Dialogue Forum
Low Carbon Society

Product Carbon Footprinting and CO_2-Labelling in Europe

Documentation

Dialogue Forum #3
Low Carbon Society
Brussels, 13th May 2008

ECF European Climate Forum · The Centre · Thema1 · WWF · Deloitte.

Dialogue Forum
Low Carbon Society

Dialogue Forum Low Carbon Society #3

Contents

Dialogue Forum
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Dialogue Forum Low Carbon Society #3

List of Participants

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Anne Auffret	DG SANCO, European Commission
Simon Aumônier	Environmental Resources Management (ERM) Ltd
Guido Axmann	Thema1
Adisa Azapagic	University of Manchester Sustainable Consumption Institute
Antonella Battaglini	European Climate Forum
Sibylli Baumgartner	Coop Switzerland
Claus Beckmann	BASF
Richard Behnison	TGV Rhinland
Jacob Bilabel	Thema1
Mena Broekhoff	Liaison Office of Saxony in Brussels
Alexander Broschell	Bavarian representation to the EU
Steve Bushnell	IBM
Jonna Byskata	United Technologies International Operations
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Detlev Clajus	Evonik Degussa GmbH
Ali Dada	SAP
Cedric de Meeus	Veolia
Cornelia Diethelm	Migros
Raffaela Donnini	Intesa Sanpaolo
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Ulrike Ebert	Coca Cola
Doreen Fedrigo	European Environmental Bureau (EEB)
Sebastian Gallehr	G+P GmbH, GALLEHR + PARTNER
Benjamin Gannon	Johnson & Johnson
Joachim Ganse	Deloitte
Ellen Gladders	Tesco

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Michaela Hauf	PA Europe NV
Matthias Hauser	Johnson & Johnson
Nina Hillekum	Thema1
Hervé Humbert	The Carbon Trust
Paul Jamoulle	Safsap
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Grzegorz Kokoszkiewicz	West Midlands in Europe
Stéphane Le Pochat	ADEME
Anita Lundström	Swedish Environmental Protection Agency
Jacqueline Macalister	McDonald's Europe
Rick Maijer	The Centre
Colette Maloney	DG INFSO, European Commission
Falko Mayle	Stuttgart Region European Office
Sarah Miller	London's European Office
Euan Murray	The Carbon Trust
Mattia Pellegrini	European Commission, DG SANCO
Sören Persson	Swedish Seal
Andrea Pfisterer	Ökozentrum Langenbruck/Climatop
Martin Porter	The Centre
Rasmus Priess	Thema1
Frédéric Rosseneu	Freshfel Europe
Barbara Ruksza	Regional Office of Silesia
Sven-Olof Ryding	The Swedish Environmental Management Council
Frank Schwalba-Hoth	Greens
Stephan Singer	WWF
Paweł Śliwiński	Regional Office of Silesia
Glyn Stacey	British Telecommunications plc
Bart Vandewaetere	Nestlé
Martin Viehöver	Deloitte
David Wettstein	Myclimate/Climatop
Simona Wolesa	Permanent Representation of Austria to the EU
Annerose Zacherl	MAN AG
Mara Zimen	First Climate Group



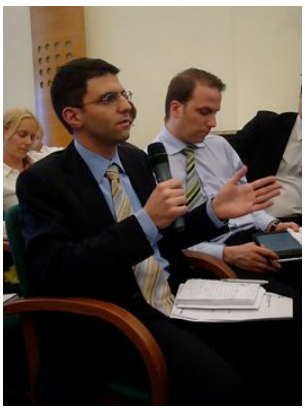


Product Carbon Footprinting in Europe


The process behind the trial


How to choose climate friendlier food - presentation of a Swedish climate label
Sören Persson
KRAV


Deloitte




Development of PAS 2050:
Status quo and future outlook

Product Carbon Footprinting (PCF) in Europe

More and more companies are recognising the opportunities and challenges climate change poses to their businesses. They are confronted with rising expectations from stakeholders to act on climate change and increasingly understand that acting on the issue may concurrently lead to efficiency gains, lower risk exposure, and can improve consumer recognition.

The goods and services a company provides have an inherent carbon profile, which is determined by the greenhouse gas emissions that are incurred along the entire supply chain. If measured and quantified, these emissions on a product-by-product basis can potentially provide a significant indicator for the carbon performance of a company. In contrast to the overall emissions of a company, which are difficult to interpret in comparison to other companies, emissions associated with the manufacture and provision of a certain product could become a benchmark criterion and hence allow for credible product differentiation. However, the assessment of these *product carbon footprints* (PCF) is not trivial and further steps are necessary to develop a standardized methodology for this purpose.

On April 15 six major players from various industries (food and drinks, fast moving consumer goods, retail, telecommunications) successfully launched a PCF pilot project in Germany to measure PCF of some of their products. The project will work towards an international standard methodology for PCF measurement and explore the possibilities of enabling consumers to take carbon conscious decisions.

European CO_2-Labelling of products and services

The first initiatives in this area are addressing related questions and gain valuable practical experiences in communicating the carbon footprint of individual products. The British Carbon Trust has started a pilot carbon labelling scheme in March 2007 for the UK with a number of companies successfully adding a carbon label to products, available on the shelves already.

Last year French Casino announced the labelling of 3000 products and just recently Swiss Migros announced the labelling of a washing powder. A central objective of the different initiatives is the emergence of one common standard in the marketplace, as competing standards would lead to confusion, lowered efficiency and eventually weakening of any European carbon label.

Dialogue Forum Low Carbon Society

Dialogue Forum Low Carbon Society (DFLCS) is a platform for stakeholders to share experience and build synergies in the development of low carbon market tools to accelerate the transition to a low carbon society. Presently DFLCS is focussed on identifying suitable instruments to empower the consumer to take carbon conscious decisions. DFLCS #3 is organised by European Climate Forum, The Centre and THEMA1 and kindly supported by WWF and Deloitte.

Product Carbon Footprinting (PCF) and CO_2-Labelling in Europe

Dialogue Forum Low Carbon Society #3, Brussels, 13th May 2008

1015h Registration, coffee

1030h Introduction

- Key note: "PCF as key performance indicator for the Low Carbon Society" (Joachim Ganse, Deloitte)
- Key Note: "The need for international harmonisation of PCF and carbon labelling" (Stephan Singer, WWF)

1100h Product Carbon Footprinting in Europe

- "The German Product Carbon Footprint pilot project" (Rasmus Priess, THEMA1, Berlin)
- "Development of PAS 2050 - status quo and future outlook" (Euan Murray, Carbon Trust, UK)
- Chaired panel discussion (Jacob Bilabel, THEMA1)
    - Carbon Trust, UK, Euan Murray
    - climatop/ myclimate, Switzerland, David Wettstein
    - THEMA1, Germany, Rasmus Priess
    - University of Manchester Sustainable Consumption Institute, UK, Prof. Adisa Azapagic
    - WWF, Stephan Singer

1245h Lunch

1345h European CO2-Labelling Schemes

- "The Dilemma of the sustainable consumer" (Mattia Pellegrini, European Commission, DG Health and Consumer Protection)
- "The challenge of foot printing 20.000 products" (Ellen Gladders, Tesco, UK)
- "Migros case study: labelling top runner products" (Cornelia Diethelm, Migros, Switzerland)
- "How to choose climate friendlier food - presentation of a Swedish climate label" (Sören Persson, Swedish Seal)
- Chaired panel discussion (Jacob Bilabel, THEMA1):
    - ADEME, France, Stéphane Le Pochat
    - Migros, Switzerland, Cornelia Diethelm
    - Swedish Seal, Sweden, Sören Persson
    - Tesco, UK, Ellen Gladders

1530h Closing statements

- Does carbon labelling work for Europe?
- How do existing national approaches differ?
- What are the necessary steps towards international harmonisation?

1600h Networking and cocktail reception

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Stephan Singer, WWF

"The need for international harmonisation of PCF and carbon labelling"

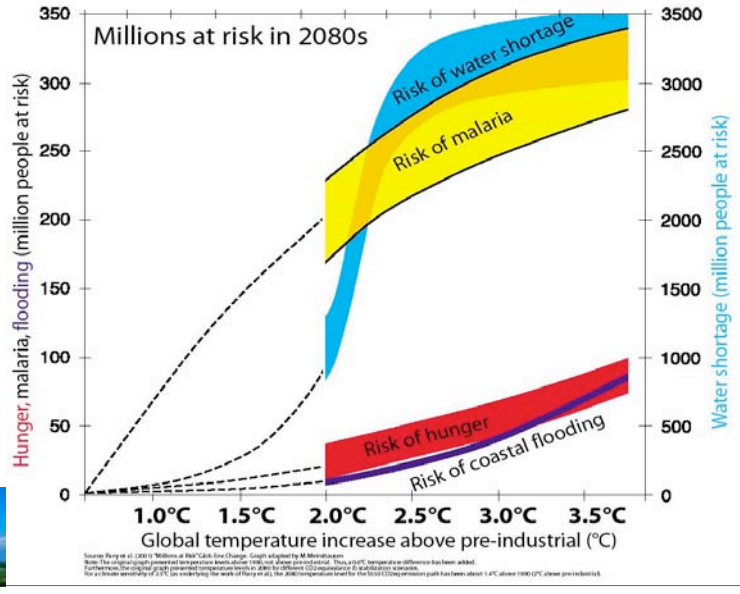
WWF for a living planet

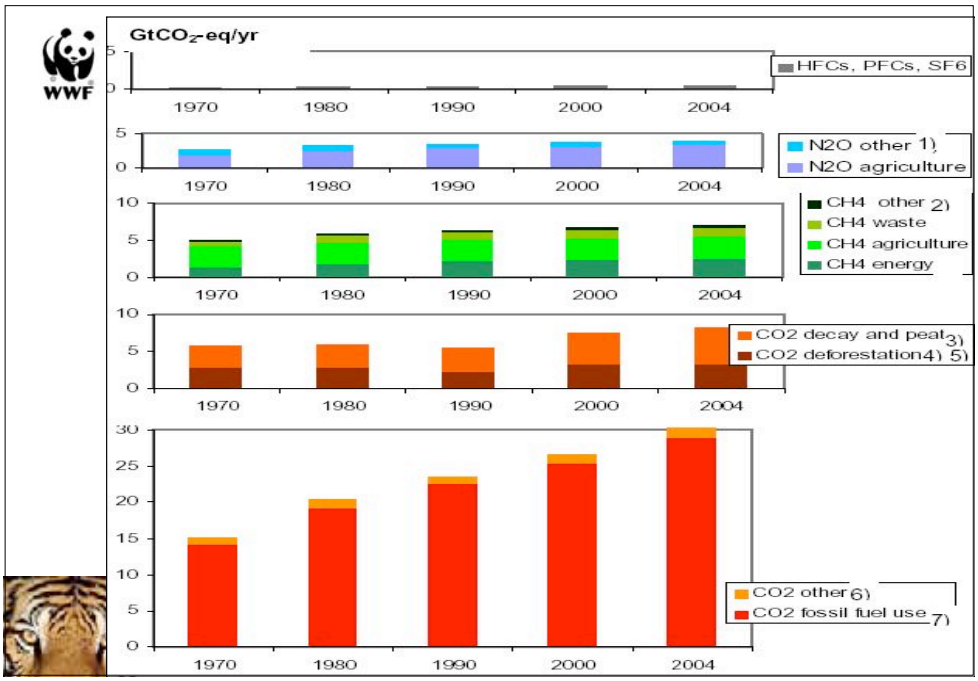
Bigger picture

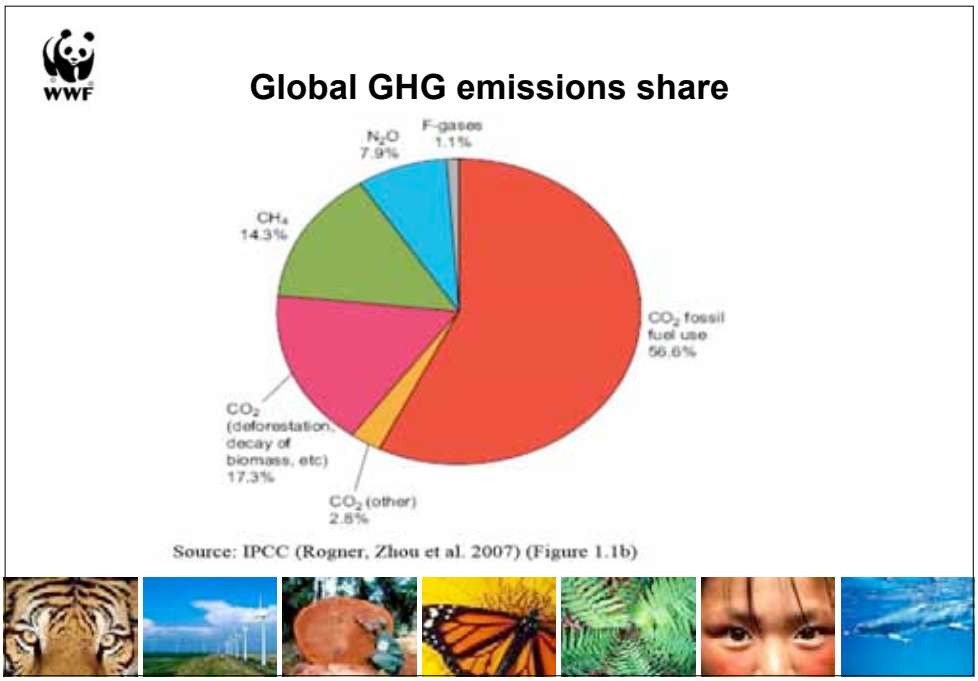
Dr Stephan Singer
WWF International
Brussels 2008

WWF

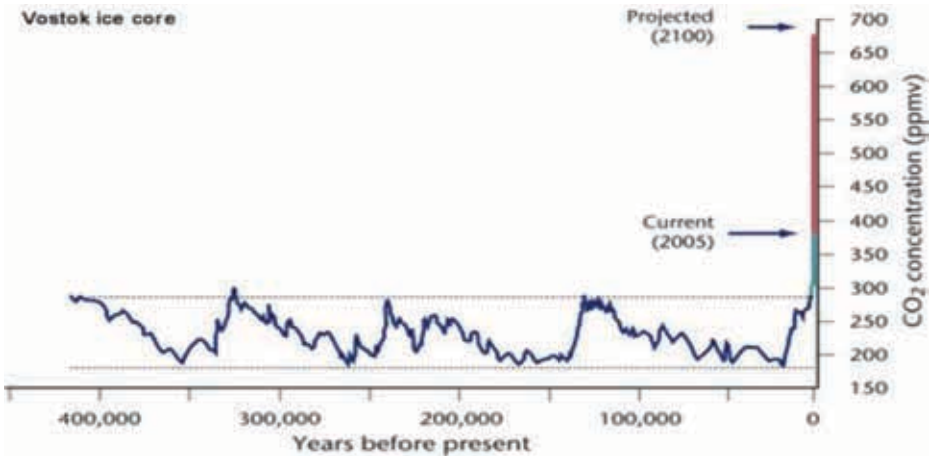
"Millions at Risk"

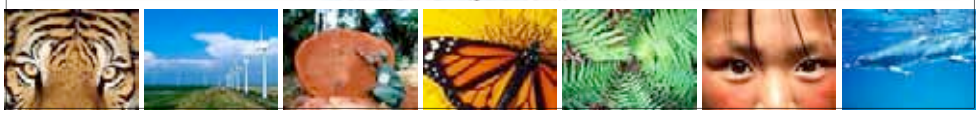



GtCO2-eq/yr
HFCs, PFCs, SF6
N2O other 1)
N2O agriculture
CH4 other 2)
CH4 waste
CH4 agriculture
CH4 energy
CO2 decay and peat 3)
CO2 deforestation 4) 5)
CO2 other 6)
CO2 fossil fuel use 7)
1970
1980
1990
2000
2004

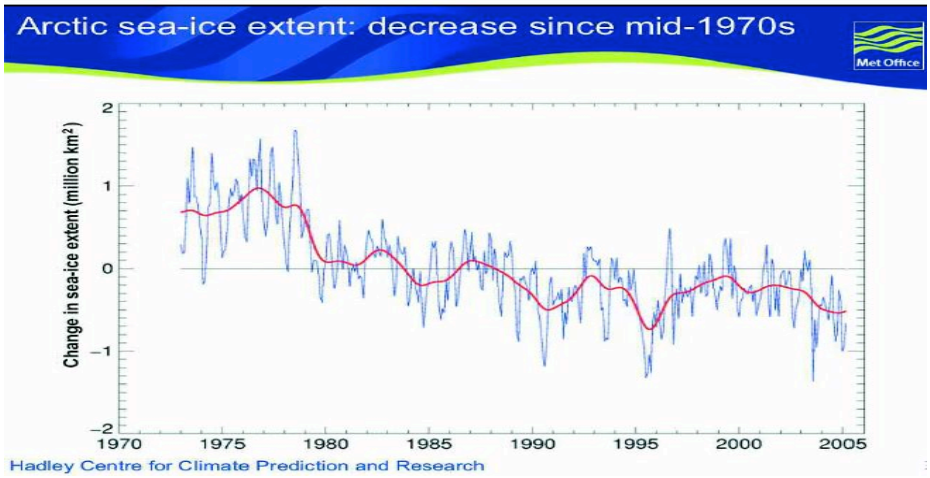

Global GHG emissions share
N2O 7.9%
F-gases 1.1%
CH4 14.3%
CO2 fossil fuel use 56.6%
CO2 (deforestation, decay of biomass, etc) 17.3%
CO2 (other) 2.8%
Source: IPCC (Rogner, Zhou et al. 2007) (Figure 1.1b)

Global CO2 concentrations are not natural

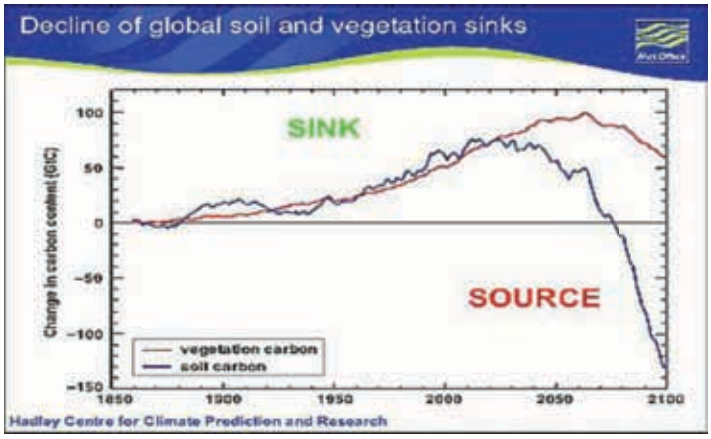




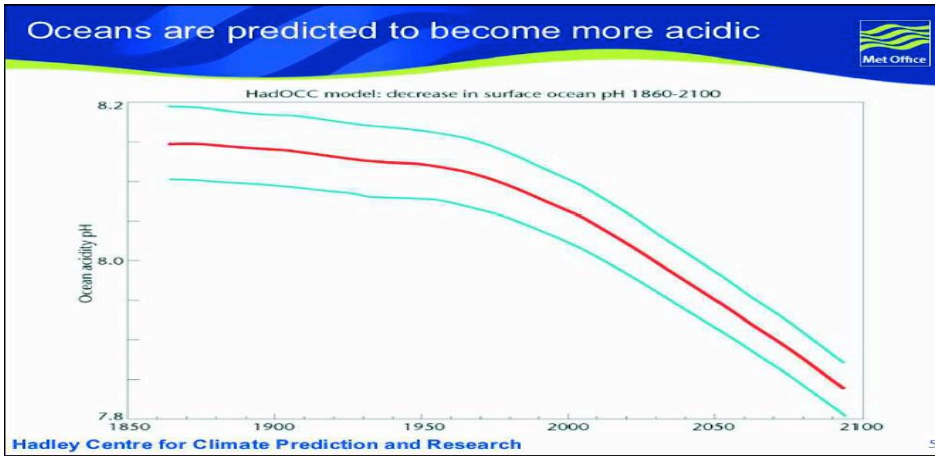
Does the Arctic go?



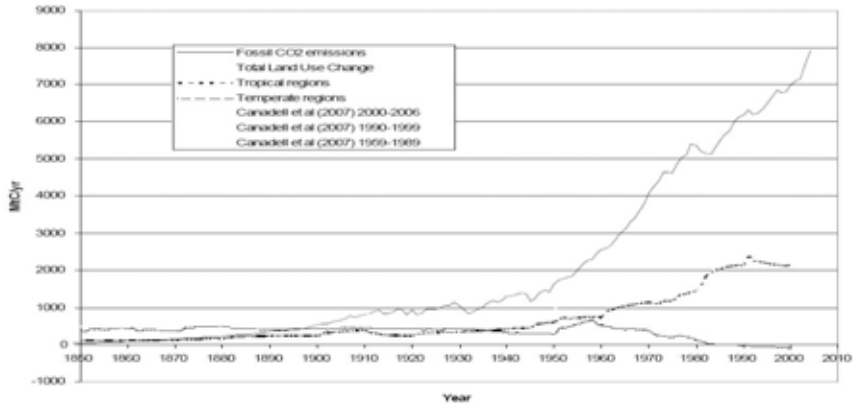
Huge carbon losses projected from forests and soils resulting from climate change



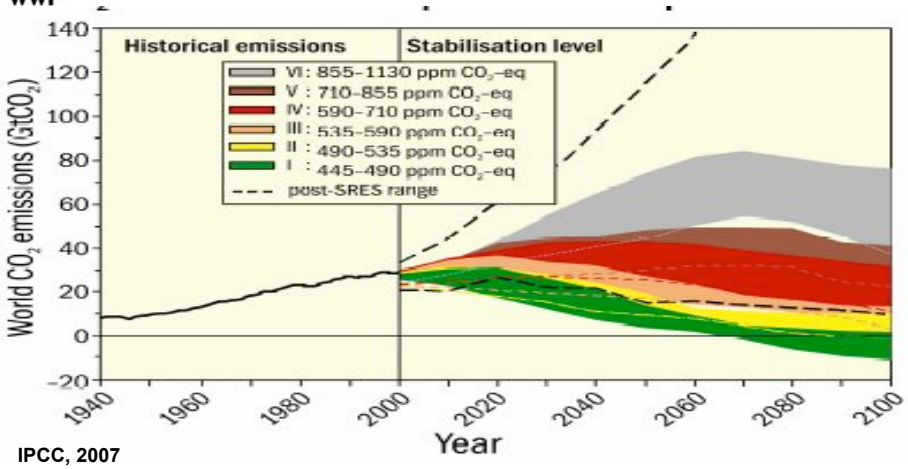
Small pH changes in oceans may have huge impacts on corals and marine web of life



Annual CO2 emissions since 150 years (CDIAC, 2007)

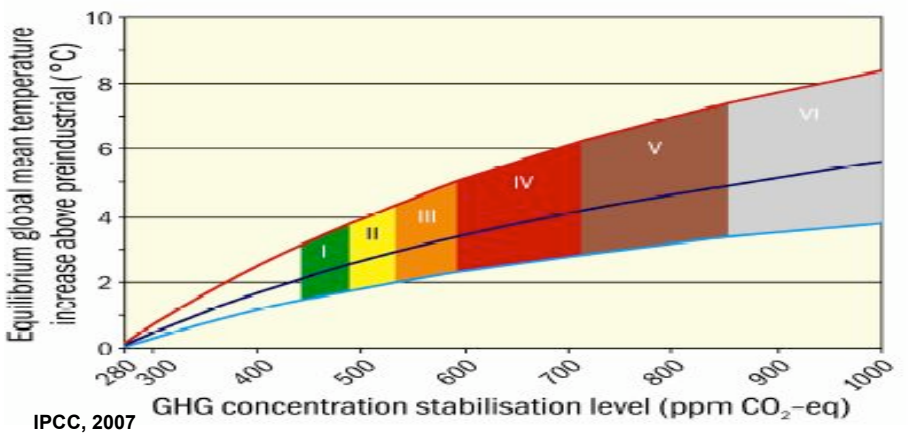


Low atmospheric concentration requires net zero emissions world by 2070



IPCC, 2007

Low concentration scenarios have decent chance to deliver on <2 degree



IPCC, 2007

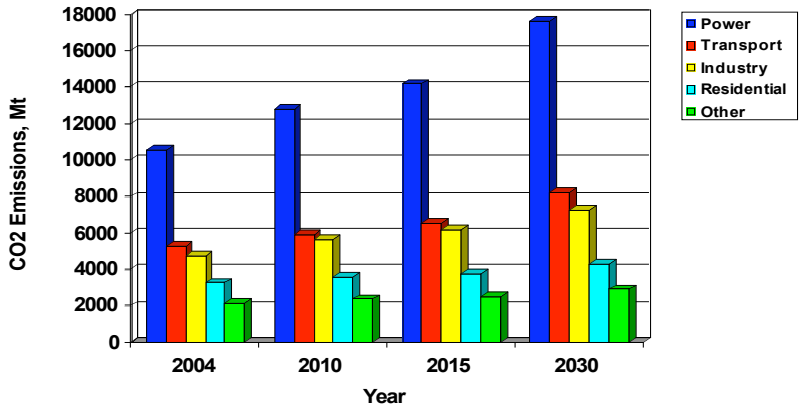
Very low costs for a low-carbon pathway

Table SPM.4: Estimated global macro-economic costs in 2030[16] for least-cost trajectories towards different long-term stabilization levels.[17, 18]

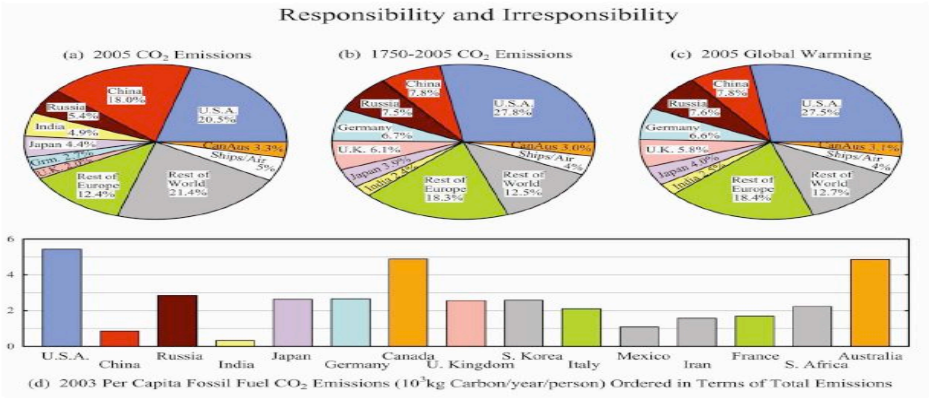
Stabilization levels (ppm CO_2-eq)	Median GDP reduction[19](%)	Range of GDP reduction[19, 20](%)	Reduction of average annual GDP growth rates (percentage points)[19, 21]
590-710	0.2	-0.6 – 1.2	< 0.06
535-590	0.6	0.2 – 2.5	<0.1
445-535[22]	Not available	< 3	< 0.12

Source: IPCC, 2007

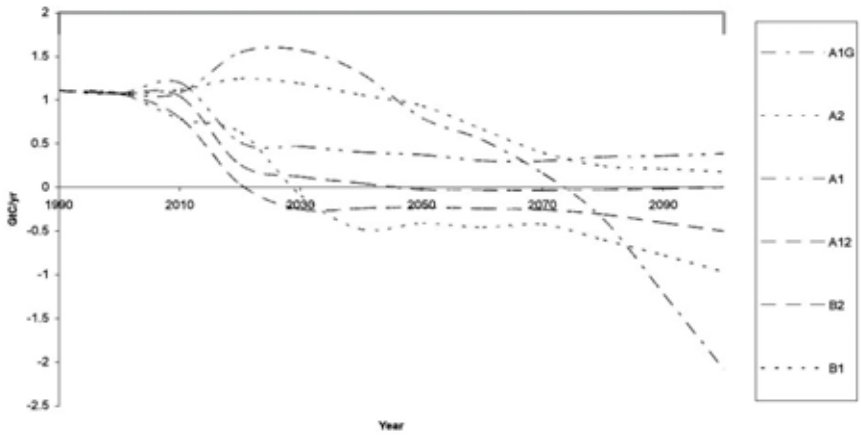
BAU World CO_2 Energy Emissions (IEA, 2006)



OECD needs to take the lead!



BAU deforestation scenarios (IPCC, 2000; 2007)



What does this mean?

- **From 2013 onwards, global GHG emissions need to be reduced by approx. 2.5 Gt CO2equiv/y til mid century against a BAU scenario – about half of EU's annual emissions**
- **We need to leverage about 500 bln EURO annually (Stern, 2006) from developed nations to help developing nations to decarbonise AND adapt**

Requirements from WWF

- Harmonisation of 'clients', clusters, groups, products
- Define each cluster's system boundary – strong consistency/harmonisation
- System boundary: simple, repeatable, transparent, easy measurable, inclusive of important carbon GHG flows
- Avoid double counting, avoid double credits
- Communication tool – no policy replacement (IPCC inventories, source-based policy)
- Learn from GHG protocol and other labelling tools
- Not just carbon, GHG – use existing labelling tools: organic food, MSC, FSC etc

Wake up - its time for fighting climate change!

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Rasmus Priess, THEMA1

"The German Product Carbon Footprint pilot project"

PCF PILOTPROJEKT DEUTSCHLAND

Product Carbon Footprint
Pilot Project Germany

Dialogue Forum Low Carbon Society #3
Brussels, May 13th 2008

PCF PILOTPROJEKT DEUTSCHLAND

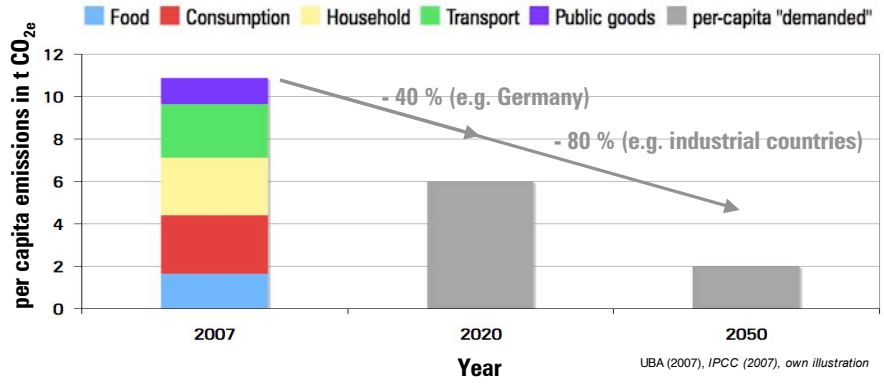
Contents

- » Role of consumption in reducing GHG emissions
- » Product Carbon Footprinting
- » PCF Pilot Project Germany
  - > Project management
  - > Goals
  - > Business partners / case studies
  - > Implementation

PCF PILOTPROJEKT DEUTSCHLAND

Transition to a "Low Carbon Society"

Massive emission reductions "demanded"



UBA (2007), *IPCC (2007), own illustration*

PCF PILOTPROJEKT DEUTSCHLAND

Transition to a "Low Carbon Society"

Emission reductions in private consumption

» **Shared producer and consumer role**

» **CO_2-equivalents per product = product carbon footprint**

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Transition to a "Low Carbon Society"

Emission reductions in private consumption

- How can consumers best be enabled to make climate conscious consumption decisions?
- How can companies best inform about low carbon offers and choices?

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Product Carbon Footprinting

Challenges

- Methodological issues unresolved
- Common standards for assessing embodied GHG emissions to be agreed on
- Robust basis to underpin *green claims* needed
- Dynamic market development
- **Practical and joint business experiences are needed in the development of suitable instruments**

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PCF Pilot Project Germany.

PCF PILOTPROJEKT DEUTSCHLAND

PCF Pilot Project

Project management

- WWF
- Öko-Institut - Institute for Applied Ecology
- Potsdam-Institute for Climate Impact Research (PIK)
- THEMA1

PCF PILOTPROJEKT DEUTSCHLAND

PCF Pilot Project

Goals

» Practical (business driven) experiences in the assessment and reduction of product carbon footprints according to latest methodological developments
» Inform the development of a common methodological basis through coordination with other international initiatives
» Establish a platform for broad stakeholder dialogue
» Assessment if and how communication towards consumers can be credibly and pertinently attained

PCF PILOTPROJEKT DEUTSCHLAND

PCF Pilot Project

Business partners

dm-drogerie markt

» Germany's second-largest drugstore chain
» Product: Toilet paper "sanft&sicher"

FRoSTA

» One of Europe's largest producers of frozen foods
» Germany's market leader in frozen convenience food
» Product: Convenience food „Tagliatelle Wildlachs"

PCF PILOTPROJEKT DEUTSCHLAND

PCF Pilot Project

Business partners

Henkel

» Fortune Global 500 company
» Three business areas – Home Care, Personal Care, and Adhesives Technologies
» Products: Washing powder, shower gel, adhesive, sealant

Tchibo

» One of Germany's largest international consumer goods and retailing businesses
» World's fourth-largest coffee producer
» Products: Coffee, durable consumer good

PCF PILOTPROJEKT DEUTSCHLAND

PCF Pilot Project

Business partners

Tetra Pak

» World's leading supplier of processing and packaging solutions for food
» Product: Beverage carton

T-Home (Deutsche Telekom)

» One of the world's leading telecommunications companies
» Product: Internet router

PCF PILOTPROJEKT DEUTSCHLAND

PCF Pilot Project

Implementation

» Individual case studies on the assessment and reduction of product carbon footprints according to latest methodological developments
» Task Forces on
  > Interpretation of results for informing methodological developments
  > Requirements for the development of suitable communicational instruments
» Intensive stakeholder dialogue

» Time frame: First results expected end of 2008

PCF PILOTPROJEKT DEUTSCHLAND

PCF Pilot Project

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Dialogue Forum Low Carbon Society #3

Euan Murray, Carbon Trust

"Development of PAS 2050 - status quo and future outlook"

Development of PAS 2050: Status quo and future outlook

PCF Dialogue Forum
Euan Murray & Hervé Humbert
May 2008

Agenda

- Introduction to the Carbon Trust
- Background to our work on product carbon footprinting
- PAS2050, the pilot programme and future plans

The Carbon Trust

- Set up by UK government as independent "not-for-profit" company
- We help organisations reduce carbon emissions and develop low carbon technologies

Insights **Solutions** **Innovations** **Enterprises** **Investments**

Last year we:

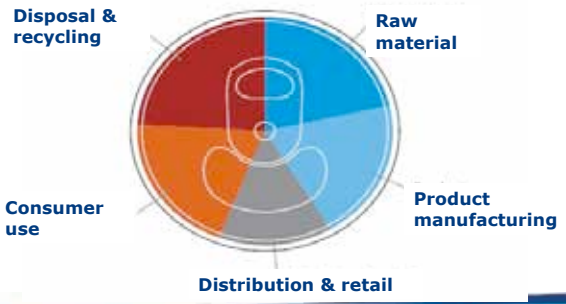
- Worked with >5,000 companies
- Identified savings of 4.6 million tCO2 per year worth £500million

What is the footprint of a product?

Supply chain / value chain of a can of cola

- Aluminium Production
- Sugar farming
- Cola production
- Packaging
- Transportation
- Chilled storage
- Refrigeration
- Can collection
- Recycling or disposal

Total carbon footprint of the can of cola (illustrative)



Why try to reduce product carbon footprints?

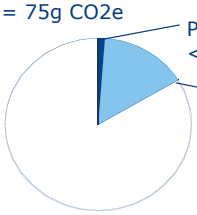
- Individual carbon footprint of 11 tonnes CO2 p.a.
- Targets >50% of emissions
- China
- Food & drink retailer example

What about "food miles"?

- **Cutting food miles is important to reduce transport impacts BUT**
- **Food miles is a poor indicator of the overall impact**

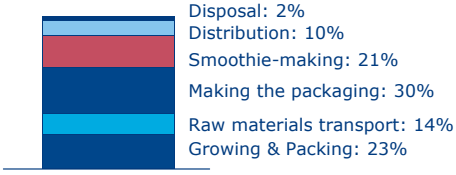
Walkers
34.5g Cheese & Onion

Total = 75g CO2e



Innocent
250ml Mango & Passion Fruit

Total = 294g CO2e



Source: Carbon Trust Low Carbon Supply Chain Pilot, March 2007

What are consumers expecting companies to do?

- **Demand for better information on companies' environmental behaviour is high**
  - Over 75% agreed with the statement 'if I had more information about companies' social, environmental and ethical behaviour this would influence my decisions about what I buy' Ipsos Mori, nVision. Base: 1057 people aged 16+ in the UK, 2007
- **Consumers remain sceptical of green claims currently being made business**
  - Nearly 60% say claims by manufacturers and retailers are either 'not very' or 'not at all' credible. YouGov "L.E.K. Consulting Carbon Footprint Report 2007", 2,039 UK consumers
- **71% of consumers would value an independent assessment of a companies low carbon footprint claims**
  - GfK NOP Oct 2006. Base: all adults aged 16+
- **67% say they are more likely to buy a product which has a low carbon footprint**
  - GfK NOP Oct 2006. Base: all adults aged 16+

In early 2007, we launched the initiative with 2 components

1. Standards Setting

Developing standards to:
- **Measure**;
- **Reduce**; and
- **Communicate**

the GHG emissions from goods & services

2. Customer Communication

- Testing the updated Carbon Reduction Label
- Being tested on pack, at PoS, online, …

Standards Setting

- Working with BSI British Standards, One World Standards & Arup to run standards-setting process
- ISEAL Compliant (like FairTrade, MSC, FSC, Organic)
- Independent steering groups of academics, NGO, government and business
- BSI consultation on PAS2050 measurement standard included ~1,000 stakeholders with huge international response
- Publication in late summer 2008
- ISO & WRI/WBCSD

Current status of PAS2050 measurement standard

Initiation → Preparation → Consultation → Resolution

March – August 2007
- Carbon Trust published original methodology
- BSI appointed Steering Group make edits, creating 1st version of PAS

September 2007 -January 2008
- Comments with selected stakeholders
- Comments resolution by PAS S.G., creating version 2
- Workgroups established

February – April 2008
- Main consultation with ~1,000 stakeholders

May - ~July 2008
- Comments resolution by S.G.
- Publication of PAS
- Building process for ongoing (international) management

Main questions to address

CARBON TRUST

Measurement	Reduction & Communications
Key challenge: Single broadly-accepted standard that all can use Balancing accuracy with practicality 5 main technical questions: - Boundaries of analysis - Treatment of agriculture - Inclusion of the use phase - Waste/Recycling/Sequestration - Data sources/comparability All being addressed through BSI consultation	What does a meaningful carbon footprint reduction look like? - Absolute targets: XgCO2e or X% - Business systems & management How should the information be communicated? - Where?: On pack, point of sale, website, annual report, other… - What?: Current footprint, historical reduction, intent to reduce, endorsement, other… - How?: numbers, rounded numbers, traffic lights, A-G, …

Standards development: Pilot projects

CARBON TRUST

WALKERS, innocent little tasty drinks, Boots, Marshalls, TESCO, Cadbury, HALIFAX, Coca-Cola, HUGGIES, co-op, Andrex, FOSTER'S, CARLING, müller, BRITISH SUGAR, evian, Volvic, CONTINENTAL®, morphy richards, MEY SELECTIONS, BRADSTONE, Colors

Case studies of our results

CARBON TRUST

Boots: Shampoo	Continental Clothing: T-shirts
UK's leading pharmacy chain 8 shampoos, 4 packaging types and 2 distribution options 90% of footprint from consumer use Identified 33% savings opportunities in supply chain Boots implemented 20% – 10%: recycled bottle – 10%: distribution upgrade	B2B wholesaler of clothing for corporate, leisure and promotional wear Footprinted supply chain of 7 t-shirts & tops Sponsored building of wind farm to power the India factory Yielded 90% saving to the B2B carbon footprint

What about customer communication?

CARBON TRUST

- Piloted first with Walkers, Boots & Innocent Drinks
- Tesco using the label on 20 own-brand products across:
  - Orange juice
  - Potatoes
  - Washing detergents
  - Light bulbs
- Other partners committed to trialling the label in future
  - Morphy Richards
  - Mey Selections
  - Continental Clothing
  - Halifax
  - Others to follow in UK and elsewhere …

Summary

- We are working to create standards to measure, reduce and communicate the results
- We are working with leading companies to test the process
- We have shown the benefits of product carbon footprinting to companies
- We are now working with some of those to test communication and carbon labelling with consumers

Further information:

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www.carbon-label.co.uk

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Mattia Pellegrini, European Commission

"The Dilemma of the sustainable consumer"

Directorate-General for Health & Consumers

Directorate-General for
Health & Consumers

The Dilemma of the sustainable Consumer

Mattia Pellegrini
Deputy Head of Unit 02
Strategy and Analysis

Brussels, 13th May 2008

Directorate-General for Health & Consumers

Concept of Sustainability

'Concerns all citizens of the EU and the whole world'

- Consumption and production patterns have linkages with
  - Health and safety
  - Environmental issues
  - Climate change

The bigger Challenge = Sustainable World

We need a sustainable food Chain

FROM PRODUCTION TO CONSUMPTION

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A broad definition of Sustainability

'Concerns all citizens of the EU and the whole world'

- Pursuit of better quality of life for everyone, for the present and future generations
- Link between economic development, protection of the environment and social justice
- Break the link between economic growth and environmental degradation
- Involve consumption and production patterns, food safety, public health and animal welfare.
  → All interconnected.

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Action plan

'Sustainable consumption and production and sustainable industrial Policy'

- A dynamic policy framework for smarter consumption and better products
  - The Eco-Design Directive
  - The Labelling of Products
  - Setting Incentives
  - Consistent data and methods on products
  - Promote Green Public Procurement
  - Work with Retailers and Consumers
- Leaner Production
  - Boosting resource efficiency
  - Supporting eco-innovation
  - Enhancing the environmental potential of industry

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Retail Forum

'Work with Retailers and consumers'

- Involving suppliers and consumers as a platform to:
  - Identify key areas to be tackled
  - Share best practices and extend the geographical coverage of existing initiatives
  - Report on progress of their actions on an individual basis
- To be adopted 20th May

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The Sustainability of DG SANCO policies – New Consumption and Production Patterns

Workshops and workshop summaries	
Workshop 1: ***Climate Change Consequences for SANCO Policies***	**Expected results**: a list of SD issues relevant for DG SANCO policies prioritised according to urgency, importance and cooperation level
Workshop 2: ***The Dilemma of the Sustainable Consumer***	
Workshop 3: ***Food: From Sustainable Production to Sustainable Consumption***	

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Sustainable food chain

Retailers

- e.g. Carbon footprint label

e.g.: Food miles labelling is:
good for the environment
- bad for the developing world
= **win-lose situation**

- e.g. Providing with HINTS & TIPS

e.g.: Tips to consumers:
« Washing your clothes at 30 degrees can save 150g of carbon per wash »

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Sustainable food chain

Consumers

- Half of the consumer's carbon footprint is the result of the energy used to create, transport or provide the good and services bought and used
- Alimentation patterns have also a bigger impact that generally admit

e.g.: The ban of meat from alimentation is:
good for the health
+ good for the environment
= **win-win situation**

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The UK case

- Waste & Resources Action Programme (WRAP)
- The "Food We Waste" study (8/5/2008):
  - 6.7 million tones of food we waste every year
  - "1/3 of the food we buy, we throw away"
  - Less than a fifth is truly unavoidable
  - 18 million tones of carbon dioxide emissions every year
  - £10.2 billion every year buying and then throwing away good food

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The Italian case

- Confederazione Italiana Agricoltori:
  - Food Waste: 25 ml of tones, more than 30 bln euro
  - Clearly Unavoidable Food Waste: 1,5 ml of tones, 4 bln euro
  - 584 euro per family per year
  - 2% of Italian GDP
- University of Bologna:
  - Last Minute Market


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Dilemma of sustainable consumer (1/3)
Ethical, green, health and quality factors are becoming more important in consumers' purchasing decisions.
At the core of DG SANCO policies is the idea to have an impact on consumer behaviour. However, sustainable development parameters in consumer choice can cover a wide range of preferences.
What we call sustainable consumption can range "from buying fairly traded tea bags to buying organic meat" and could also cover consumer choice for a sustainable lifestyle


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Health & Consumers
Dilemma of sustainable consumer (2/3)
Consumers could make inconsistent choices such as "buying local food to support local producers (a brand of defensive localism), as compared to purchasing organically farmed produce (a choice based mainly on ecological principles)".
Due to those expanding sustainable consumption patterns, consumers can sometimes be lost in the information maze and make not totally informed contradictory choices.


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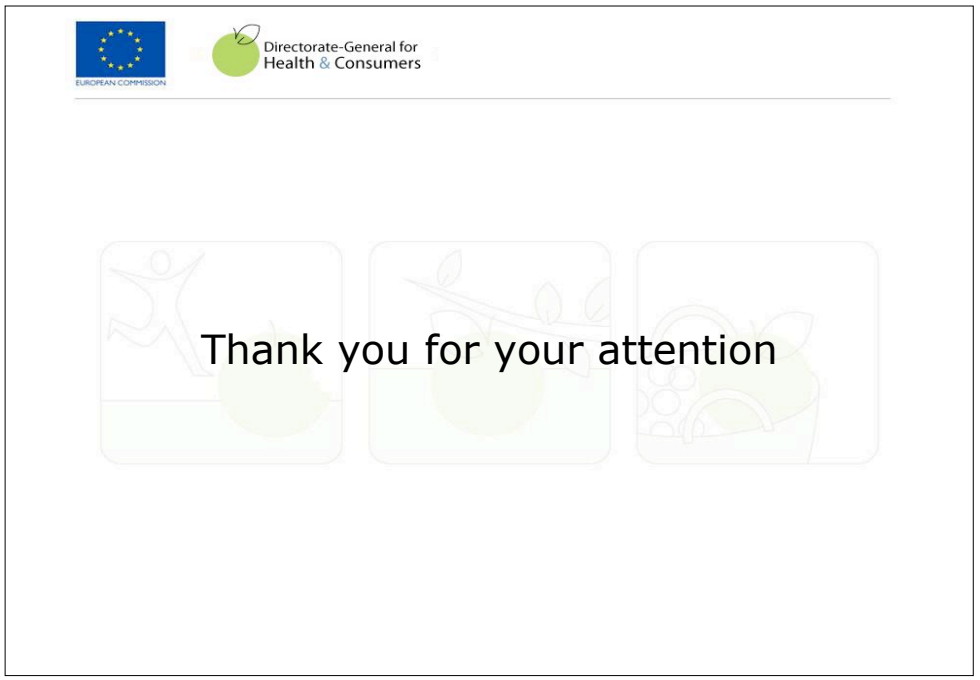
Health & Consumers
Dilemma of sustainable consumer (3/3)
Which consumers' choices can be contradictory, in terms of sustainable development?
To what degree the EU Consumer Programme and Law and other DG SANCO-related policies should promote sustainable consumption habits? Should we do more? And in which direction and areas?
What is the role of consumers? Bargain-hunters or Drivers of new habits?
What are the available tools for public authorities: social marketing, choice editing, labelling, and consumer education?
Can business help consumers to make sustainable choices? e.g. CSR and self-regulation.


Directorate-General for
Health & Consumers
Thank you for your attention

Dialogue Forum Low Carbon Society #3

Ellen Gladders, Tesco

"The challenge of foot printing 20.000 products"

Every little helps

The Carbon Labelling Journey

Ellen Gladders
Climate Change Manager

TESCO

Every little helps

Agenda

- What we are doing
- What we have learned so far
- How it will help

TESCO

Every little helps

Agenda

- **What we are doing**
- What we have learned so far
- How it will help

TESCO

Every little helps

Our objective

In January 07, Sir Terry Leahy, Tesco CEO, said:

"I am determined that Tesco should be a leader in helping to create a low-carbon economy."

That is a monumental challenge. It requires a revolution in technology and a revolution in thinking.

The green movement must become a mass movement in green consumption."

TESCO

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A small initial step - Air Miles

by air

TESCO

Every little helps

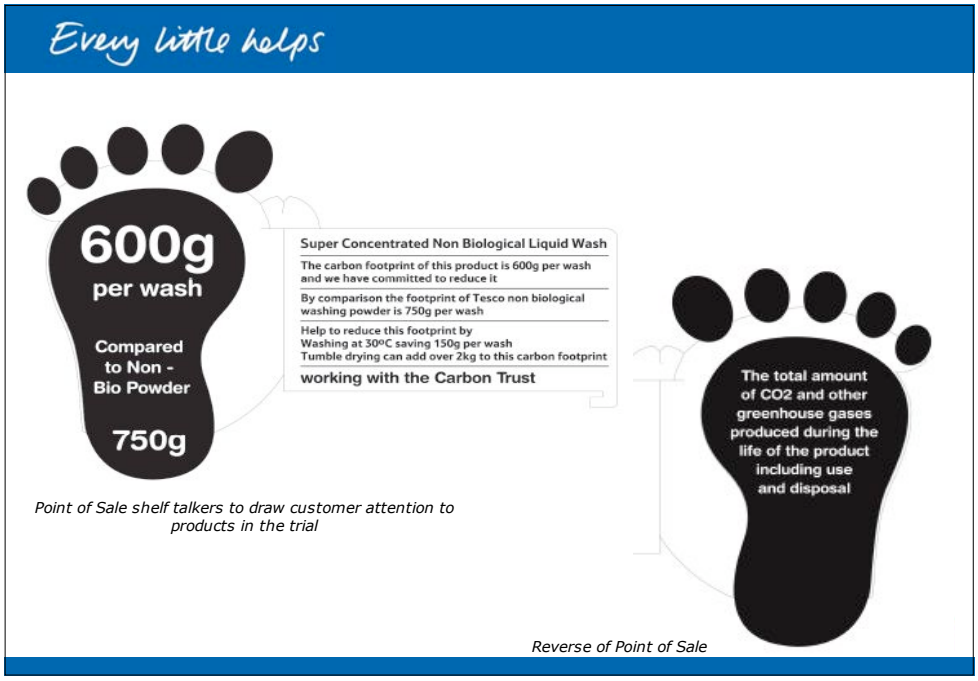
Our Carbon Labelling trial

- 20 products in the following categories:
  - Laundry Detergent
  - Orange Juice
  - Potatoes
  - Light bulbs
- Launched 29th April

TESCO

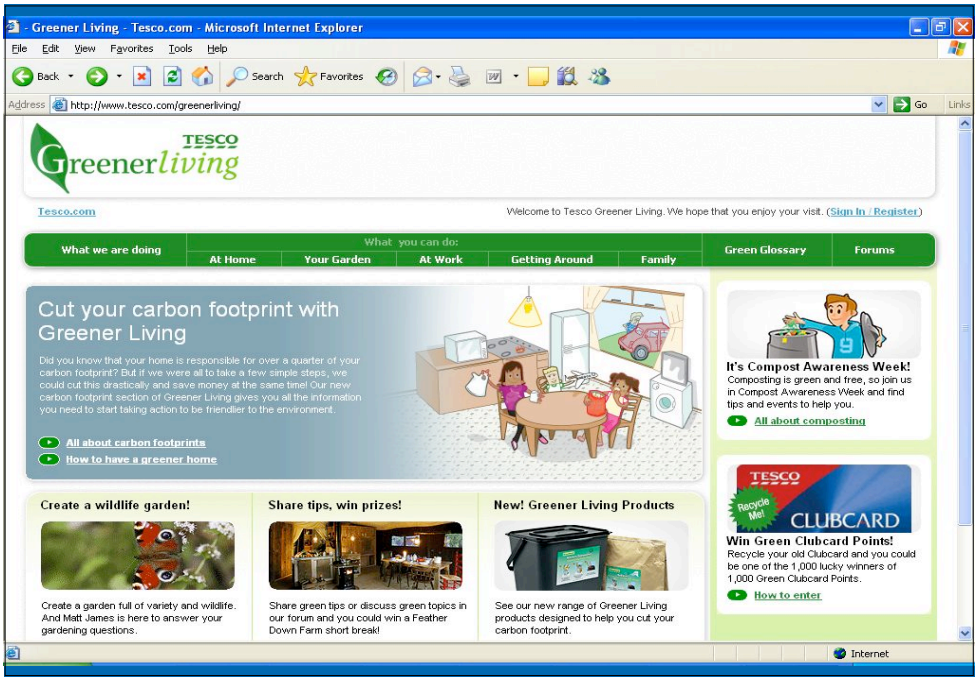
Off Fixture Displays (OFD's) in our Extra and Superstores

Customer leaflet available in the OFD's, and mailed to our 100k greenest customers



Point of Sale shelf talkers to draw customer attention to products in the trial

Reverse of Point of Sale



Every little helps

Agenda

- What are we doing
- **What we have learned so far**
- How it will help

TESCO

Every little helps

The process behind the trial

- Carefully picked categories
- Testing PAS 2050
- Support for suppliers
- Calculating our footprints

Every little helps

What we learned from our measurement work

- **Timescale:** 12 weeks seems feasible
- **Use of secondary data:** Vital if short timescales are to be achieved
- **Cost:** Economies of scale can quickly drive cost down
- **Practical experience**:
  - Complex products
  - Multiple or overseas suppliers
  - Allocation of emissions

TESCO

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Agenda

- What are we doing
- What we have learned so far
- **How it will help**

TESCO

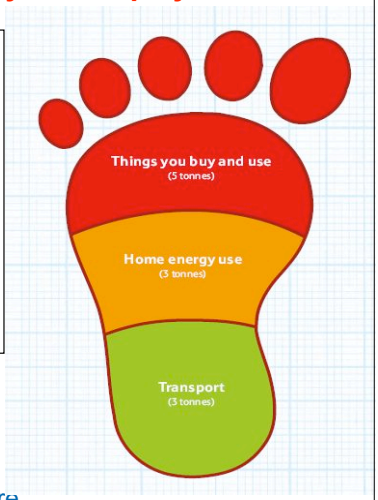
Every little helps

Customers are concerned and have a key role to play

Q *Which three or four do you think companies should pay particular attention to over the next few years ?*

	TOP MENTIONS	Change 01-07
Concern for the environment	45%	+11
Caring for employees	36%	- 4
Caring for customers	36%	+13
Safety of the workforce	27%	+2
Providing good quality products/ services	23%	- 4
Conserving energy	21%	+8
Investing for the future	20%	-10
Keeping prices reasonable	20%	- 8
Training the workforce	20%	-12
Providing more jobs	17%	-14
Providing equal opportunities	14%	-3
Supporting activities in the community	10%	+1

Base: All British Public (933), August 2007



- The environment is increasingly important for customers
- Engagement of consumers is vital
- Lack of information prevents customers doing more

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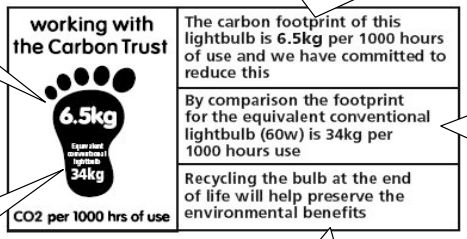
The number includes all emissions created in the products lifecycle: raw materials, production, transportation, retail, use and end of life.

Customers recognise and understand the footprint logo.



Customers want an easy comparison to help them put the carbon footprint of the product into context

Use of a comparison figure in the foot

Customers found it helpful when we told them what they could do to reduce the footprint.

Not all products have comparisons at this stage

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The benefits

- Help customers and suppliers minimise their impact
- Empower consumers to play an active role that:-
  - spurs business to reform;
  - rewards businesses that are green;
  - incentivises research in greener products;
  - and opens up the space for politicians to make bolder steps towards a lower carbon future.

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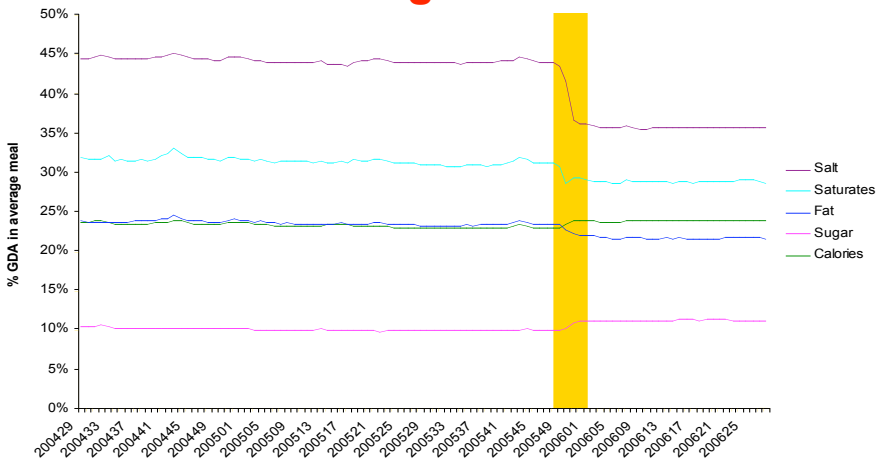
Nutritional labelling



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In summary

- We are at the beginning of a long journey
  - This is a trial and we expect to learn a lot which will inform further work by industry as a whole
  - Assessment of customer response will help inform further evolution of carbon labelling
- We want to work towards a single, simple solution across industry
  - Easy for customers to understand and act
  - Cost effective for businesses to implement on a large scale
- Collaborative working is key

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Dialogue Forum
Low Carbon Society

Dialogue Forum Low Carbon Society #3

Cornelia Diethelm, Migros

"Migros case study: labelling top runner products"

MIGROS

Case study:
labelling top runner products

Cornelia Diethelm, Head of Issue Management
Dialogue Forum Low Carbon Economy, Brussels, 13th May 2008

The pioneer work

Offensiv: Boots weist über Shopdisplays direkt auf die CO_2-Reduktion hin.

The concept of climatop

Product ranking:

Product A 320g CO_2	Product D 170g CO_2
Product B 240g CO_2	Product E 250g CO_2
Product C 243g CO_2	Product F 245g CO_2

highly climate-sparing product (CO_2 Champions)

At the point of sale:

MIGROS

The idea:
We always have alternatives in how we act.

Travelling to Brussels:

Heating our home:

MIGROS

An independent concept

Climatop:

ökozentrum langenbruck

myclimate
Protect our planet

First-mover:

MIGROS

MIGROS

The Migros range of detergents

MIGROS

The selection of products

The products are

- relevant for climate protection
- relevant for Migros in terms of sales
- they show a certain dispersion within the product group (CO_2)
- and the products are calculable



MIGROS

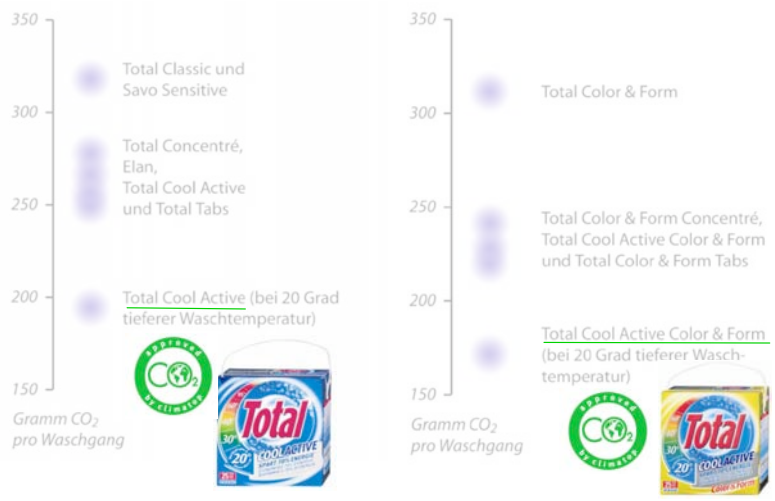
The Migros powder detergents

Total Cool Active	Total Classic	Total Concentré	Total Tabs	Elan	Savo Sensitive
Standard-Dosierung: 60g	Standard-Dosierung: 100g	Standard-Dosierung: 70g	Standard-Dosierung: 2 Tabs a 35g	Standard-Dosierung: 75g	Standard-Dosierung: 100g

Total Cool Active Color & Form	Total Color & Form	Total Concentré Color & Form	Total Tabs Color & Form
Standard-Dosierung: 60g	Standard-Dosierung: 100g	Standard-Dosierung: 70g	Standard-Dosierung: 2 Tabs a 35g

MIGROS

The best-in-class approach



MIGROS

In the next two years (2008/2009)

MIGROS

- gather experience
- further improve our assortment
- invest in customer information
- measuring customer acceptance

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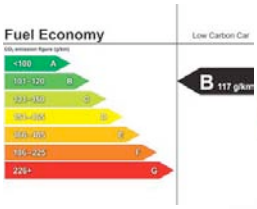
myclimate Protect our planet

- position itselfs in the CO_2 market
- networking with other pilot projects
- extend the sponsorship
- advance into new areas of application

MIGROS

Finding the best solution



MIGROS

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Sören Persson, Swedish Seal

"How to choose climate friendlier food - presentation of a Swedish climate label"

"**How to choose climate friendlier food -** presentation of a Swedish climate label"

Sören Persson
MD Swedish Seal

KRAV EKONOMISK FÖRENING
SVENSKT SIGILL

A joint initiative

KRAV EKONOMISK FÖRENING
SVENSKT SIGILL
LRF
Skåne mejerier
Lantmännen
JORDBRUKS VERKET
milko

KRAV EKONOMISK FÖRENING
SVENSKT SIGILL

The purpose of the climate labelling scheme

...to ***lower the negative climate effects*** *in the food production and to give consumers a chance to make a conscious climate choice* as well as increase the competitiveness for the food production companies.

KRAV
EKONOMISK FÖRENING

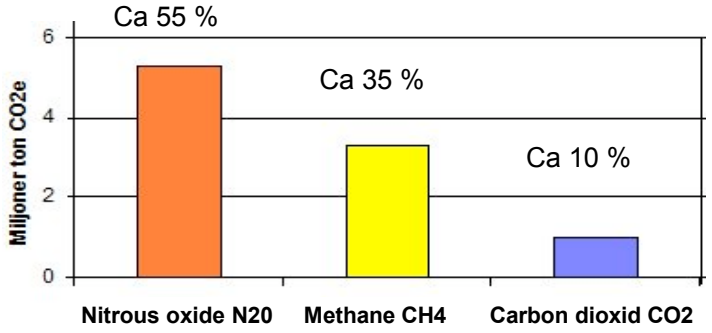
SVENSKT SIGILL

Food affects climate!

20-25 % from Swedish households GHG emissions come from the food chain
(16 % of income is spent on food)

The label must cover all GHG from a life cycle perspective

Agriculture's emissions of GHG in Sweden 2005



KRAV EKONOMISK FÖRENING

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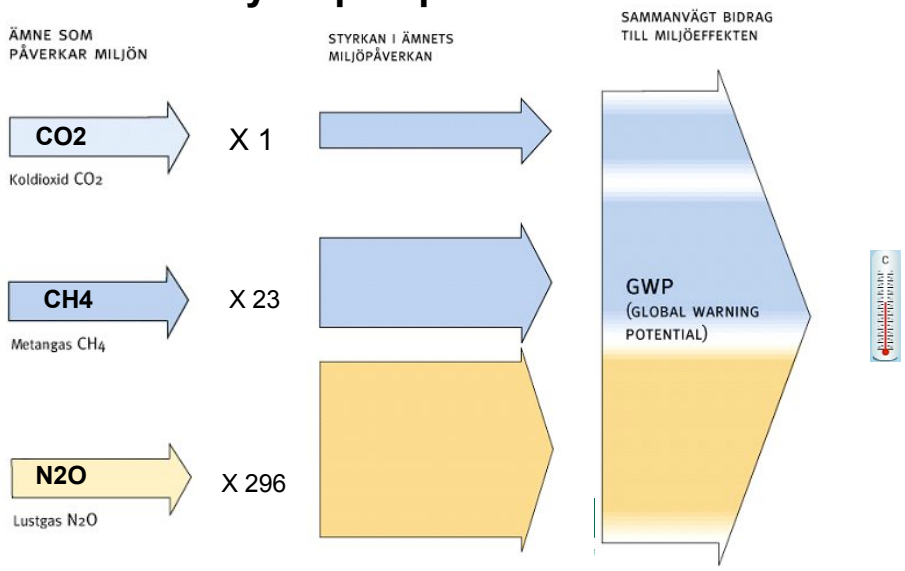
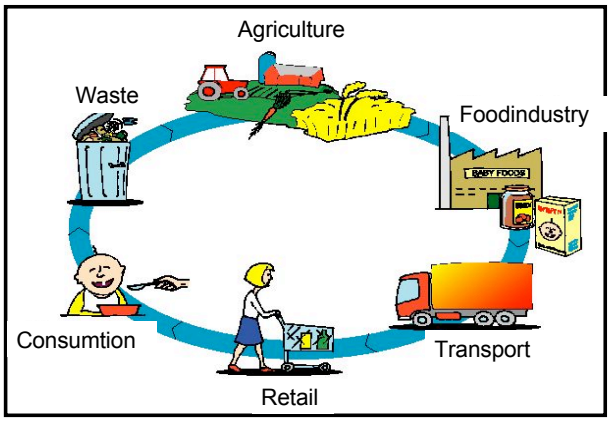
The label must cover all GHG from a life cycle perspective



Lifecycle assessment (LCA)

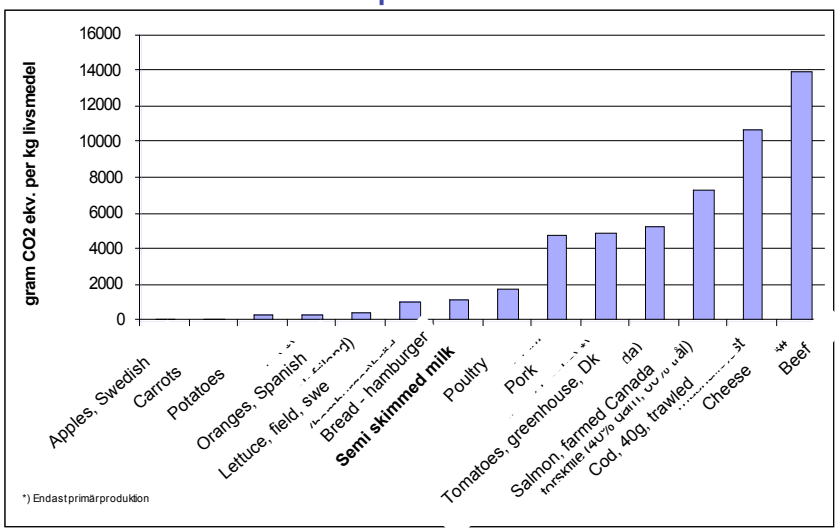
Resurser

- Energy
- Raw-material
- Landuse



Emissions
to air
to soil
to water
Waste

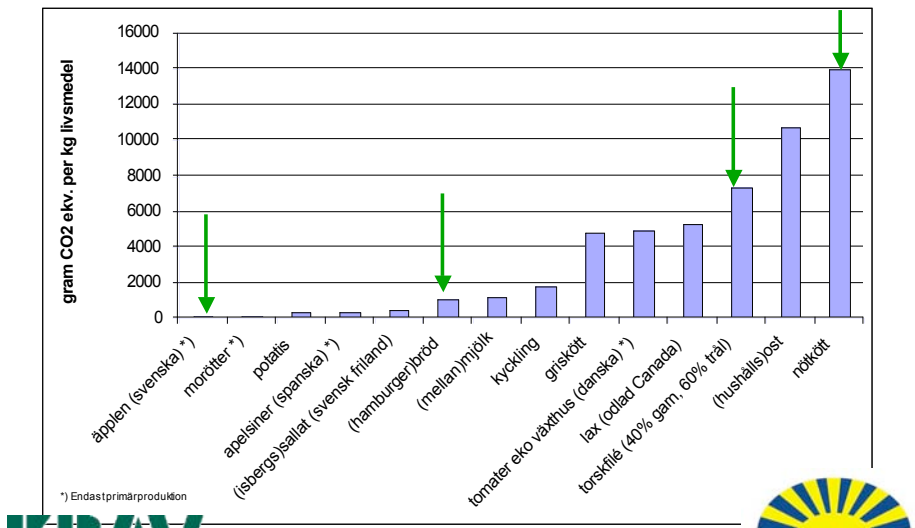
Climate impact for some food



Four alternatives for climate labelling of food products

1. CO2 ekv. declaration (using LCA)
2 A climate label based on general maximum levels of CO2 ekv.emissions (using LCA)
3 A climate label for the best alternative in each food category (using LCA)
4. Measure orientated climate label system to reduce the climate impact in food production and distribution

1. CO2 ekv. declaration (using LCA)



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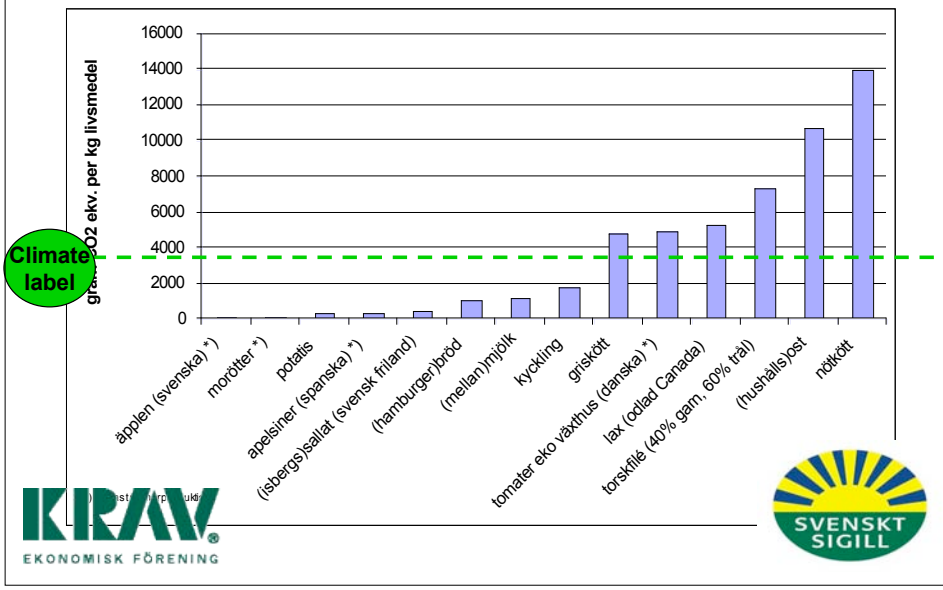
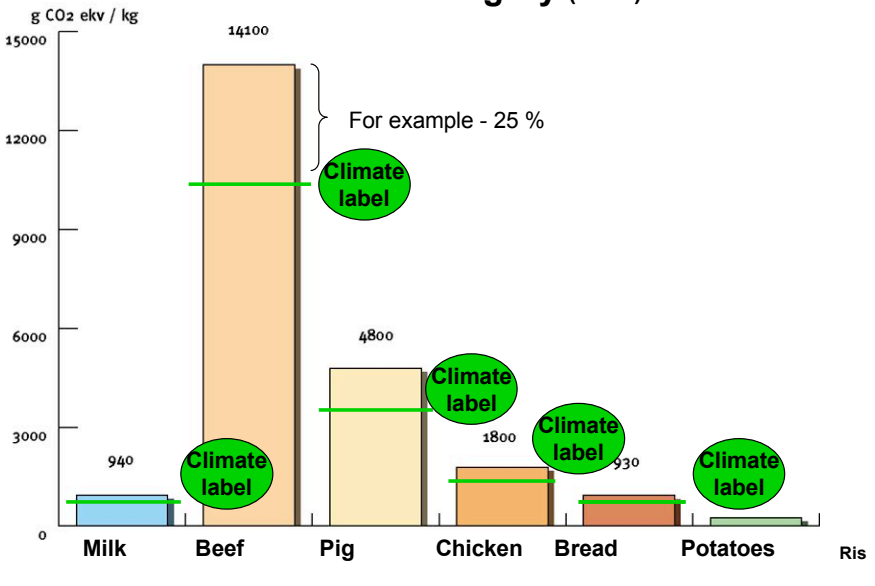
2. A climate label based on general maximum levels of CO2 ekv. emissions (using LCA)



3. A climate label for the best alternative in each food category (LCA)



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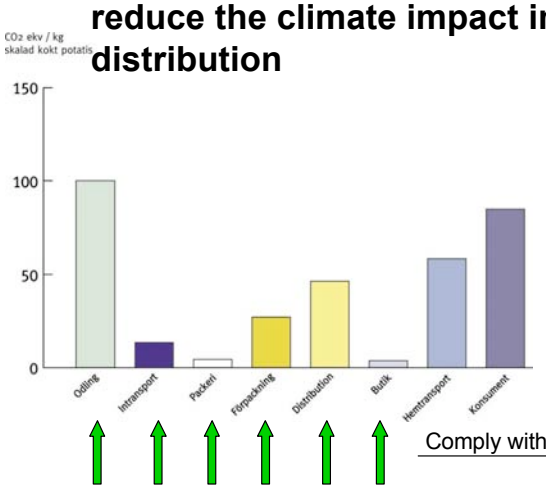

Comply with criteria → Climate-label

Example of criteria:
Green mineral fertiliser
Bioenergy in green houses and stables
Regional protein feed
Green electricity

KRAV EKONOMISK FÖRENING

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Key issues in the draft standard

- Fertilizer production
- Manure management
- Feed concentrates
- Fossil fuel in greenhouses
- Renewable energy
- Organogenic soils
- Transports?
- Sustainable fisheries
- Non-scraping fishery methods

Putting it on the market

- Summer 2008: Fruit and vegetables, potatoes, cereals, and seafood
- 2008/2009: Meats and milk
- 2009: Trade and evaluation.

Dialogue Forum
Low Carbon Society

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Stéphan Le Pochat, ADEME

"Environmental labelling of products State of the art in France"


ADEME
Agence de l'Environnement et de la Maîtrise de l'Energie
Environmental labelling of products
State of the art in France
13th May 2008 - Brussels
Stéphane LE POCHAT – ADEME
stephane.lepochat@ademe.fr
Dialogue Forum Low Carbon Society, Brussels
1


ADEME
Agence de l'Environnement et de la Maîtrise de l'Energie
Context
1-
« Grenelle de l'environnement » : french governmental process for environmental protection
➔ one specific WG on consumption and environmental labelling of products
2-
Individual initiatives from companies (producers and retailers)
Groupe Casino
EMC DISTRIBUTION
E.LECLERC
agri-food industry, EEE,
textile, sport equipment, etc.
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2


ADEME
Agence de l'Environnement et de la Maîtrise de l'Energie
Operational Committee 23
« consumption »
Objectives (block 2, environnemental labelling)
1- before 2011, labelling of products with carbon footprint and/or environnemental « price »
2- development of the ecolabels
3- Support to voluntary processes for environmental informations, before it becomes mandatory
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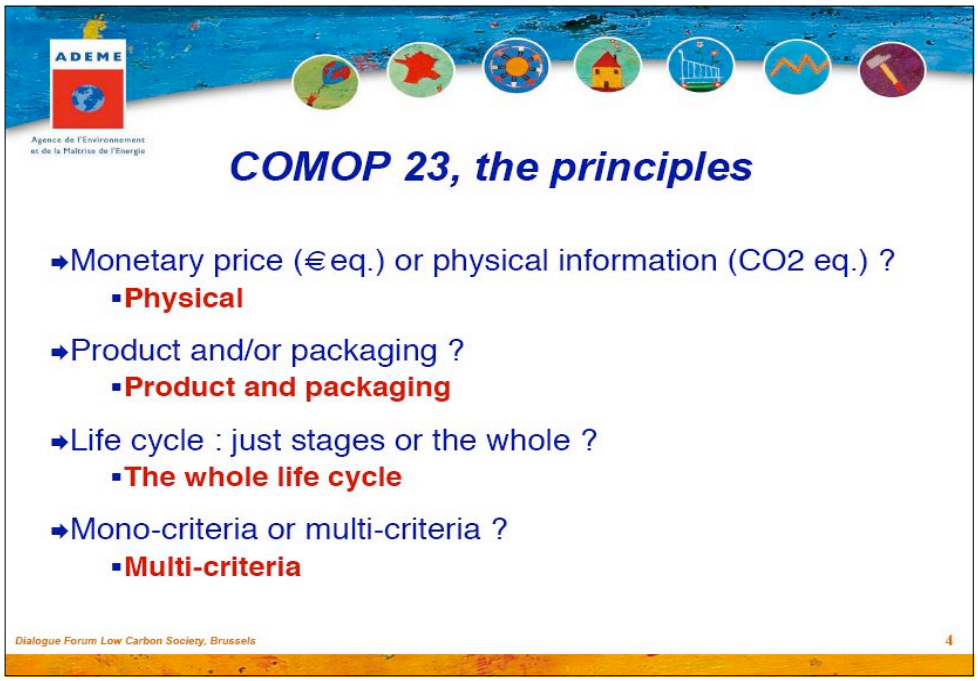
3


ADEME
Agence de l'Environnement et de la Maîtrise de l'Energie
COMOP 23, the principles
➡Monetary price (€eq.) or physical information (CO2 eq.) ?
▪Physical
➡Product and/or packaging ?
▪Product and packaging
➡Life cycle : just stages or the whole ?
▪The whole life cycle
➡Mono-criteria or multi-criteria ?
▪Multi-criteria
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4


ADEME
Agence de l'Environnement et de la Maîtrise de l'Energie
First report before a draft law
Three main results
Voluntary agreement between MEEDDAT (ministry of environment) and FCD (trade and retail federation)
AFNOR working group, drived by ADEME, with all stakeholders
Objective : a charter : rules and guideline for environmental product information
Technical and financial support for the development of LCA of products and environmental databases
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5


ADEME
Agence de l'Environnement et de la Maîtrise de l'Energie
First report before a draft law
An article from the draft law
« Before January 1, 2011, environmental labelling of products will be mandatory »
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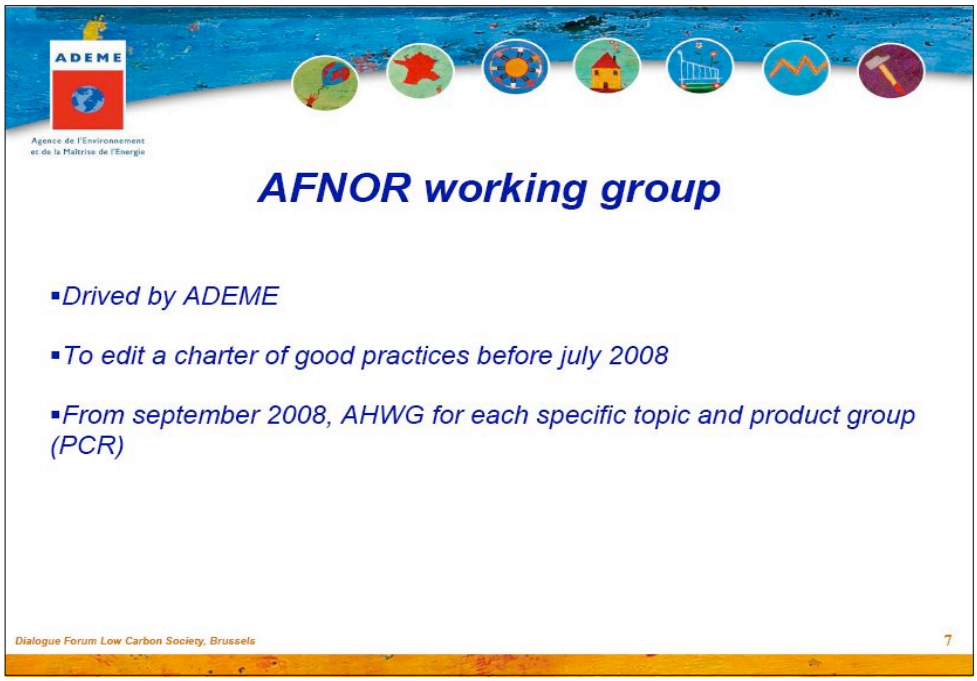
ADEME
Agence de l'Environnement et de la Maîtrise de l'Energie
AFNOR working group
▪Drived by ADEME
▪To edit a charter of good practices before july 2008
▪From september 2008, AHWG for each specific topic and product group (PCR)
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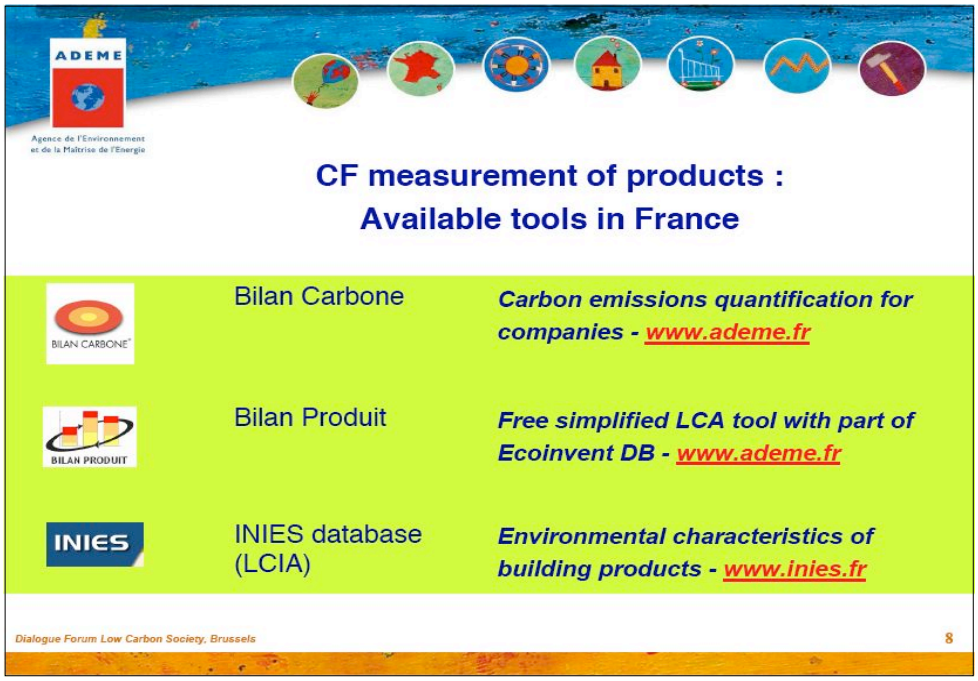
7


ADEME
Agence de l'Environnement et de la Maîtrise de l'Energie
CF measurement of products :
Available tools in France
BILAN CARBONE
Bilan Carbone
Carbon emissions quantification for companies - www.ademe.fr
BILAN PRODUIT
Bilan Produit
Free simplified LCA tool with part of Ecoinvent DB - www.ademe.fr
INIES
INIES database (LCIA)
Environmental characteristics of building products - www.inies.fr
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8

Dialogue Forum Low Carbon Society #3

Organiser

ECF European Climate Forum | **European Climate Forum, Berlin**

ECF is a platform for joint studies and science-based stakeholder dialogues on climatic change. ECF brings together representatives of different parties concerned with the climate problem.

The core activity of the Forum is to define and carry out joint studies; these provide arguments for long-term climate mitigation and adaptation policies leading ultimately towards a sustainable development path.

The Centre | **The Centre, Brussels**

The Centre is Brussels' first think-do tank, operating at the interface of European public policy and communications.

The Centre's innovative blend of activities reflects the growing role of Brussels not just as a hub for global public policy but also of international communications. With its purpose of pioneering new forms of dialogue and promoting better communication among business, civil society and public policy leaders in Europe, The Centre operates two complementary spheres of activity:

a forum for developing, exchanging, and driving forward ideas on European and global policy issues an intelligent communications consultancy.

Each of its areas of activity are defined by the combination of thought and action that is necessary in order to develop innovative thinking that is then brought to life by intelligent communications. Across its activities, The Centre acts as a catalyst for influential dialogues within and among organisations that operate in the European marketplace.

Thema1 | **THEMA1, Berlin**

Berlin based consultancy THEMA1 is catalyzing innovative business cases to accelerate the transition to a Low Carbon Society.
Last year THEMA1 initiated the first two “Dialogue Forums Low Carbon Society” on Product Carbon Footprinting in Germany bringing together different stakeholders and seeding the development of the PCF Pilot Project Germany.With the third “Dialogue Forum Low Carbon Society” THEMA1 expands this platform to different initiatives from all over the world to share experiences and build synergies.

Dialogue Forum
Low Carbon Society

Dialogue Forum Low Carbon Society #3

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