



International
Trade
Centre

Product Carbon Footprinting in Agricultural Products

The development and current status of CFP
labels

A presentation to:

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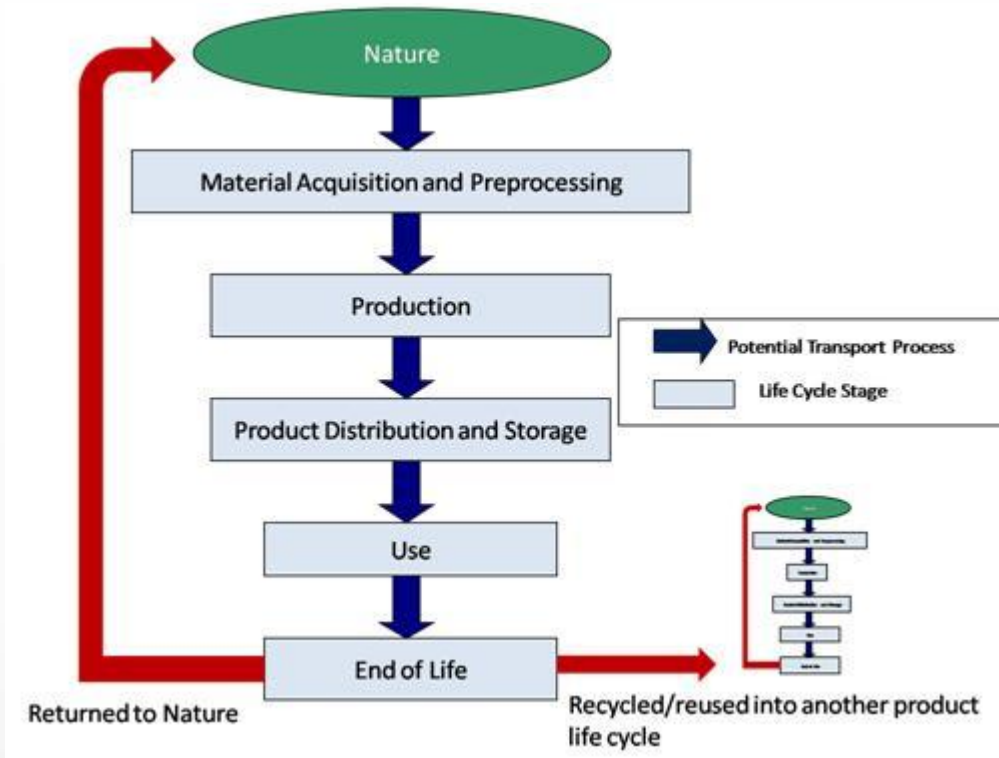
Date: 8th December 2011

What is a carbon label?

Instruments to analyse and present information on greenhouse gas emissions (GHGs) of products



What is it based on?



Why are they now in the market?

Consumers and retailers

“Clear information about the carbon cost of the products we buy will enable customers to make effective green choices.

Customers want us to develop ways to take complicated carbon calculations and present them simply”.

Sir Terry Leahy, CEO Tesco



Farm lobbies and NGOs



Standards bodies

“ In a time of globalization, it becomes more clear how important it is with a strong national or regional profile. We notice that the consumers are becoming more interested in locally-produced products, sometimes even more interested than in the organic products”

Jacqueline Forster Zigerley, Biosuisse



« a carbon label will put the power in the hands of consumers to choose how they want to be green...it will empower us all the make informed choices and in turn drive a market for low carbon products », Tom Delay, Carbon Trust, UK



Governments



What types of labels are there?

International consensus schemes

Public schemes

Private schemes

International schemes



World Business Council for
Sustainable Development



WORLD
RESOURCES
INSTITUTE



Public schemes

working with
the Carbon Trust



100g
CO₂

per serving

We have committed to
reduce this carbon footprint



Effet de serre



Eau



Private initiatives



PCRs and supplementary requirements

How are the labels communicated?

3 ways

Absolute figure claim

First product footprint label – Carbon Trust UK PAS 2050



« Lower emissions » (relative) claim

Compare emissions across a line of products (e.g. Migros Climatop)

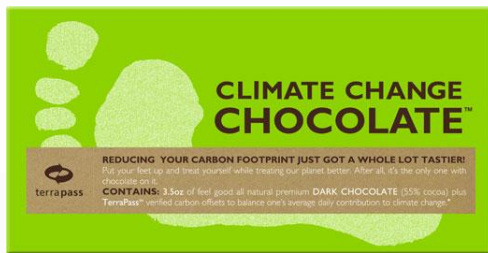


Compare emissions between organic and non organic (e.g. Aldi Austria)



Related carbon labels

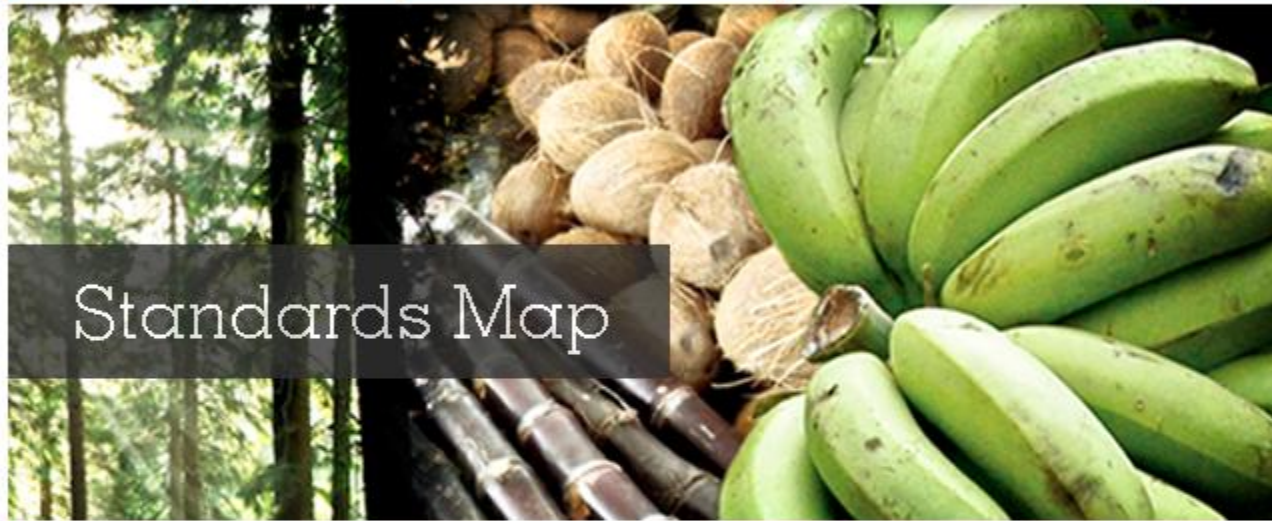
Carbon neutrality



Sustainability labels and brands



STANDARDS MAP

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Standards Map is an online tool that enables analyses and comparisons of private/voluntary standards. **The Standards Map analysis tool can be accessed by all registered users. Registration is free of charge for all users from developing countries.**

Standards Map aims to increase opportunities for sustainable production and trade. Understanding and adhering to private standards is increasingly important in the current competitive market place, and this tool will help you better understand how to optimize these developmental benefits.

BREAKING NEWS: Nine additional standard systems have been added to Standards Map and are now able to be queried on the website. In addition, Standards Map is now available in French and Spanish.

THANK YOU