



Press Release

SELECT COMMITTEE REPORT GIVES BRIGHT GREEN LIGHT FOR CARBON LABELLING

Monday 23 March 2009

From beer to bulbs to bank accounts, the Carbon Trust says that consumers must be able to trust that the products and services they are buying are genuinely and accurately representing their environmental impact.

Political and business support for Carbon Trust's Carbon Reduction Label has grown steadily since its creation in 2007, but today's Environmental Audit Committee (EAC) 'Environmental Labelling' report gives a bright green light to greater expansion.

Carbon Trust began a journey two years ago with a few willing companies to pilot a Carbon Reduction Label scheme. With the publication of today's EAC report the Carbon Trust argues that the pilot phase is over, Carbon Reduction Labels are hitting the mainstream, and the challenge now is to expand our business partnerships and educate consumers about what this means for them.

Euan Murray, Carbon footprint general manager, Carbon Trust says:

"The antidote to 'green-wash' is having the certainty that a company's environmental claims can be independently monitored and verified. The Carbon Reduction Label means that a company has measured the carbon emissions from every stage of the lifecycle of its product and that it is committed to reduce the footprint within two years. The Carbon Trust works with those companies to verify their work to an independent rigorous standard.

When consumers recognise those efforts, and the Carbon Reduction Label, a virtuous circle is created. We are already seeing that businesses can reap the benefits in terms of reduced carbon, reduced costs, better supplier relationships and a clear reputational benefit. Consumers can then make choices about a product or service, and understand the impact that their decisions will have on climate change. And the UK will make bigger steps towards Government's carbon emission reduction targets as a result.

We have worked with more than forty companies including, PepsiCo, Innocent and Tesco to pioneer a scheme that works. We know it works because it is rigorous and independent and

growing. Two years on we are looking at the re-certification of products like Walkers and adding new brands all the time. The challenge now is to work with these companies and with Government to educate the consumer about how powerful their choices can be.”

Notes to Editors

For further information or to arrange an interview with Euan Murray please contact the Carbon Trust Press Office:

Tel: 020 7544 3100

Carbontrust@fishburn-hedges.co.uk

- The Carbon Trust is an independent company set up in 2001 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 developed the **Carbon Reduction Label** to help companies measure and reduce the carbon footprint of their products and services and communicate their impact to consumers. The carbon footprint of a product or service is the total carbon dioxide (CO₂) and other greenhouse gases emitted during its life, from production to final disposal. Companies that display our Carbon Reduction Label are committed to reducing the carbon footprint of the product or service on a long-term basis.
- The Environmental Audit cross party Committee of MPs has spent more than a year considering:
 - What should be shown under a labelling system
 - The impact of environmental labelling on consumer behaviour
 - The regulation of environmental labelling
 - Exports from developing countries
 - International labellingEuan Murray and Tom Delay, Chief Executive, Carbon Trust, gave evidence to this Environmental Audit Select Committee inquiry in Nov 2007.
- Developing rigorous independent testing standards with BSI and DEFRA was just the beginning for the Carbon Trust. Called the Publicly Available Specification (PAS) 2050, this offers business a single, consistent approach to measure the embodied greenhouse gas emissions in goods and services.

- More than two thirds of the UK's true carbon footprint comes from products and services. Under the Carbon Reduction Label, lifecycle emissions of products are measured and reduced across national boundaries. Product carbon labelling addresses greenhouse gas emissions on a global scale.