

# INPUT PRESENTATION CARBON FOOTPRINT

Experts Workshop ,Much more than carbon footprint', 16.10.2009

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# Thema1

» Berlin based company and “think-do” tank

» Focus:

*Creating win-win partnerships for the accelerated transition to a low carbon society*

» Some projects:



# Product Carbon Footprint Project **PROJECT CONSORTIUM.**



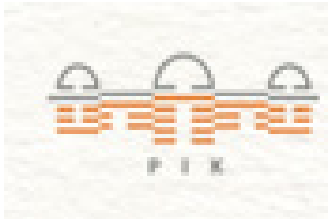
## **WWF**

- » Largest global environmental NGO that focuses its work inter alia on sustainable and low carbon business practices



## **Öko-Institut**

- » A leading European research and consultancy institution working for a sustainable future shaping the international LCA standards and methods over the last 25 years



## **Potsdam Institute for Climate Impact Research (PIK)**

- » A leading international institute in climate impact research, with increasing focus on questions of adaptation and mitigation

## **THEMA1**

- » Issue management; provides for the management of the PCF pilot project and the coordination of the project consortium

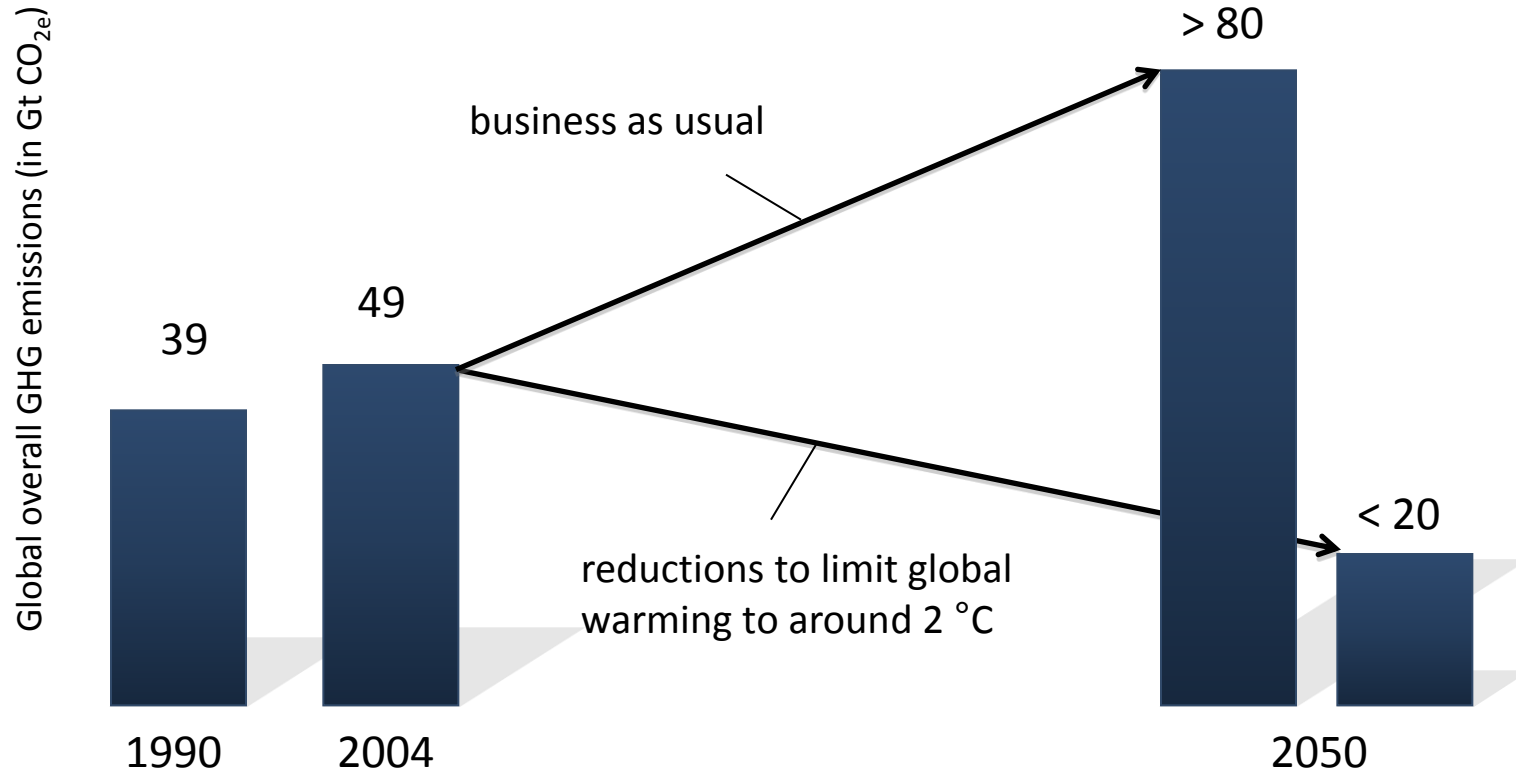


Product Carbon Footprint Project  
**BUSINESS PARTNERS.**



» Strong cross-industry and cross-stakeholders partnership to ensure meaningful conclusions

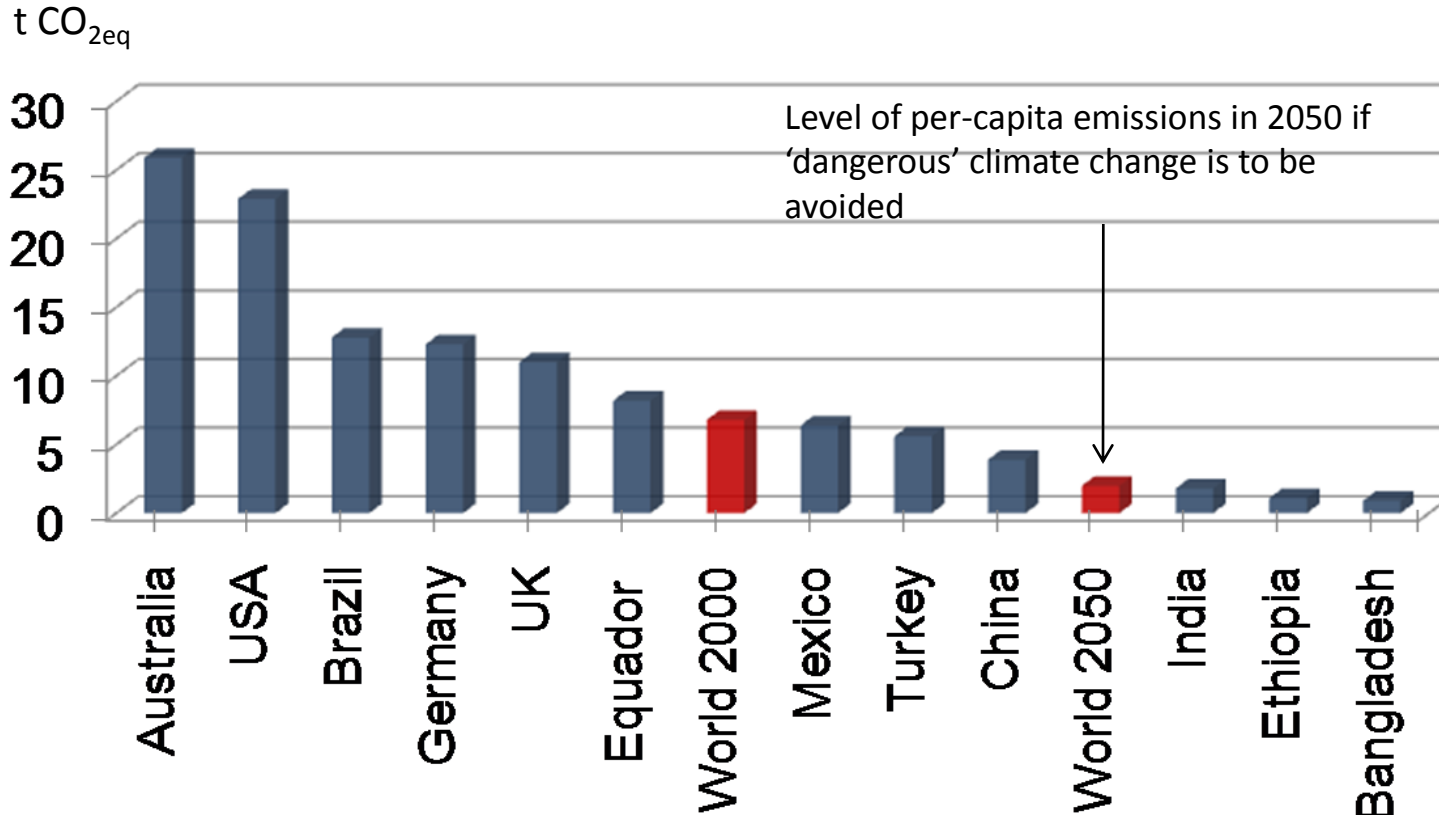
# AVOIDING 'DANGEROUS' CLIMATE CHANGE.



Source: IPCC 2007, Stern 2008

Framing the Issue

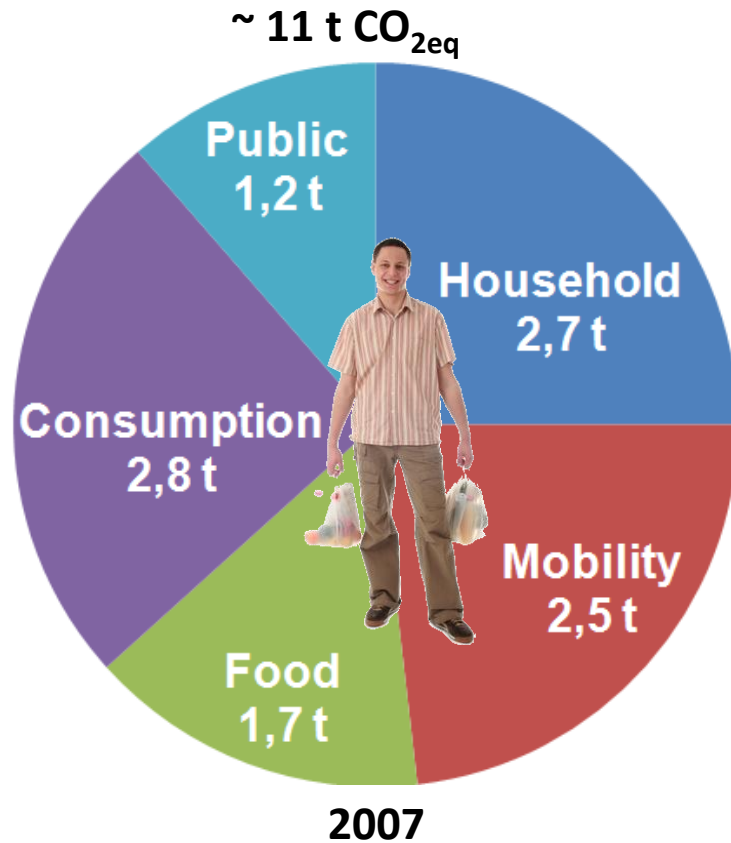
# PER-CAPITA EMISSIONS IN 2000 (SELECTED COUNTRIES) COMPARED TO 2050 REQUIREMENT.



Source: WRI

Framing the Issue

# AVERAGE PER-CAPITA GHG EMISSIONS IN GERMANY.



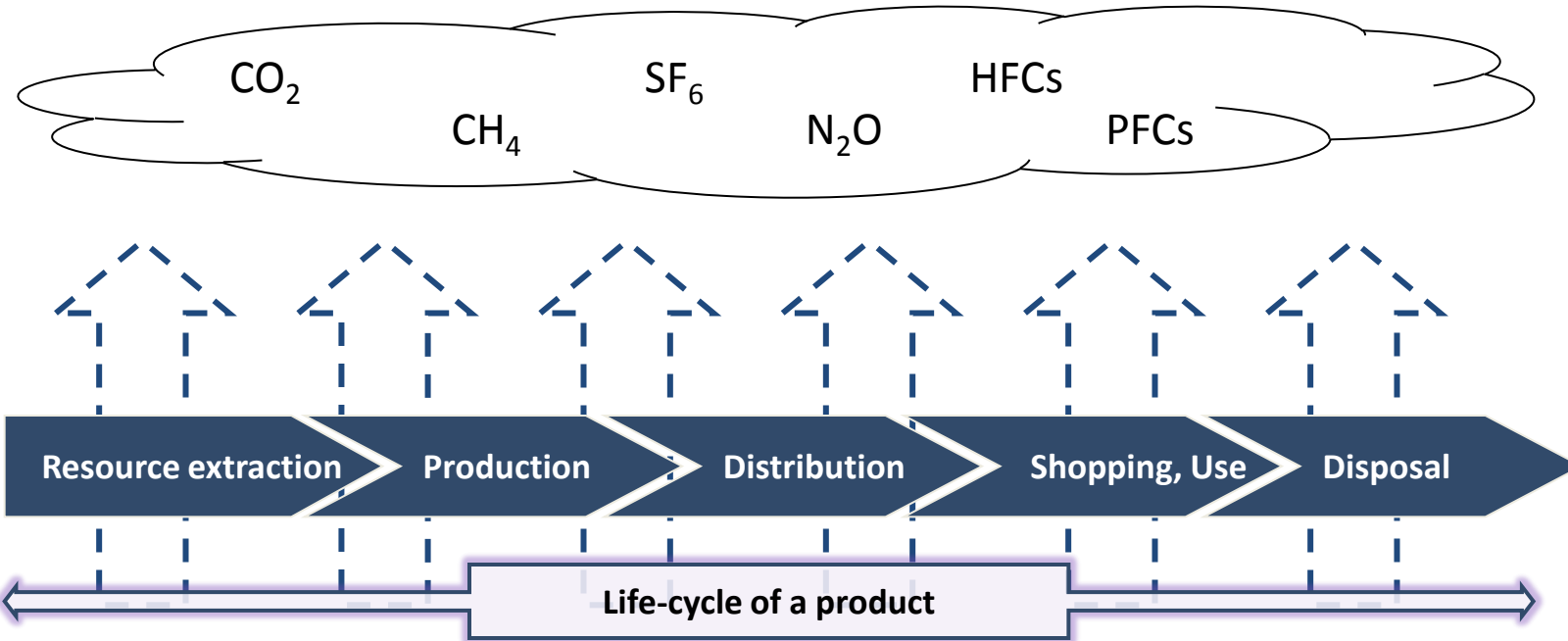
Consumer products and food alone contribute more than 40 % to the per-capita footprint of close to 11 t CO<sub>2e</sub>



Source: UBA 2007

Framing the Issue

# GREENHOUSE GAS EMISSIONS ASSOCIATED WITH GOODS AND SERVICES.



**Emissions as a consequence of e.g.**

- » Energy use (in particular fossil fuel combustion)
- » Land-use change (e.g. for agricultural products or fuel)
- » Fermentation and fertilizer use

## **OBJECTIVES FOR INVESTIGATING A PRODUCT**

### **CARBON FOOTPRINT.**

- » Create transparency in the value chain with respect to upstream and downstream processes and the players involved,
  - » Increase awareness of the greenhouse gas emissions along the value chain and identify emissions-intensive phases in particular,
  - » identify areas where there is potential for reducing emissions (for example, by optimizing the process chains),
  - » come up with ideas for the (further) development of a climate strategy,
  - » analyze and evaluate how relevant greenhouse gas emissions are in comparison to other impacts that a product has on the environment.
- » **Carbon footprinting is NOT just about communication!**

Source: Lesson's Learned, PCF Pilot Project, 2009.

**Significant Methodological Issues still open: Main Emphasis for International Harmonisation of Methodologies.**

On the way to an international standard for PCF

- » Approach to other impact categories?
- » Data sources?
- » Energy mix?
- » Electricity from renewables?
- » Allocation (recycling)?
- » Carbon storage?
- » LULUCF?
- » Air transport and climate change (RFI)?
- » Handling of variable supply chains?
- » Definition of the use phase?
- » Product Category Rules?

## **FUTURE.**

- » Standards need to and will be developed
- » Many open issues that we have in LCA or with other environmental assessments will be increasingly specified
- » Product category specific approaches will emerge also with respect to treatment of other environmental indicators
- » **It is not about replacing comprehensive environmental assessments such as LCA but about improving and complementing them!!!**

## **THE BIGGER PICTURE (QUOTED FROM PROF. MATTHIAS FINKBEINER).**

- » Common strategy of PCF – LCA – Ecolabelling – Water Footprint communities.
- » Cooperation, not competition, i.e. focus on market growth, not market share.
- » Continue to use PCF as door opener to gain new user groups of environmental information.

Source: Keynote Prof. Matthias Finkbeinder, TU Berlin at Second PCF World Summit, Berlin.

# QUESTIONS?

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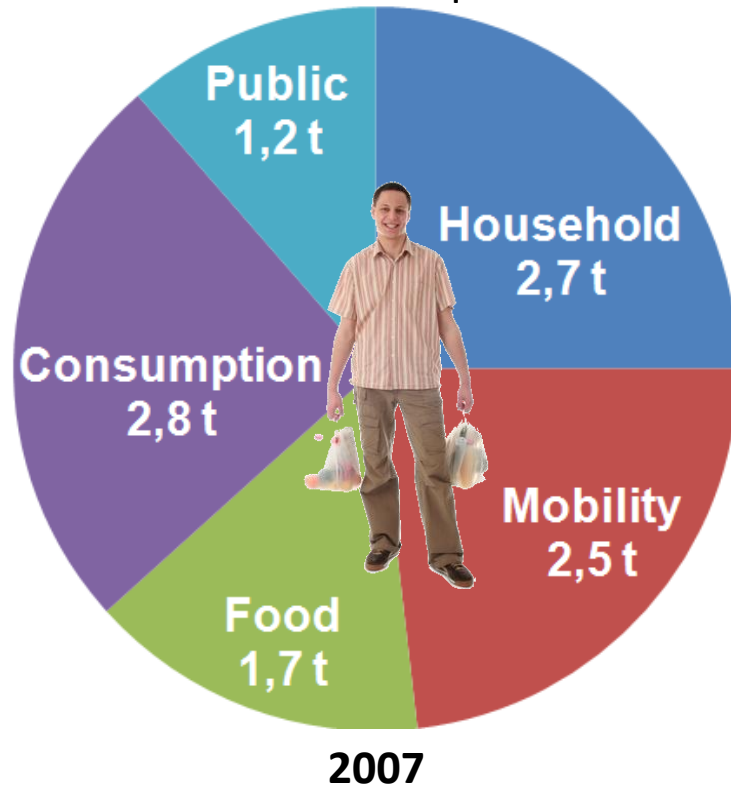
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# BACK-UP

# USE OF CARBON FOOTPRINT INFORMATION IN COMMUNICATION.

~ 30,000 g CO<sub>2eq</sub>/d

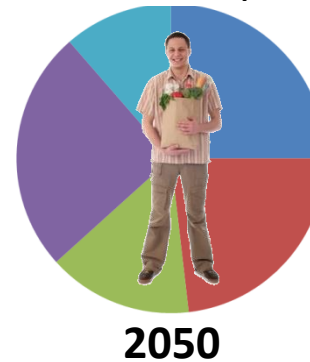
~ 11 t CO<sub>2eq</sub>



Consumer products and food alone contribute more than 40 % to the per-capita footprint of close to 11 t CO<sub>2e</sub>

~ 6,500 g CO<sub>2eq</sub>/d

~ 2 t CO<sub>2eq</sub>



Source: UBA 2007