

# Climate Conscious Carbon Label

Last updated: 11.12.2008

PCF

PILOTPROJEKT  
DEUTSCHLAND

Basics	
Name of product climate labelling/information initiative	Climate Conscious Carbon Label
Responsible body	THE CLIMATE CONSERVANCY <input type="checkbox"/> for profit <input checked="" type="checkbox"/> <b>not-for-profit</b> <input type="checkbox"/> private <input type="checkbox"/> public
Internet addresses	<a href="http://www.climateconservancy.org">http://www.climateconservancy.org</a>
Official goals	" ... inform decision makers about the GHG emissions embodied in the products and services they buy, and to foster market mechanisms that will lead to reduced emissions ... advancement of a Climate Conscious carbon label on consumer packaged goods that will score products based on their GHG intensity (the grams of CO <sub>2</sub> -equivalent emissions per dollar of product), which should provide consumers with a ready and meaningful basis of comparison among all products, including similar ones."
Relevant reference documents	Summary of Climate Conscious Methodology
Communication of product evaluation/ performance	
Products, evaluation is offered for?	<input checked="" type="checkbox"/> <b>B2C</b> <input type="checkbox"/> B2B <input checked="" type="checkbox"/> <b>all goods and services</b> <input type="checkbox"/> food <input type="checkbox"/> organic food <input type="checkbox"/> other, please specify: <b>Comment: Currently focus on United States</b>
Is a certification mark/label offered?	<input checked="" type="checkbox"/> <b>Yes</b> <input type="checkbox"/> No <b>Mark(s) used</b>
- If yes, what kind?	<input checked="" type="checkbox"/> <b>Declaration</b> <input checked="" type="checkbox"/> <b>Seal</b> <input type="checkbox"/> Commitment <input type="checkbox"/> CO <sub>2</sub> e <input checked="" type="checkbox"/> <b>Meeting criteria</b> <input type="checkbox"/> Future reduction <input checked="" type="checkbox"/> <b>Scale</b> <input type="checkbox"/> Top-Runner <input type="checkbox"/> Other: _____ <input type="checkbox"/> Offsetting <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____
- If yes, what elements does the mark show? (please mark optional elements with asterix)	<input type="checkbox"/> Certification body <input type="checkbox"/> Reference <input type="checkbox"/> Claim <input type="checkbox"/> Comparison <input type="checkbox"/> Explanation <input checked="" type="checkbox"/> <b>Rating</b> <input type="checkbox"/> Other: _____
How are results of product evaluation verified?	<input type="checkbox"/> Critical review by independent organisation <input checked="" type="checkbox"/> <b>Other: By Climate Conservancy</b>



For further information please visit <http://www.pcf-project.de>

If you have any questions or suggestions do not hesitate to contact project leader Rasmus Priess | + 49 (0) 30 7790 779 15 | [priess@thema1.de](mailto:priess@thema1.de)

# Climate Conscious Carbon Label

Last updated: 11.12.2008

PCF

PILOTPROJEKT  
DEUTSCHLAND

Methodological basis for product evaluation			
<b>Life-cycle stages covered by evaluation</b>	<input checked="" type="checkbox"/> full life-cycle <input type="checkbox"/> life-cycle w/o use-phase <input type="checkbox"/> transport	<input type="checkbox"/> cradle-to-gate <input type="checkbox"/> use phase <input type="checkbox"/> other, please specify:	<b>Unit of analysis</b>  Functional unit; for metric: producer price of product in \$
<b>Components of product excluded from assessment</b>	-	<b>Supply chain elements/emissions explicitly excluded from assessment (e.g. infrastructure or overhead)</b>	-
<b>Methodological basis</b>	<input type="checkbox"/> LCA <input type="checkbox"/> PAS 2050 <input type="checkbox"/> I-O-Analyse <input checked="" type="checkbox"/> <b>Other, where published? Climate Conscious Methodology before common international methodology is established, summary published on website, based on process-LCA</b> <input type="checkbox"/> Product category rules applied? Where published?		
<b>What criteria are taken into account in evaluation/certification?</b>	<input checked="" type="checkbox"/> LCA <input type="checkbox"/> Reduction Commitment <input type="checkbox"/> Green power <input type="checkbox"/> Offsetting <input type="checkbox"/> Other:	<b>What data sources for secondary data are prescribed?</b>	<b>What requirements on data validity are prescribed?</b>
		assumption based on 1. peer-reviewed scientific research, 2. a publicly available reference, 3. records or research of entities within the production system.	Data quality evaluated with numerical indicator
Status			
<b>What companies have certified at least one product?</b>	<b>What products have been certified?</b>	<b>How have results of evaluation been communicated to customers?</b>	
Not yet published	Not yet published	<input type="checkbox"/> on product/pack <input type="checkbox"/> at point-of-Sale <input type="checkbox"/> supplements  <input type="checkbox"/> data sheet/questionnaire <input type="checkbox"/> intranet <input type="checkbox"/> other:	<input type="checkbox"/> on website <input type="checkbox"/> in brochure <input type="checkbox"/> sustainability report  <input type="checkbox"/> through database <input type="checkbox"/> extranet
Comments			
Currently trialing assessment methodology underway, e.g. by New Belgium Brewing Company. Labels were announced for early 2008.			

For further information please visit <http://www.pcf-project.de>

If you have any questions or suggestions do not hesitate to contact project leader Rasmus Priess | + 49 (0) 30 7790 779 15 | [priess@thema1.de](mailto:priess@thema1.de)