

Planet Ark gives thumbs up to new Carbon Trust carbon footprinting and labelling options for Australian companies

Environmental education organisation Planet Ark has welcomed a UK Carbon Trust announcement that it is the first organisation to offer certification to the Greenhouse Gas Protocol Product Lifecycle Standard for product carbon footprints.

This provides the option for companies to use this new international standard from the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD). Products can display the internationally recognised Carbon Reduction Label when the carbon footprint is certified in conjunction with Footprint Expert and established communication guidelines.

The new GHG Protocol Product Lifecycle Standard was developed by WRI and WBCSD, along with the Corporate Value Chain standard, to improve the ability of companies to measure and report on their greenhouse gas emissions.

Planet Ark manages the Carbon Reduction Label program in Australia in conjunction with the Carbon Trust.

Paul Klymenko, CEO of Planet Ark, welcomed the announcement as a step forward for Australian companies to be able to report on their carbon footprinting and labelling.

“This new standard provides more options for Australia companies looking to measure the carbon footprint of their products and communicate this through the Carbon Reduction Label,” he said.

The Carbon Trust will continue to certify products to the existing carbon footprint standard, PAS 2050, against which many UK brands, such as Walkers Crisps, Kingsmill Bread and Silver Spoon Sugar have successfully achieved year-on-year carbon emissions reductions. Carbon Trust Certification has experience verifying the carbon footprint of around 5,000 products since 2008.

“Internationally-recognised standards, against which organisations can measure and reduce product carbon footprints, are vital to addressing climate change,” said Harry Morrison, Director, Carbon Trust Certification.

“We welcome the new standard and encourage organisations certifying to it to use the Carbon Reduction Label in order to robustly communicate their product carbon footprints and reduction performance.”



The news follows research from the Carbon Trust published last week that 42% of multinational companies not currently addressing supply chain emissions plan to do so within the next 12 months.

Information about the Carbon Reduction Label in Australia is available at www.carbonreductionlabel.com.au

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Notes to editors

About Planet Ark:

Planet Ark Environmental Foundation is an Australian not-for-profit Environmental organisation, founded in 1992. It aims to work with people and businesses to teach them simple ways in which they can reduce their impact on the planet, at home, at work and in the community.

About the Carbon Trust:

The Carbon Trust is a not-for-profit company with the mission to accelerate the move to a low carbon economy, providing specialist support to business and the public sector to help cut carbon emissions, save energy and commercialise low carbon technologies. By stimulating low carbon action they contribute to key UK goals of lower carbon emissions, the development of low carbon businesses, increased energy security and associated jobs.

To arrange an interview or for further information, please contact:

Sara McGregor
Planet Ark
Ph: 02 8484 7205 or 0424 591 241
sara@planetark.org