



The Carbon Trust Standard for Water is the world's leading independent certification of an organisation's achievements in taking action on its environmental impact by managing and reducing water use and improving stewardship.

The Carbon Trust Standard for Water recognises organisations that take a best practice approach to measuring and managing their water use, achieving real reductions in this year-on-year. The certification provides a framework for organisations to enhance their operational sustainability, using water more efficiently and improving stewardship at the same time as cutting costs.

Certification process



Sustainability leaders

Many leading brands and public sector bodies have been awarded certification to the Carbon Trust Standard for Water, including:

Sainsbury's	GSK
Coca-Cola European Partners	Anglian Water
Berendsen	Scottish Courts Service
Branston	AkzoNobel
Marks & Spencer	Whitbread

Certification offers real advantages

Enhancing reputation

- › Drive awareness of your environmental credentials among stakeholders, customers and staff
- › Be recognised as an independently-verified environmentally responsible organisation
- › Differentiate your brand in a crowded marketplace
- › Improve staff morale, retention and the ability to attract new talent

Delivering efficiencies

- › Identify inefficiency 'hotspots' and opportunities for water efficiency improvements
- › Benchmark your company's water management performance
- › Engage staff and customers in saving water and reducing costs

Facilitating compliance

- › Be prepared to robustly demonstrate performance under voluntary and mandatory environmental reporting frameworks such as:
 - › CDP Water Disclosure Project
 - › EU non-financial reporting requirements
- › Comply with contracting and procurement requirements for independently-verified environmental impact data and management frameworks

Sainsbury's

"We are delighted to be one of the first companies to be recognised by the Carbon Trust for reducing our water consumption, particularly at this crucial time of increasing natural resource scarcity. We have achieved our target of a 50 per cent relative reduction in water use, which is a saving equivalent to 393 Olympic sized swimming pools each year. We have achieved this through a number of water saving measures that form part of our 20x20 Sustainability Plan. This includes eradicating underground leaks, saving individual stores hundreds of thousands of pounds each year. We have also fitted things like pre-rinse spray taps and low-flush toilets in all our stores and invested in rainwater harvesting for all new stores as standard as well as retrofitting these units in existing stores."

Paul Crewe, Head of Sustainability, Engineering, Energy and Environment, Sainsbury's

AkzoNobel and the Carbon Trust Standard for Water

AkzoNobel became one of the first companies in the world to be awarded the Carbon Trust Standard for Water in 2013. This was achieved following a major focus from the business in adopting a more sustainable business model, making significant reductions in water use through a programme to reduce water leakage and the implementation of leading-edge technologies in production facilities.

AkzoNobel is the largest global paints and coatings company, home to well-known brands such as Dulux, Cuprinol, Polycell and Hammerite. The company relies on water for raw materials production, product formulation and manufacturing, power generation, cooling, cleaning, transporting and for effective use of some products.

The manufacture of paint requires water as a key ingredient, so AkzoNobel's UK Decorative Paints business put a particular focus on minimising water use in operations. One of the initiatives that has contributed to the company's success in water use reduction was introducing rainwater harvesting to feed manufacturing processes, delivering 1.7m litres of filtered and UV-sterilised water into the production line each year. Wash water storage has also been increased to allow more waste water to be reused in new paint production where possible, cutting the need for fresh water.

Cleaning machinery in between different product or colour batches is an especially water intensive area in paint manufacture. Engineering improvements allow pipe work to be washed out separately from the mixer, so that it's possible to wash just the pipe work between similar water-based batches, halving the amount of water required. Other initiatives include a plant that ensures that similar paint products follow each other in the production schedule, requiring washing to be carried out less frequently.



"It is a core value of AkzoNobel to seek radical resource efficiencies wherever viable. We recognise that the UK will become increasingly water scarce and that as a responsible manufacturer and a leader in sustainability in our sector we need to be pushing the boundaries and pioneering new processes for minimising water usage. We value the independence and reputation of the Carbon Trust, and were keen to be one of the first to achieve the Carbon Trust Standard for Water as recognition of our work to date in this important area."

Susan Kendall, UK & Ireland Sustainability Director, AkzoNobel

Planet Possible

AkzoNobel has recognised that its future success as a business depends on moving to a sustainable business model. To help achieve this AkzoNobel launched a major sustainability programme called Planet Possible, encapsulating the company's commitment to doing more with less and manage resources responsibly.



Adopting a strategy of radical efficiency, Planet Possible involves working with AkzoNobel's customers and suppliers to open up possibilities for resource efficiency and grasp opportunities to work more sustainably. This encompasses a focus on innovation and working with the value chain, as well as using more renewable energy and materials rather than traditional fossil-based solutions.

AkzoNobel's commitment is exemplified by the company's new manufacturing site at Ashington in Northumberland, which was designed to be the world's most sustainable paint plant. The facility incorporates state-of-the-art manufacturing processes, driving down energy consumption and waste, with ambitious plans to ensure that all water is reused.

To ensure the achievement of year-on-year reductions and improvements in sustainability, challenging targets have been set around reductions in energy, waste and water. For water the primary target is to reduce total water consumption to below 155 litres per tonne of production, excluding product water content, with zero process waste water.

AkzoNobel's successes in sustainability were recognised with the award of the Carbon Trust Standard for Water, following an absolute reduction in water use of 22.2%. The company has also been awarded the Carbon Trust Standard for Carbon and the Carbon Trust Standard for Waste for achievements in those areas.