

PCF Pilot Project Germany presents three new corporate partners from the wholesale, retail and chemicals sectors.

DSM, REWE Group and the Tengelmann Group join dm-drogerie markt, FRoSTA, Henkel, Tchibo, Tetra Pak, and T-Home in a Pilot Project to measure the Product Carbon Footprint (PCF) of selected products and services.

Participating firms brought together for **PCF Pilot Project Germany** by consortium of **WWF**, the **Öko-Institut**, the **Potsdam Institute for Climate Impact Research** and **THEMA1**.

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In the first project of its kind in Germany, nine businesses have come together to measure the emissions of CO₂ and other greenhouse gases related to selected products and services – the Product Carbon Footprint, or so called PCF. Overseen by WWF, the Öko-Institut (Institute for Applied Ecology), the Potsdam Institute for Climate Impact Research, and THEMA1, the Project will also work towards an international standard methodology for PCF measurement. Furthermore the Project will explore the possibility of communicating PCF to customers and end users, taking into account recent developments in other markets.

Discussions are currently underway with stakeholders and existing international initiatives about the methodology and communication requirements developed by the Project's working groups. The Project will then present its preliminary statements on methodology and communication towards the end of 2008. On the basis of these initial results, the partners and participating firms will consider the continuation and expansion of the Project to include other interested companies.

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Business Partners

dm-drogerie markt

With over 970 outlets across the country and sales of more than EUR 3bn, dm-drogerie markt is Germany's second-largest drugstore chain. The firm also has extensive operations in Austria and Eastern Europe. Since its founding in 1973, dm-drogerie markt has remained true to its focus on people – customers, partners, and staff. Reflecting this commitment, the firm has long counted among Germany's top job-creating businesses as ranked by *Wirtschaftswoche* magazine, and now employs some 17,400 people around the country.

DSM

Royal DSM N.V. creates innovative products and services in Life Sciences and Materials Sciences that contribute to the quality of life. DSM's products and services are used globally in a wide range of markets and applications, supporting a healthier, more sustainable and more enjoyable way of life. End markets include human and animal nutrition and health, personal care, pharmaceuticals, automotive, coatings and paint, electrics and electronics, life protection and housing. DSM has annual sales of almost EUR 8.8 bn and employs some 23,000 people worldwide. The company is headquartered in the Netherlands, with locations on five continents. DSM is listed on Euronext Amsterdam.

FRoSTA

FRoSTA AG is one of Europe's largest producers of frozen foods, with three factories in Germany and one in Poland. With 1,372 employees, the firm achieved sales of EUR 349m in 2007. As Germany's market leader in frozen convenience food, FRoSTA broke new ground in 2003 by removing all additives from its meals, such as colouring, flavour enhancers, stabilisers and emulsifiers. To date no other frozen food brand in Germany has matched this.

Henkel

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas – Home Care, Personal Care, and Adhesives Technologies – and ranks among the Fortune

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Global 500 companies. In fiscal 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. Our approximately 53,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

REWE Group

REWE Group is one of Europe's leading wholesale, retail and tourism groups. In Germany alone, the group includes some 3,000 REWE supermarkets and toom hypermarkets, more than 2,000 PENNY discount stores, along with toom BauMarkt DIY and ProMarkt home electronics specialist stores, REWE commercial wholesale customer service and the FEGRO/SELGROS cash & carry outlets. The group's second core business is tourism – including the tour operators ITS, Jahn Reisen, Tjaereborg, Dertour, Meier's Weltreisen and ADAC Reisen. In 2007 REWE Group achieved record turnover of EUR 45bn, with over 290,000 employees and more than 12,000 stores in Germany and 15 other countries around Europe. REWE was founded in Cologne in 1927.

Tchibo

Hamburg-based Tchibo is one of Germany's largest international consumer goods and retailing businesses – and the world's fourth-largest coffee producer. Founded in 1949 as a mail-order coffee supplier, Tchibo has since developed a unique business model: connecting the tradition of fresh, quality coffee with a new selection of consumer products every single week. The firm uses a sophisticated multichannel distribution system with branded outlets, strong online operations and an extensive presence via third-party retailers.

The Tengelmann Group

Founded in Mülheim in 1867, the Tengelmann Group is now an international retail group in its fifth generation of family ownership. The group comprises the discount food retailer Plus (3,716 outlets in six countries), the supermarket Kaiser's Tengelmann (699 outlets in Germany), the DIY store OBI (515 outlets in eleven countries), the discounter KiK (2,504 outlets in four countries) and the US supermarket A&P. Worldwide the group employs some 170,000 staff.

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Since 1968 the group's owners have continually strengthened their commitment to the environment. In the 1980s the group won acclaim for its efforts to remove CFCs and phosphates from its product lines, while today the focus is on fighting climate change.

Tetra Pak

Tetra Pak is the world's leading supplier of processing and packaging solutions for food. With 43 market subsidiaries around the world and over 20,000 employees, Tetra Pak achieved sales of EUR 8.7bn in 2007. In the same year 137.3bn Tetra Pak packages were delivered to customers across the globe, containing a total of 69.5bn litres of food and beverages.

Deutsche Telekom / T-Home

Deutsche Telekom is one of the world's leading telecommunications companies, offering its customers the entire spectrum of IT and telecommunications services from a single source. Deutsche Telekom provides network access, communication services and value-added services with ever increasing bandwidth via fixed and mobile networks. With innovative products and services, the company promotes personal and social networking between people.

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