



Product Carbon Footprinting and CO₂-Labelling in Europe

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

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 CO₂-Labelling of products and services

First initiatives in the area are shaping to address the 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.

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1015h Registration, coffee

1030h Introduction

- Key note: “PCF as key performance indicator for the Low Carbon Society”
(Joachim Ganse, Deloitte)
- Key Note: “The Dilemma of the sustainable consumer”
(Mattia Pellegrini, European Commission, DG Health and Consumer Protection)
- Key Note: “The need for international harmonisation of PCF and carbon labelling”
(Stephan Singer, WWF)

1115h Product Carbon Footprinting in Europe

- “The German PCF pilot project for products and services”
(Rasmus Priess, THEMA1, Berlin)
- “PAS 2050 goes European - status quo and future outlook”
(Euan Murray, Carbon Trust, UK)
- Chaired panel discussion (Jacob Bilabel, THEMA1)
 - ADEME, France
 - Carbon Trust, UK
 - Climatop, Switzerland
 - Öko-Institut, Germany
 - University of Manchester Sustainable Consumption Institute, UK
 - WWF

1300h Lunch

1400h European CO₂-Labelling Schemes

- “The challenge of foot printing 20.000 products” (Adam Jackson, Tesco, UK)
- “Migros case study: labelling top runner products” (Migros, Switzerland)
- “How to choose climate friendlier food - presentation of a Swedish climate label”
(N.N., KRAV Swedish Seal)
- Chaired panel discussion (Jacob Bilabel, THEMA1):
 - KRAV, Sweden
 - Migros, Switzerland
 - Tesco, UK
 - WWF

1530h Closing statements

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

1600h Cocktail reception

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Date

13th May 2008

Location

The Centre, 22 Avenue Marnix, B-1000 Brussels

Organiser

European Climate Forum, Berlin
The Centre, Brussels
THEMA1, Berlin

Information

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Registration

To register, please send an email with "Carbon Labelling" in the subject field and stating clearly your name and organisation to: meet@thecentre.eu

Please note that this invitation is personal. Should you wish for another person from your organisation to attend, please send us their name and contact details.

