

Carbon Labels Inform Consumers on Environmental Costs

After English and French government, the European Parliament addresses the issue of carbon labels to raise public awareness of products' environmental impact.

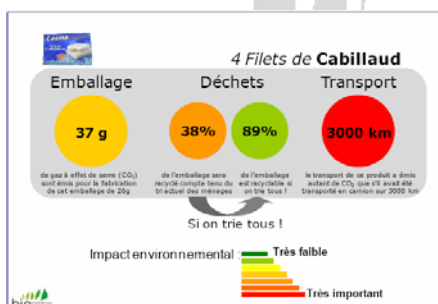
Public information about the environmental impact of products and services is among the prerequisites to favour greener solutions, thus enlarging the market for environmentally friendly technologies.

EU Parliament calls for environmental labelling

On 29 November 2007, the EU Parliament adopted an own-initiative report about the role of trade policy on climate change. In this report, it stresses the need "to raise public awareness of consumer products' total environmental costs" and "calls on the Commission and the Council to propose measures for the provision of information on the energy consumed, and greenhouse gases emitted, during the manufacture and transport of products placed on sale within the EU".

UK pioneers carbon label

In May 2007, the UK government launched a carbon calculator initiative aiming at introducing carbon labelling for all products. The government-funded Carbon Trust company and Defra will be working with UK's National Standards Body BSI British Standards to co-sponsor the development of a Publicly Available Specification for the measurement of the embodied greenhouse gases in products and services. The Carbon Trust pilot methodology will serve as a starting point. Several leading companies already committed to use the fore coming carbon footprinting standard. As announced on October 2007, Tesco plans to measure the carbon footprint of 30 own-brand products, in cooperation with the Carbon Trust. All Tesco products should follow suit in the coming years.



France enters the race of environmental labelling

In France, the issue of carbon labelling was debated during the "Grenelle de l'environnement" think tank about environmental issues (July - October 2007). In cooperation with French ADEME, the retailer Casino is developing an environmental label that displays information about products' environmental impact due to packaging, waste and transport. Casino intends to analyse all own-brand products.

Casino draft environmental label

More information:

- Read Parliament press release [here](#).
- More about the development of PAS by British BSI [here](#).
- About carbon trust www.carbontrust.co.uk
- UK pilot labelling scheme <http://www.carbon-label.co.uk/>
- French Casino initiative (French only) [here](#).
- French Le Grenelle de l'environnement (French only) [here](#).