

Eco-friendly Products

Wish you a very happy World Environment Day. June 5 proves to be an eye-opener to the world every year. The long-pending issues on environment and ecology get political attention but alas, only some of are followed up and implemented.

After star rating, eco-marking, the in-thing is carbon footprint labelling. Let us know something more about this.

What is Carbon Footprint ?

A carbon footprint is a measure of the impact human activities have on the environment in terms of the amount of green house gases produced, measured in units of carbon dioxide.

What is Carbon Labelling ?

Carbon reduction label is one of the ways that will help people find out a product's carbon footprints and whether a business is truly committed to reducing its carbon emissions. It is a public measure. The number on the label is the amount in grams of carbon dioxide and other greenhouse gases (GHGs) used in the product's manufacture, delivery to store and disposal — the product's carbon footprint. In theory, in the future, consumers will be able to compare the embedded carbon of products.

Why Carbon-label the Product ?

Consumers of a carbon-labelled product will enjoy the privilege to make an informed choice about the carbon used in the product from conception to destruction. This will help you and me — as conscious consumers — to manage our own carbon footprints. Carbon label will also act as a clear indicator on the company's commitment to reduce the footprints. The businesses that embrace the new carbon agenda will be able to quantify and demonstrate their responsibility towards the customers.

Who will Label the Product?

The Carbon Trust -a London-based private company set up by the government in response to the threat of climate change, to accelerate the transition to a low carbon economy, is trialling a carbon-label this year with Walkers, Boots and Innocent. It is funded by the Department for Environment, Food and Rural Affairs (Defra), the Department of Trade and Industry (DTI), the Scottish Executive, the Welsh Assembly Government and Invest NI. Carbon labelling has come upon as a co-ordinated effort of Carbon Trust and Defra with the British Standards (BSI) to co-sponsor the development of a Publicly Available Specification (PAS) for the measurement of the embodied GHGs in products and services.

Carbon Trust works with UK business and the public sector to create practical business-focused solutions through its external

work in five complementary areas : insights, solutions, innovations, enterprises and investments. Together these help to explain, deliver, develop, create and finance a low carbon enterprise says www.carbon-label.co.uk.

Who will Qualify?

To qualify for a Carbon Trust Carbon Label, companies will need to undertake a rigorous carbon analysis of their product supply chain, following the Carbon Trust guidelines. The methodology was developed using accepted principles of lifecycle assessment and based on a series of pilot projects completed over the last two years. As part of the development phase, this methodology will be further refined and developed by a Technical Advisory Group (TAG) of stakeholders from academia, business, government, environment and consumer organisations, and will be open to a wider consultation process. Companies displaying this label will sign up to a 'reduce or lose' clause.

Penalty

A business displaying a label, assets a commitment on the part of the producer to a 'reduce or lose' policy. If the carbon emissions of the product goes up or if the producer fails to reduce its carbon footprints over a period of two years, the business will have the label withdrawn by the Carbon Trust.

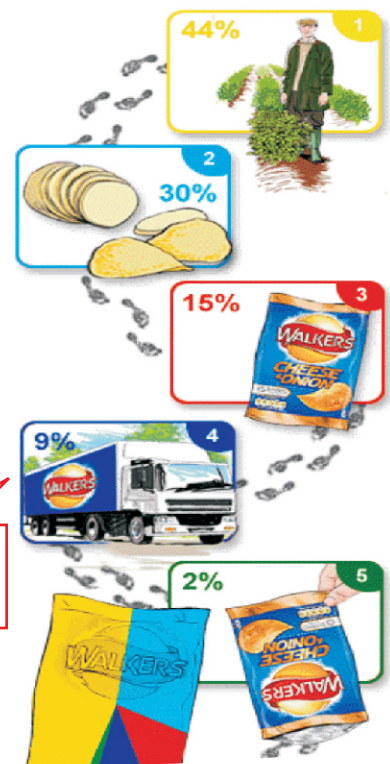


image source: www.walkerscarbonfootprint.co.uk

