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PLANET ARK AND CARBON TRUST PIONEER CARBON REDUCTION LABEL IN AUSTRALIA

Planet Ark and the **Carbon Trust** are pleased to announce the launch of the **Carbon Reduction Label** in Australia and invites businesses to join the scheme.

Planet Ark and the **Carbon Trust**, the UK based organisation responsible for the scheme's formation, have signed a memorandum of understanding to establish the initiative in Australia.

The Carbon Trust's Carbon Reduction Label has successfully operated since March 2007 on more than 2,500 individual product lines. They have worked with many internationally recognised brands including PepsiCo (Tropicana, Walkers and Quaker), Tesco, Coca Cola, Danone, and Kimberly Clark.

The Carbon Reduction Label allows businesses, who independently verify the carbon footprints of their products, to communicate their carbon reduction commitment to their customers through an easy to understand label that appears on a product's packaging and other marketing material.

The scheme aims to help businesses reduce their costs and enhance their reputation through communicating their product carbon footprints. Measuring carbon emissions at every step of the product lifecycle shows businesses where valuable carbon savings can be made, as well as responding to consumer demand for corporate action on climate change.

Paul Klymenko, Research Director of Planet Ark, said

"The Carbon Reduction Label scheme represents a strategic opportunity for Australian businesses to measure and reduce their product's carbon footprint and their energy cost. This is an exciting and groundbreaking partnership with the Carbon Trust. They have showcased the significant strategic value of communicating corporate commitments and cuts in product carbon footprints to European and American consumers. Our aim is to achieve the same success here with Australian companies and consumers,"

Euan Murray, Carbon Footprinting General Manager, Carbon Trust UK, said,

"Our global programme has labelled over 2,500 individual products and has identified thousands of tonnes of Greenhouse Gas savings and millions of dollars worth of cost savings. The businesses we have worked with in the UK and the US have found carbon footprinting to be an invaluable and surprising tool, that supports cost savings and enhances their green credentials.

Australian businesses and consumers have an important role to play in addressing climate change and we're pleased to be working with Planet Ark. Their environmental credentials and ability to get things done are exactly what the Carbon Reduction Label needs in Australia."

Products carrying the Carbon Reduction Label will start to appear on shelves from 2010. Businesses interested in more information about the scheme should call Planet Ark on 02 8484 7200 or visit www.carbonreductionlabel.com.au

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Media Enquires: Call Karen Balstrup on 0419 020158 or email karen.balstrup@planetark.org
UK Product images available

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Who is Planet Ark?

We are an Australian not-for-profit formed in 1992 to work with business, government and individuals to bring about positive environmental change.

- We do this through a range of environmental education and behaviour change campaigns such as National Tree day, Cartridges 4 Planet Ark, Recycling Near You and our World Environment News Service.
- We are a unique environmental brand with over 87% brand recognition, known for our integrity and positive can-do solutions and for being non-political and non-confrontational.
- **What independent research has said about Planet Ark**

"They have always been at the forefront of getting the message across to the ordinary person"

"They raise awareness of environmental issues in a non-confrontational non-sensationalist manner"

As Howard Parry-Husbands of green market researcher Pollinate, who conducted the research said, *" Companies trust Planet Ark, consumers trust Planet Ark. No other brand in Australia, can deliver this in the environmental space. "*

In an independent survey by Mobium, asking people to name organisations they thought acted in a sustainable and ethical manner, Planet Ark has been named in the top 5 for two years in a row.

Who is the Carbon Trust?

- The Carbon Trust is a publicly funded independent company set up by the UK Government in 2001 to help businesses transition to the low-carbon economy. The Carbon Trust is the leading international organisation helping companies measure, reduce and communicate the carbon footprints of their products and services.
- Two years ago the Carbon Trust laid the foundations for a product footprinting methodology. Published in October 2008, the PAS 2050 is the first international standard for companies to measure the carbon footprint of their products and services. The carbon footprint of a product or service is the total carbon dioxide (CO₂) and other greenhouse gases emitted during its life, from production to final disposal.
- The Carbon Trust designed the Carbon Reduction Label to help companies communicate the impact of their product carbon footprinting work to consumers. Companies that display the Carbon Trust's Carbon Reduction Label (on pack, online or elsewhere) are making a commitment to reduce the carbon footprint of their product or service. The Carbon Reduction Label is the leading way to communicate a product carbon footprint anywhere in the world.
- The development of PAS 2050 was been overseen by an independent Steering Group, made up of NGOs, academics, business and government representatives, supported by a number of Working Groups to discuss technical issues. The Carbon Trust is now working with the World Resources Institute and ISO to support the global harmonisation of product carbon footprinting standards.

- The focus of the memorandum of understanding between Carbon Trust UK and Planet Ark is on expanding the successful product carbon footprinting and labelling scheme already operated by the Carbon Trust in the UK and the US, with the support of some major international brand names.
- This initiative is distinct from, but complimentary to, the recent announcement of plans for the Australia Government to establish the Australian Carbon Trust. The Australian Carbon Trust will be developed in collaboration with the Carbon Trust in the United Kingdom which is a leader in working with business to cut carbon and develop commercial low carbon technologies.