS) 2050 methodology, a single standard to measure the greenhouse gas (GHG) emissions from a product or service. This draft standard is being developed by the Carbon Trust and Defra in collaboration with the BSI British Standards.

To date Walkers, Boots, innocent Drinks, Continental Clothing and Halifax have trialled the Carbon Reduction Label while Mey Selections and Morphy Richards have also committed to launching labelled products shortly. The aim of piloting the Carbon Reduction Label is to see how both businesses and consumers would react to the information and to use this market testing to develop the best possible communications mechanism. The label has been tested on pack but also at point of sale, online and in other marketing materials.

Tesco products will carry a refreshed label design featuring a carbon footprint logo, the carbon footprint figure, an endorsement from the Carbon Trust and a written commitment to reduce carbon emissions. This refreshed design is based on extensive research with pilot partners and consumers. This provides more information for consumers to help them understand the carbon impact of a product and use this to make purchasing decisions and reduce emissions.

**Sir Terry Leahy, chief executive of Tesco, commented:**

“We’re delighted to be taking this major step with the Carbon Trust. We want to give our customers the power to make informed green choices for their weekly shop, and enlist their help in working towards a revolution in green consumption. We encourage all of our suppliers and competitors to support the Carbon Trust in this collaboration”

**Tom Delay, chief executive of the Carbon Trust, commented:**

“There has been a significant groundswell of interest from consumers in the carbon impact of the products they buy. And the collective challenge for businesses is to get meaningful information to them at the right time and place so they can begin to make informed low carbon choices.

“Tesco is one of nine partners to commit so far to using the Carbon Trust’s Carbon Reduction label and momentum on this important issue is growing week by week. We hope today’s announcement will further catalyse action from other manufacturers and retailers to drive more and more carbon out of their supply chains and products”

**Richard Evans, Chief Executive, Walkers Snack Foods Limited commented:**

“We helped to pioneer the Carbon Trust’s Carbon Reduction Label in 2007, and we’ve seen it raise consumer awareness and galvanise our supply chain to reduce carbon emissions. Tesco’s move to label 20 products will help consumers to better understand the environmental impact of everyday products, highlight lower-carbon choices, and encourage action from other companies on carbon reduction.”

**Steve Howard, CEO, The Climate Group, commented:**

“This is a great step forwards in making embedded carbon visible to consumers and suppliers alike. Consumers have been able to count calories for a long time. This label will now allow consumers to count carbon and to choose products that result in a low carbon diet. Suppliers will then start to compete for the cleanest, greenest supply chain.”

**Peter Madden, Chief Executive, Forum for the Future, commented:**

“Forum for the Future welcomes this move to educate shoppers on the climate change impacts of the products they buy. As well as helping consumers make low carbon choices more easily, the initiative will also send strong signals to manufacturers to cut carbon in their main product lines. For all retailers, the goal of delivering a low carbon shopping basket will be a challenge, but this is a promising start.”

**Stephen Hale, Director, Green Alliance, commented:**

"Consumers want and need support to take the low-carbon route. Governments and businesses can and must help them. The Carbon Trust's work on carbon labelling is an important part of this. Green Alliance welcomes the step that Tesco and the Carbon Trust are taking, and hope other companies will join the effort to establish a labelling system that consumers understand and trust."

Twenty companies including Tesco have been piloting the PAS 2050 standard which has been used to calculate the carbon footprint figure which appears on the label. The table below lists Tesco products that have been measured with the carbon footprint numbers.

Since the trial of the Carbon Reduction Label launched in March 2007, by Walkers<sup>1</sup>, who have carried the label on pack for the past year, research found that 70 per cent of consumers said that the label makes them more aware of the environmental impact of the products and services they choose to buy. While Boots found<sup>2</sup> that 65 per cent of their customers' surveyed said that they would be more likely to buy a product where the label indicated that the company is working to reduce the carbon footprint.

-ENDS-

**Notes to editors**

- Spokespeople from the Carbon Trust, Tesco, Pepsico, Boots, Continental Clothing are available for interviews. Please contact the Carbon Trust Press Office on 020 7544 3100 or [carbontrust@fishburn-hedges.co.uk](mailto:carbontrust@fishburn-hedges.co.uk)

**Listing of Carbon Trust pilot partner Carbon Reduction Label footprints**

Product category	Product	Carbon footprint (CO2 eq)	Unit of measurement or portion size
Detergents	Tesco Super Concentrated Non Biological Liquid Wash (750mL)	600g	per wash
	Tesco Non Biological Liquid Capsules (1.011kg)	700g	per wash
	Tesco Non Biological Powder (1.2kg)	750g	per wash
	Tesco Non Biological Tablets (1.8kg)	850g	per wash
	Tesco Non Biological Liquid Wash (1.5L)	700g	per wash
Orange Juice	Tesco Pure Orange Juice (3x200ml)	220g	per carton
	Tesco Pure Orange Juice (Ambient) (1L)	240g	per 250ml serving
	Tesco Pure Orange Juice From Concentrate (1L)	260g	per 250ml serving
	Tesco 100% Pure Squeezed Orange Juice (1L)	360g	per 250ml serving
Potatoes	Anglian New (2.5 kg)	140g	per 250g serving
	King Edwards (2.5 kg)	160g	per 250g serving
	Organic New (1.5 kg)	160g	per 250g serving

	Organic Baby New (750 g)	140g	per 250g serving
	Freshly prepared new potatoes with butter (450g)	200g	per 150g serving
Light bulbs	20W CFL (compact fluorescent lamp - or energy efficient lighbulb)	12kg	per 1000 hours of use
	100W Pearl Lightbulb	55kg	per 1000 hours of use
	11W CFL (compact fluorescent lamp - or energy efficient lighbulb)	6.5kg	per 1000 hours of use
	60W Pearl Lightbulb	34kg	per 1000 hours of use
	11W Spotlight (compact fluorescent lamp - or energy efficient lighbulb)	6.5kg	per 1000 hours of use
	60W Spotlight	34kg	per 1000 hours of use

#### Available media materials include

- High res images of labelled products and Carbon Trust pilot partner brands
- High res images of the evolved carbon reduction label

#### 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 working with organisations to reduce carbon emissions and develop 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.

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<sup>1</sup> Walkers, Populus Concerned Consumers Survey: July 2007

<sup>2</sup> Boots, Advantage Card Survey: September 2007