

**PRODUCT CARBON FOOTPRINT (PCF) PILOTPROJEKT GERMANY
NEWSLETTER 1**

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1)
About the PCF Pilot Project Germany

In Germany, each citizen's lifestyle causes greenhouse gas emissions of between 9 and 12 tonnes of CO_{2e} every year. Approximately 40% of these emissions are caused by food and consumption (source: Umweltbundesamt 2007 [German Federal Environment Agency]). Consumers nevertheless have little or no opportunity to identify low carbon products and consumption options and to change their consumption decisions accordingly. No standards are available for providing reliable information on the carbon impact of consumer products. As a result, consumers are often unaware of their own personal climate impact.

Under the supervision of **WWF**, **Öko-Institut**, **Potsdam-Institut für Klimafolgenforschung** and **THEMA1** in Germany, ten companies are currently conducting a joint pilot project to measure the levels of CO₂ and other greenhouse gases for a range of products. These so-called Product Carbon Footprints (PCF) take the full life cycle emissions of the products into account.

Joint objective is the promotion of an **internationally accepted standard methodology for PCF assessment**. In line with recent developments in other markets, the Pilot Project will also explore possibilities of **communicating product-related greenhouse gas emissions** to customers and consumers.

Corporate partners: BASF, dm-drogerie markt, DSM, FRoSTA, Henkel, REWE Group, Tchibo, Unternehmensgruppe Tengelmann, Deutsche Telekom / T-Home and Tetra Pak.

2)
German PCF pilot project campaigns for introduction of international standards to calculate levels of greenhouse gases emitted over the full life cycle of products.

Product Carbon Footprints are becoming increasingly popular as indicators of a product's environmental impact. It is widely recognized that generally accepted prescriptions for calculating product carbon footprints are urgently needed to provide consumers and customers with consistent and reliable information.

PCF Pilotprojekt Deutschland pushes for international harmonisation

The **World Resources Institute (WRI)** and the **World Business Council for Sustainable Development (WBCSD)** have introduced a comprehensive stakeholder process for calculating product-related greenhouse gas emissions, so-called **Product Carbon Footprints**. Rasmus Prieß (THEMA1) and Christian Hochfeld (Öko-Institut) are representing the PCF Pilot Project in the Steering Committee and the Technical Working Groups respectively. The standard will be developed over a period of two years. It is based on the successfully introduced "GHG Protocol", which is used to calculate the amount of greenhouse gas emissions caused by companies.

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Following the **World Resources Institute** (WRI), the **International Organization for Standardization** (ISO) has also announced that it will develop standards for calculating levels of product-related greenhouse gases emissions by 2011. Coordination between the different approaches is crucial to ensure long-term applicability and acceptability.

3) **PCF Pilot Project welcomes publication of PAS 2050 by the British Standards Institution (BSI)**

On 29 October 2008, the **British Standards Institution** (BSI) officially launched the Publicly Available Specification 2050, previously only available in draft form. PAS 2050 marks the first attempt at establishing a unique standard for consistent measurement of greenhouse gas emissions related to the full life cycle of goods and services (Product Carbon Footprint).

The document is available from the link below:

<http://www.bsigroup.com/en/Standards-and-Publications/Industry-Sectors/Energy/PAS-2050/>

The PCF Pilot Project Germany supports sincere efforts at establishing **unique standards for measuring** Product Carbon Footprints. This is an urgently needed step, so that companies are not confronted with several different measurement standards. Consumers also need to be able to rely on the information provided by companies – results need to be valid, consistently assessed and clearly documented. Without reliable information, companies risk confusing consumers – with a debatable effect on the climate.

Other important standardisation processes started

The PAS 2050 standard makes suggestions for a range of issues related to assessing the GHG emissions associated with goods and services. However, open issues remain to be clarified: for example on flight emissions, capital goods or allocation in combined production which are not yet fully resolved. As the PAS 2050 standard was developed primarily by British experts it has also **not yet been widely recognized internationally**. However, international recognition is necessary if development of several different standards is to be avoided. With the **GHG Protocol Product and Supply Chain Initiative** and the **ISO TC 207** “Carbon Footprint of Products” two more important standardisation processes have started with a multitude of diverse stakeholders. Therefore, as long as no common and accepted standard has emerged caution should be exercised when communicating aggregated Product Carbon Footprints without comprehensive transparency of results and underlying assumptions.

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Communication of aggregated Carbon Footprints on Products still debatable

Communicating Product Carbon Footprints in a single aggregated indicator, for example in the form of grams of carbon on carbon labels, may also still be premature. First, the methodical frameworks currently being debated, such as the PAS 2050 standard, still suffer from uncertainties and room for interpretation and also possibilities of manipulation. The suggested amounts of grams cannot be considered precise indications. Direct comparison and competition of products on this basis is therefore very debatable. Second, the relevance for the consumption decision at hand, a basic requirement any such label should fulfil, will often be limited as the best alternatives may not always be straightforward.

Labelling requirements

Clear **guidelines for labelling** possible assessment results are required to ensure effective contributions to climate protection. Sensible approaches to product-related communication need to exceed existing approaches in terms of quality and validity.

Transparent documentation of assessment findings

Until uniform and recognised standards are available internationally, assessment results should be documented in a **transparent, comprehensible** and **accessible** manner. Proprietary, i.e. **isolated, approaches should be avoided** to ensure credibility of findings and long-term success. The PCF Pilot Project therefore relies on a broad base of stakeholders from various domains of society and is in close dialogue with the international standardisation processes.

The PAS 2050 is an important contribution to **international harmonisation**, yet does not answer the ultimate question of standard assessment of and information on Product Carbon Footprints.

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From telephone lines to coffee:

15 cross-industry case studies assessed in the PCF Pilot Project

To guarantee that the project is as comprehensive as possible, the cross-industry companies involved in the PCF Pilot Project are assessing a broad range of different goods and services.

In 15 case studies, the companies are assessing levels of greenhouse gas emissions, so-called Product Carbon Footprints, for the full life cycle of products.

Company	PCF Case Studies
BASF SE	<ul style="list-style-type: none"> • BASF Neopor® <i>insulating material</i> • “BASF Advanced Performance-Finish” and “BASF Fixapret® ECO” colorant and finishing products
dm-drogeriemarkt	<ul style="list-style-type: none"> • “sanft&sicher” quality toilet paper manufactured by dm
DSM N.V.	<ul style="list-style-type: none"> • Claristar TM wine stabiliser
FRoSTA AG	<ul style="list-style-type: none"> • Wild Salmon Tagliatelle convenience food
Henkel AG & Co. KGaA	<ul style="list-style-type: none"> • Schwarzkopf & Henkel shampoo • Henkel washing powder • Sealant • Packaging adhesive
REWE Group	<ul style="list-style-type: none"> • Best Alliance strawberries
Tchibo GmbH	<ul style="list-style-type: none"> • Rainforest Alliance certified and sustainably grown coffee • Sports bag manufactured by strategic supplier in Asia
Unternehmensgruppe Tengelmann	<ul style="list-style-type: none"> • „Naturkind“ organic eggs
Tetra Pak GmbH + Co KG	<ul style="list-style-type: none"> • Tetra Brik beverage carton
Deutsche Telekom AG / T-Home	<ul style="list-style-type: none"> • Call & Surf Comfort (router hardware and internet connection)

Comprehensive documentation for all case studies and images of the products will be available on the www.pcf-project.de website after the Symposium on 26 January 2009.

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5)

Save the Date:

Symposium: 26 January, 2009

First conclusions from the PCF pilot project on methodology and communication will be discussed in an open conference on 26 January 2009 in Berlin / Germany.

Please register with: Nina Hillekum, hillekum@thema1.de or at www.pcf-project.de.

6)

Launch of the PCF Pilot Project Germany Website

Visit www.pcf-project.de for more information on the PCF Pilot Project Germany, the companies involved and the project initiators – and on international initiatives for Product Carbon Footprinting. Following the Symposium on 26 January 2009, the website will provide comprehensive documentation for all case studies (also available to download).

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