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Editorial

In the current economic climate, news on climate change has left the front pages of the newspapers as headline material. This can easily lead to the false illusion that all is well – or that less is happening. This, of course, is not the case. Projections on future climate change have become even more drastic, due to better understanding of positive feedbacks in the global climate system and of so-called tipping points that mark abrupt, possibly irreversible, changes.

At the same time, the magnitude of efforts around the world aimed at reducing greenhouse gas emissions is further increasing. The newsletter you are now reading compiles reports on recent and upcoming developments in product carbon footprinting and carbon labelling and particularly highlights efforts in the public and private sectors that address GHG emissions in the value chain of goods and services. While as little as two years ago a clear understanding of ongoing initiatives was a lot easier, today's landscape has become incredibly dynamic and diverse. Although these developments pose some challenges, they also provide great learning opportunities – when effective approaches are aligned, copied and implemented.

The PCF World Forum is a premier point of exchange on current and future developments in product carbon footprinting, carbon labelling and communication to promote low carbon production and consumption. This bulletin is compiled and sent out to several thousand people and organisations around the world that have shown an interest, or are actively involved in efforts to understand and reduce GHG emissions in the value chain. We hope it contributes to stimulating the dialogue and learning required to develop the best solutions for the climate – and for the organizations and companies implementing them. If you are interested in receiving future issues of the update, please see the registration and subscription form at the end of the document.

Both for future issues and for discussions at the PCF World Forum, I would like to encourage you to actively share information on important developments in product carbon footprinting, its standardisation and communication. Many of the developments and initiatives will be presented at the next PCF World Summit, which takes place September 23-24 in Berlin, again providing an excellent venue and starting point for further dialogue and joint activities.

Happy reading and rewarding discussions

Rasmus Priess / THEMA1

United States

1 Product Carbon Disclosure Program included in American Clean Energy and Security Act

1 **Subtitle G—Product Carbon**
 2 **Labeling Program**
 3 SEC. 271. PRODUCT CARBON DISCLOSURE PROGRAM.

On May 21, 2009, the **American Clean Energy and Security Act** (also known as the Waxman-Markey Bill) passed the Energy and Commerce Committee of the House of Representatives, a major step in its consideration by Congress. The American Clean Energy and Security Act is a major cornerstone of the United States' future climate policy. An amendment was introduced during the hearing of the Committee to have the Environmental Protection Agency study and implement a **product carbon labelling or disclosure program** within 36 months of enactment of the American Clean Energy and Security Act. A similar plan is currently being considered in California.

See the text of the amendment sponsored by Rep Tammy Baldwin at http://energycommerce.house.gov/Press_111/20090520/hr2454_II_baldwin_3.pdf

France

2 France foresees implementation of carbon tax from 2011

The French Ministers for Sustainable Development and Economics have jointly released a **White Paper** as part of the "Grenelle de L'Environnement", which proposes implementation of a **carbon tax in France from 2011**. According to the White Paper, the tax could eventually be applied to the carbon content of products – provided development of appropriate standards has reached a mature stage.



The White Paper is now open for public comment and will be discussed in an expert panel on July 2-3, 2009. The Grenelle de L'Environnement is a partnership of government and industry to take long-term decisions on environmental and sustainability issues. As a result of this partnership, the French Government has also announced that it will implement environmental labelling (including declaration of carbon emissions) for mass-market products from 2011.

Download the new White Paper at <http://www.contributionclimatenergie.fr/>

United Arab Emirates

3 Only products with assessed carbon footprints allowed into Masdar city?

The future „zero-carbon“ city Masdar in the United Arab Emirates may only allow products to be sold in retail stores which have their carbon footprint assessed and eventually displayed to consumers. This was

explained by Khaled Awad, Director of the Property Development Unit at the cityscape conference in Abu Dhabi in April.

See an article on the plan at

<http://www.thenational.ae/article/20090422/NATIONAL/704219824/1347/MAGAZINE3>

United Kingdom

4 Pilot accreditation programme for PAS 2050 in the UK

With the implementation of a **pilot accreditation programme** by the **United Kingdom Accreditation Service (UKAS)**, the next step in implementing PAS 2050 has now been taken. The aim is to test accreditation and certification processes for PAS 2050 alone and in combination with the “Code of Good Practice” published by the Carbon Trust.

The pilot programme will be run in cooperation with a number of certification bodies, including:

- BRE Global Ltd
- BUREAU VERITAS Certification UK Ltd
- Carbon Label Company
- Complete Integrated Certification Services
- Lloyd’s Register Quality Assurance Ltd (LRQA)
- SGS United Kingdom Ltd



Code of Good Practice for Product Greenhouse Gas Emissions and Reduction Claims
Guidance to support the robust communication of product carbon footprints

For more information on UKAS, see www.ukas.com

Germany

5 PCF Pilot Project goes into next phase and welcomes new partners



The **PCF Pilot Project Germany** has published results and recommendations from its first year in a **report available in English**. The PCF Pilot Project is a cross-stakeholder and cross-industry partnership aimed at gaining valuable insights from and providing joint recommendations on practical implementation of product carbon footprinting. The further aim is to drive international harmonisation regard to common and specific standards. The first year of work brought together the Öko-Institut – Institute for Applied Ecology, Potsdam Institute for Climate Impact Research, WWF, THEMA1 and 10 leading internationally active companies from a range of sectors: BASF, dm-drogerie markt, DSM, FRoSTA, Henkel, REWE Group, the Tengelmann Group, Tchibo, Tetra Pak, and T-Home.

Besides in-depth experience from practical case studies in product carbon footprinting, discussions also focused on implications of communication to consumers.

A report of the results (in English) has now been published with the main findings and recommendations. It is suggested reading for all companies and stakeholders involved in product carbon footprinting and carbon labelling.

Company	Case Study
BASF	<ol style="list-style-type: none"> 1. High performance BASF Neopor® Plastic granules for building insulation. 2. BASF high performance finish „Fixapret® AP“ for non-iron bed linen.
dm-drogerie markt	Toiletpaper „sanft + sicher“.
DSM	Claristar™ wine stabiliser
FRoSTA	FRoSTA Tagliatelle Wildlachs (frozen wild salmon convenience product)
Henkel	<ol style="list-style-type: none"> 1. Schwarzkopf & Henkel Shampoo (Schauma 7 Kräuter) 2. Henkel universal laundry detergent (Persil Megaperls) 3. Products for joint sealing (Sista and Ceresit brands) 4. Industrial packaging adhesives (Liofol®)
REWE Group	Best Alliance strawberries
Tchibo	<ol style="list-style-type: none"> 1. Privat Kaffee Rarity Machare 2. Sportsbag from an Asian supplier
Unternehmensgruppe Tengelmann	Certified organic eggs from the group's „Naturkind“ brand
Tetra Pak	Tetra Pak beverage carton „Tetra Brik Aseptic® Slim“
Deutsche Telekom/ T-Home	Call & Surf Comfort (router hardware + network solution)

PCF Project Germany opens for new companies and initiatives

Following the success of the pilot phase, the PCF Project Germany is evolving into a platform for promoting low carbon consumption. In-depth experience gained in practical product carbon footprinting case studies run by participating companies from various sectors forms the empirical basis of the platform's work. Specific round-tables look into the use of communication to promote low carbon production and consumption.

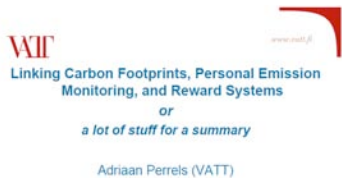


The second **introductory workshop** for interested companies will be held on **June 17 in Berlin**. The workshop will provide recommendations for measuring product carbon footprints – based on the first phase of the project. Current international developments will be explained as well as activities planned as part of the PCF Project. The Workshop provides a foundation for companies to decide on own activities in product-related climate protection and for participation in the PCF Project.

Find more information on the PCF Project and the introductory workshop at www.pcf-project.de

Finland

6 Climate Bonus project concluded in Finland



The **Consortium of Finish research institutes and companies** presented first results from its **Climate Bonus project** in Helsinki on May 8, 2009. The project looked into combining product carbon footprinting with consumer-oriented feedback and reward systems. Members of the consortium include the Finish companies TEKES, Kesko, Elisa, Nokia, Stora Enso, HK Ruokatalo and Tuulia International, as well as the

Government Institute for Economic Research, Technical Research Centre of Finland, Agrifood Research Finland, Finnish Environment Institute and National Consumer Research Centre. At the seminar Hervé Humbert from the Carbon Trust and Guido Axmann from THEMA1 also gave presentation on practical experiences in the UK and Germany.

For more informaton on the climate bonus project, see <http://extranet.vatt.fi/climatebonus>

Switzerland

7 Steering Committee Meeting of WRI/WBCSD Product and Supply Chain Initiative

The **Steering Committee** of the **WRI/WBCSD GHG Protocol Product and Supply Chain Initiative** met for the second time on March 19th and 20th, 2009 in Geneva.

The Steering Committee met to advice on important open issues that could not be resolved in the individual working groups and are of an overarching nature. The Steering Committee decided specifically,



- to develop the new standards to particularly provide requirements for public reporting,
- that comparative assertions will not be supported by the standard, since the required level of specificity cannot be imposed while catering for a multitude of applications,
- that the documents shall however provide guidance on implementing programmes aiming to provide sufficient specifications to allow for product comparisons,
- to use a process-based approach, while allowing for integration of suitable data, e.g. from I-O data tables.

The Technical Working Groups will now continue their work based on the guidance given.

The GHG Protocol Product and Supply Chain Initiative is one the most important and comprehensive global processes for developing standards for product-related GHG emissions. The initiative builds on the already successfully introduced GHG Protocol for Corporate GHG Accounting. The initiative was started in 2008, after member companies of the World Business Council for Sustainable Development expressed the need for harmonisation and standards in supply chain GHG accounting.

For more information on the GHG Product and Supply Chain Initiative and the list of Steering Committee Members see www.ghgprotocol.org

Sweden

8 Swedish climate labelling project launches website



The **Swedish initiative for climate labelling of food** has launched a **new website** dedicated to providing information on their ongoing activities. Partner organisations include KRAV, Lantmännen, LRF, Milko, Skanemejerier, Scan and Svenkst Sigill. The website features detailed information on the different food categories. Although compiled to a greater extent in Swedish, it does contain some basic information in English.

See the website at www.klimatmarkningen.se/in-english/

Germany

9 First PCF World Summit in Berlin a success

The **First PCF World Summit**, organised by the PCF World Forum from **February 26-27** in Berlin, was a great success. The PCF World Forum is a **platform of international initiatives** working on standard development, communication of product-related climate information and promotion of low-carbon consumption. More than 150 participants from over 20 countries took part in discussions on current developments and prospects in product carbon footprinting and the communication of product-related climate information.

The First PCF World Summit allowed for substantial exchange between key players in the field and a highly knowledgeable audience on current developments in product carbon footprinting and carbon labelling. Participants stressed that common standards in carbon footprinting are crucial to ensuring acceptance in the marketplace and decreasing costs in implementation. Efforts are still needed to align ongoing standardisation efforts. At the same time, practical experiences and efforts are considered crucial to developing a common language and understanding of important issues when evaluating products and communicating the results of a product's climate impact to consumers.

Speakers at the First PCF World Summit included:

Initiative / Company	Country
AIST	Japan
ADEME	France
Carbon Trust	UK
Casino	France
Co-Convener ISO/TC207/SC7/WG2	Austria
Coop	Switzerland
defra	UK
DG Environment	European Commission
European Platform on Lifecycle Assessment	Italy
Bundesumweltministerium	Germany
Henkel	Germany

Korea Eco Products Institute	South Korea
krav und Svenskt Sigill	Sweden
Nature&More / Soil&More	The Netherlands
Migros	Switzerland
New Zealand Greenhouse Gas Footprint Strategy	New Zealand
PCF Pilotprojekt	Germany
PepsiCo	UK
The Carbon Disclosure Project	UK
Tesco	UK
WBCSD/WRI	Switzerland / USA

The next **PCF World Summit** will take place in **Berlin in September 2009**, taking a close look at international standardization efforts – and will again present major international developments in product carbon footprinting and communicating climate attributes of products to customers and consumers.

Visit www.pcf-world-forum.org/summit for information on the PCF World Summit including a highlight film and interviews with speakers and participants.

United Kingdom/ United States

10 Carbon Disclosure Project releases Supply Chain Report

The **CDP Supply Chain Programme** works with major companies and their suppliers to help them understand carbon emissions in the supply chain. **Findings** from this collaboration were released March 5 in New York.

Cadbury, Colgate-Palmolive, Johnson & Johnson, Juniper Networks, P&G, Unilever and Vodafone are just some of the 34 member companies using the CDP system to request major suppliers to report on their carbon footprint and climate change strategies – with the aim of supporting a resilient and sustainable supply chain. The findings demonstrate the need for increased supplier awareness of the regulatory, physical and general risks that climate change poses to their business.

As reported by the CDP, between 40% and 60% of organisations' total greenhouse gas emissions are recognised as residing outside their direct control and are mainly found in the supply chain – through activities like processing, packaging and transportation. The report highlights that senior management's understanding of climate change risks within the supply chain and how suppliers can manage those risks is critical.

The Supply Chain Report is available from the CDP website at www.cdproject.net/reports.asp

Egypt

11 Meeting of ISO 14067 “Carbon Footprints of Products”, June 22-25, 2009

ISO members and liaison partners have reviewed and commented on the first Working Draft for the new upcoming carbon footprint standard. The collected comments will be discussed and compiled for the first Committee Draft in Cairo between June 22 and 25, 2009. The Committee Draft is scheduled to be completed by November 5, 2009, constituting the next major step in the articulation of the new international standard.

United States

12 Meeting of GHG Protocol Product and Supply Chain Initiative Technical Working Groups, June 23-25, 2009

Since September 2008, seven **Technical Working Groups** have been working in the GHG Protocol Product and Supply Chain Initiative on individual issues related to the new Product and Scope 3 Standards. Groups have been formed on “What?” and “How?” for the Scope 3 Standard and on Goals and Principles, Methodology, Boundaries and Allocation, Data and Quantification, Reporting and Verification for the Product Standard:

The next face-to-face meeting of all Technical Working Groups is scheduled for June 23-25 in Washington, D.C. with the aim of aligning the work of the individual groups and establishing a common draft document to work upon.

More information on the GHG Product and Supply Chain Initiative available at www.ghgprotocol.org

Germany

13 PCF World Forum Update Workshop “International Standardisation, Legislation and Consistency”, July 1, 2009

The PCF World Forum is holding a dedicated workshop to discuss current international developments, relevant legislation and particularly the issue of consistency and comparability in product carbon footprinting in preparation of the upcoming PCF World Summit.

The workshop is open for all interested to learn about and discuss:

- The outcome of the latest meetings on international standardization with particular emphasis on product category rules
- Planned and upcoming legislation on product carbon footprinting in the USA and France
- Future prospects for consistency and comparability in product carbon footprinting

If you are interested in participating in or contributing to the workshop please contact Rasmus Priess at priess@thema1.de or +49 (30) 779 0 779 15 directly. You can also register to receive your personal invitation at www.pcf-world-forum.org/events

Germany

14 PCF World Summit, September 22-23, 2009

The second PCF World Summit will take place in Berlin on 22-23 September 2009. As at the beginning of the year, the Summit will again be taking a close look at international standardization efforts and presenting major international developments in product carbon footprinting and communicating climate attributes of products to customers and consumers. The six months between the last Summit and the next one already have seen a wide range of interesting developments that need to be shared and discussed. Be sure to mark the date in your calendar.

Register for the next PCF World Summit soon at <http://www.pcf-world-forum.org/summit>

Contact

Any news or events on product carbon footprinting and related developments that you would like to see mentioned in the next newsletter and in the PCF World Forum? Any suggestions?

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