

Product Carbon Footprinting - Loop Becomes the Only Canadian Consultancy Certified by the Carbon Trust

Industry leaders around the world are increasingly using carbon lifecycle analysis as a way to reduce the environmental impact of products and services, achieve operational efficiencies and build stronger, greener brands. Knowing a product's carbon lifecycle footprint is of growing importance to eco-conscious consumers who are voting with their dollars. It also allows a company to identify potential savings in the sourcing, manufacturing, packaging and distribution process.

Companies eager to understand the opportunities embedded in the carbon lifecycle of their products and services will be interested to know that Loop Initiatives is the only Canadian consultancy certified by the UK's Carbon Trust, the world's leading authority on calculating a product's carbon footprint.

Loop is licensed to use the Carbon Trust's Footprint Expert™ toolkit, a software program that enables consultants to analyze and calculate a product's carbon footprint according to the "*Publically Available Specification 2050*" (PAS 2050), the globally recognized carbon footprint standard developed by the Carbon Trust.

Leading international companies and brands such as PepsiCo, Coca Cola, Tesco, Cadbury, Sainsbury, HSBC, Evian, Tropicana and Huggies, as well as Canada's Naya Water, are using the Carbon Trust approach in managing their products' carbon footprints.

When PepsiCo completed the footprint for Walkers Crisps potato chips, they were able to save money and 18,000 tonnes of CO₂ per annum by changing the way the potatoes were purchased. Through the carbon lifecycle analysis, PepsiCo discovered that water was being added to the potatoes to make them heavier, a step that not only increased the cost of the vegetables, their transport and their processing, but also prolonged the cooking process.

Using Loop and the Carbon Trust's Footprint Expert™ to calculate a product's carbon footprint offers clients four key advantages:

- It speeds up the carbon analysis and certification process because the product data is properly and systematically identified and reported according to the toolkit's step-by-step process.
- It reduces the margin for error because all steps are linked; data changes entered at any stage of the process will be carried through the entire analysis.
- It provides access to the Carbon Trust's comprehensive and regularly updated database of emission factors.
- It provides a credible result that can be benchmarked against the large universe of other products using the PAS 2050 standard.

To find out how Loop Initiatives can help you calculate your product's carbon footprint using the Footprint Expert™, please contact Francisca Quinn at (416) 644 0625 or fquinn@loopinitiatives.com.

For more information on the Carbon Trust, please visit www.carbontrust.co.uk.