

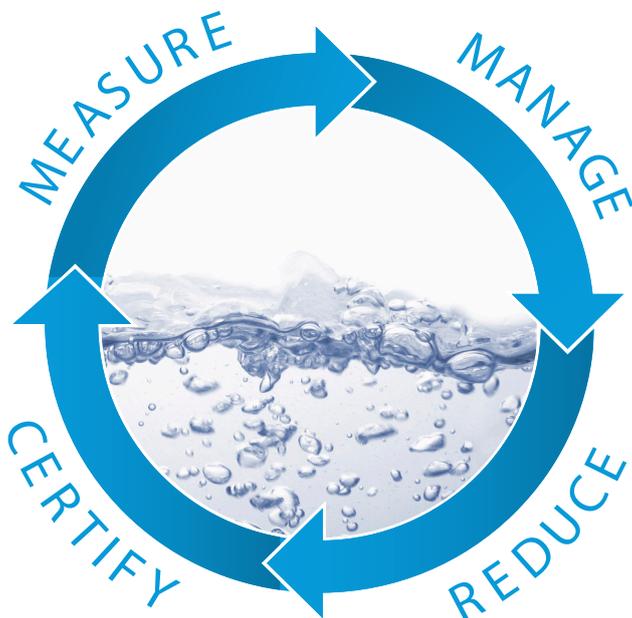
# Product Water Footprint Certification



Determining and certifying product water footprints provides insight into resource utilisation and efficiency, together with the ability to differentiate your product and brand, widen distribution and support sales growth.

A product water footprint calculates the water consumed over the entire lifecycle of a product or service, from production through to use, recycling or disposal. The footprinting and certification of your product or service provides detailed, quantified information on water use and operational efficiency, together with independently verified data and a globally recognized certification that supports investment into R&D, risk mitigation and cost reduction together with a means to communicate your product's resource efficiency and your brand identity and value.

## Certification process



## Sustainability leaders

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

**Kingsmill**  
**PHS**  
**GSK**  
**Fernox**

**Quorn**  
**Silver Spoon**  
**Truvia**  
**Dyson**

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 offers real advantages

### Delivering efficiencies

- › Increase business resilience by mitigating the risks associated with water use and scarcity in your operations or supply chain
- › Reduce costs by pinpointing water intensities in the complete product lifecycle
- › Support improvements in product design to deliver greater water efficiency and gain a critical understanding of operational performance

### Enhancing reputation

- › Enhance your brand with an internationally recognised, independent certification
- › Use the Carbon Trust Footprint Label to differentiate & strengthen your competitive position

### Facilitating compliance

- › Protect your license to operate
- › Comply with the purchasing requirements of public and private sector clients



"As a global packaging leader, Amcor has a responsibility to manage the environmental impact of all its operations and products. The Advanced Sustainability Stewardship Evaluation Tool (ASSET™) is a key element of our journey towards excellence in sustainability. We are delighted that the water consumption measurement and reduction ability of ASSET™ has successfully achieved certification from the Carbon Trust, the global leader in product footprint certification."

**Gerald Rebitzer, Sustainability Leader, Amcor Flexibles**



# Amcor case study



Amcor is the world's largest packaging company and the single largest supplier of flexible packaging to business around the world. As such, they have a significant impact upon the world in terms of greenhouse gas (GHG) emissions, energy and water use. Having recognized the responsibility that this entails, they have a strong commitment to reduce their environmental impact, both as an organization and of the products they sell. Indeed, as an organisation, Amcor recently achieved a 53% reduction in waste to landfill, a 19% reduction in GHG intensity and a 16% reduction in water use intensity. Many of the brands we buy use Amcor Flexibles packaging materials, including a huge range of food, pet food, shampoo sachets, wipes and other FMCG goods, in addition to more unusual uses such as chemical storage.

## Reduction

In an effort to measure, manage and reduce the impact that packaging has on the environment, Amcor have introduced an in-house lifecycle assessment tool, the "Advanced Sustainability Stewardship Evaluation Tool" or "ASSET™", to calculate the carbon, water and energy consumption required to produce their plastic packaging solutions.

Through the ASSET™ toolkit and in close partnership with customers, Amcor Flexibles applies a life cycle-based approach to identify opportunities to redefine 'business as usual' and improve the sustainability of packaging solutions. With more than 500 life cycle assessments run each year with ASSET™, the tool is an integral part of the company's product development process.

## World first

In a world first, the water consumption calculations and client reports have been certified against the new ISO 14046 standard. This enables comparisons of alternative formulations for clients and allows the assessment of water consumption requirements of new products being developed by their research team.

Amcor are therefore able to develop packaging solutions with a reduced environmental impact, which in turn are passed on to their clients, who can take advantage of this together with the opportunity to enhance and publicise their own environmental credentials with little additional effort.

ASSET™ is grounded in internationally-recognized standards and best practices in environmental life cycle assessment. The certification by the Carbon Trust further underpins the tool's credibility, by confirming that the cradle-to-gate carbon footprinting methodology in ASSET™ is in conformity with the requirements of the key international standards in this area - the GHG Protocol Product Life Cycle Accounting and Reporting Standard and the PAS 2050. Furthermore, the background life cycle data will undergo periodic surveillance by the Carbon Trust to ensure it continues to conform to international standards.

