Carbon Trust
Product Footprint Certification

Carbon Trust Certification is the world's leading independent certification body for product footprints.

Overview

A product carbon or water footprint is the total sum of the greenhouse gas emissions (CO_2e) produced or the water used throughout a product's lifecycle, including production, distribution and use. Product footprint certification enables you to gain an internationally recognised, fully independent measurement that can be used to communicate your product's resource efficiency, to drive sales, reduce costs and increase brand loyalty.

Certified product footprinting allows you to differentiate your product and brand, widen your product's distribution and increase sales. We have certified over 25,000 individual product footprints to international standards, many of which display our Footprint Label. Universally recognised, the Footprint Label shows your customers, employees and stakeholders that you have taken steps to measure and reduce the resource footprint of your product, thereby reducing cost and demonstrating clearly your commitment to environmental sustainability.

Certification process

Sustainability leaders

Many leading brands have had their product footprints independently certified by Carbon Trust Certification, including:

Kingsmill	**Quorn**
PHS	**Silver Spoon**
Portillo wines	**Truvia**
Fernox	**Dyson**
Straight plc	**GSK**

"Working with the Carbon Trust also allows us to proudly display the Carbon Trust Footprint Label on our packs - emphasising our third party certification achievement and exemplifying to our consumers a commitment to further carbon reductions."

Quorn, Sustainability Report 2014

Certification offers real advantages

Enhancing reputation

- Enhance your product's green credentials and improve customer loyalty by using the Footprint Label
- Differentiate yourself as an environmentally responsible brand with an internationally recognised, independent assessment

Delivering efficiencies

- Identify carbon hotspots and water intensities in the product lifecycle to improve embedded resource efficiency and save costs
- Benchmark your product's environmental resource management performance against that of your portfolio and competitive offerings

Facilitating compliance

- Demonstrate commitment to resource reduction in the supply chain
- Meet procurement requirements for more sustainable products with independently-verified environmental impact data

Kingsmill and the Footprint Label

Sustainability is a core strand of Allied Bakeries' corporate agenda. Kingsmill's three top-selling loaves are Soft White, Tasty Wholemeal and 50/50, which together account for the lion's share of Kingsmill's production volume. By cutting the carbon footprint of these products it has been possible to substantially reduce the environmental impact of Allied Bakeries' entire operation, as well as boosting brand equity and sales.

Driving action

Kingsmill opted to drill down into the nitty-gritty of each product's lifecycle – from field to plate, consumption to waste disposal. This helps to identify how to cut the footprint of these products, and highlight possible energy and operational cost savings.

With access to the Carbon Trust's expert knowledge and resources, Kingsmill was able to measure the emissions produced at every stage of the product lifecycle – from crop cultivation in the field, through to bakery outlet operations, packaging processes, delivery by truck drivers, right down to how loaves are consumed and waste disposed of. This approach confirmed, for example, that each medium sliced loaf of Soft White produced and consumed generates 1kg of carbon emissions, and a medium-sliced loaf of Tasty Wholemeal generates 950g carbon dioxide and equivalent (CO_2e).

Kingsmill's bakeries were found to have high levels of energy consumption. Every outlet now has a robust energy reduction programme in place. This includes replacing older ovens and other equipment with new, more efficient models and embedding this into Allied Bakeries' corporate purchasing protocol.

Reducing energy and operational costs

By establishing the energy consumed at every stage of the product lifecycle, Kingsmill has been able to introduce energy-saving initiatives which don't simply cut carbon, they also cut operational costs. Kingsmill has cut carbon emissions for each of its three best-selling loaves by 13% since first securing Carbon Trust certification in 2009. Now Kingsmill is focusing effort on cutting the emissions created by production of raw materials, in-home consumer use and processing.

Differentiating products

With consumers increasingly choosing brands that can demonstrate their environmental credentials, using the Footprint Label gives consumers a compelling, value-added reason to buy Kingsmill. The Footprint Label also confirms Kingsmill's carbon-cutting credentials with the big supermarket chains, all of whom are pursuing their own sustainability strategies and increasingly selecting suppliers on the basis of their environmental performance and reputation.

"We use the Footprint Label on product packs to communicate the reduction to millions of shoppers nationwide – in stores including Tesco, Sainsbury's and ASDA. Many customers are environmentally aware and the instantly recognisable label communicates the product's carbon credentials to them. It demonstrates Kingsmill is an environmentally responsible brand and certification can help boost the distribution and sales of our products."

Lydia Freeman, Brand Manager, Kingsmill