

# CARBON FOOTPRINTS AND CONSUMERS

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Third Workshop of the  
Japan-UK Low Carbon Society (LCS)  
Joint Research Project

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# We've reduced the carbon footprint of Botanics shampoo by 20<sup>0</sup>%

You can help too. Using cooler water to wash your hair cuts CO<sub>2</sub> emissions, reduces your energy bills and is actually better for your hair.

working with  
the Carbon Trust



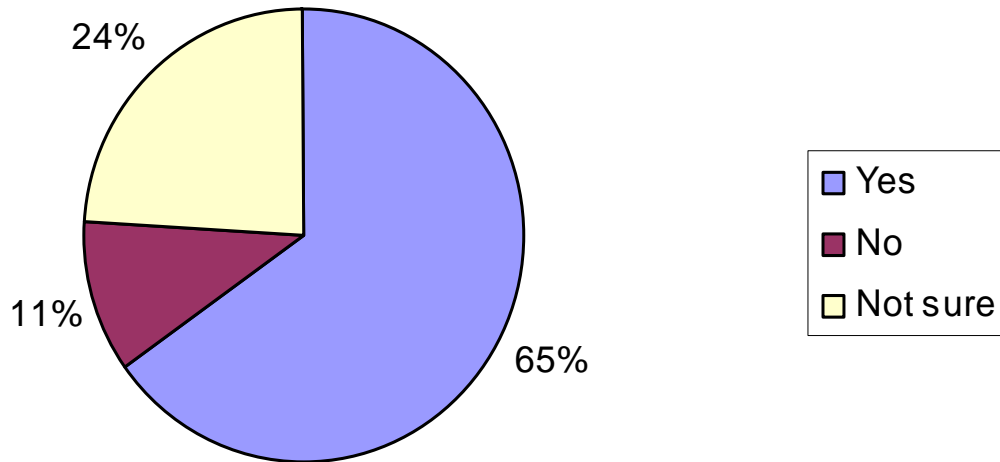
Trust



- The Carbon Footprint of Botanics Shampoo has been measured and options for reduction implemented.
- Boots pioneered the Carbon Trust Carbon Footprint label trial (with Walkers & Innocent)
- In store Point of sale material introduced in July 2007
- Advantage Card users have completed questionnaire on carbon labelling
- Boots are working with the Carbon Trust to refine the methodology and labelling scheme

# Will carbon labels drive sales?

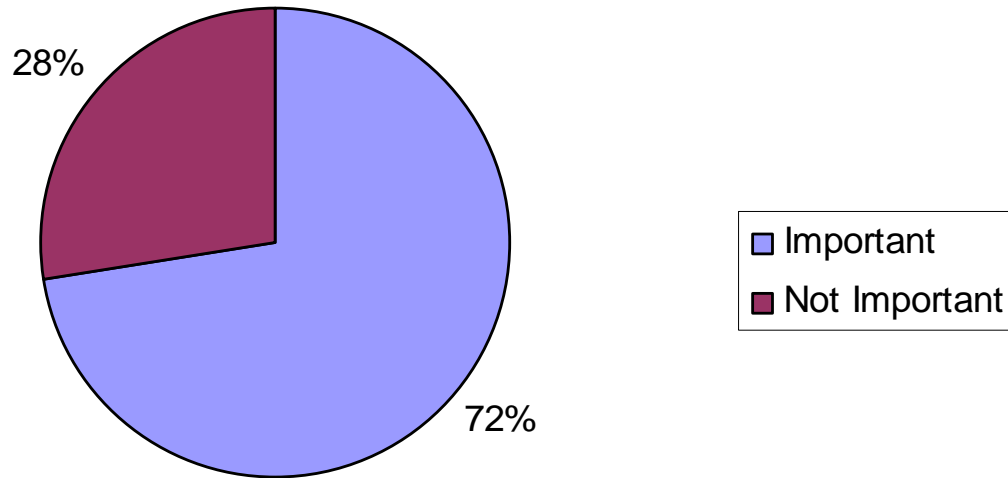
**Would a label indicating suppliers working to reduce carbon, make you more likely to buy a product?**



**Comment: 65% of respondents positive that carbon labels are a positive driver for sales and reinforce brand trust**

# Is a measure of carbon necessary?

**How important is it to show actual no. of grams of carbon per product on a carbon footprint label?**



**Comment:** The indication of carbon content in a product is seen as important, possibly as verification that actual measurement has taken place.

# CARBON FOOTPRINT COMPONENTS

- Methodology: A Publicly Available Specification PAS 2050
  - “Specification for the assessment of the life cycle greenhouse gas emissions of goods and services”
  - sponsored by the Carbon Trust/DEFRA
  - “owned” by the British Standards Institution (BSI)
  - steered by a Technical Advisory Group
- Product-related emissions reduction (PERS): Framework
  - “owned” by the Carbon Trust
- Communications: Guidance
  - “owned” by the Carbon Trust
- not necessarily a label
- ***WORK IN PROGRESS!!!!***

# WHO'S IT FOR? SUPPLIERS

- allows internal assessment of the existing life cycle of goods and services;
- facilitates the evaluation of alternative product configurations, sourcing and manufacturing methods, raw material choices and supplier selection on the basis of the life cycle GHG emissions associated with goods and services;
- provides a benchmark for ongoing programmes aimed at reducing GHG emissions
- allows for a comparison of goods or services using a common, recognized and standardized approach to life cycle emissions assessment.

# WHO'S IT FOR? CONSUMERS

- provides a common basis from which the results of life cycle GHG emissions assessments can be reported and communicated
- provides an opportunity for greater customer understanding of life cycle GHG emissions when making purchasing decisions and using goods and services.