

Third party assurance of carbon measurement, reduction and neutrality claims

The Carbon Trust launched the world's first carbon footprint label in 2007, allowing companies to make independently verified claims related to the climate change impact of their products. Since then, tens of thousands of products have received assurance against internationally-recognised standards – such as ISO 14067 and PAS 2050 – with many of them using the Carbon Trust's carbon label to communicate this to their customers.

The Carbon Trust can provide assurance on a wide range of environmental claims related to products, including: carbon footprint measurement or reduction; carbon neutrality; water footprint measurement or reduction; certification of carbon footprint model outputs; and the supply of 100% renewable electricity.



Enhance reputation

- Independent assurance of environmental credentials
- Differentiate your brand from competitors
- Engage staff and customers with product sustainability

Deliver improvements

- Benchmark your product performance
- Identify opportunities for efficiency
- Encourage adoption of lower impact products

Beyond compliance

- Verified environmental impact data
- Meet contracting and procurement expectations
- Show leadership on sustainability issues

Join the leaders

Established in 2001, the Carbon Trust works with businesses and governments across five continents, helping them contribute to, and benefit from, a more sustainable future.

Organisations with product carbon footprint assurance from the Carbon Trust include:

Allied Bakeries

Bank of England

British Gas

Danone

Dyson

LG Electronics

Samsung Electronics

Tetra Pak

Quorn Foods, founded in 1985, is the world's leading manufacturer of meat-alternative products. The company is headquartered in the UK and is part of the Philippine-based food corporation Monde Nissin. Quorn Foods exports its products to a range of global markets, including several European countries, the United States, South Africa, the Philippines, Thailand, Australia and New Zealand.



With a range of products that offer consumers an alternative to animal-based protein, Quorn Foods recognises that environmental concerns are often a key motivation for many of their rapidly growing customer base. Sustainability was also an important element in the founding of the company, as this was a key driver behind the research and development of mycoprotein, the primary ingredient in the company's products, which is made by fermenting a natural, nutritious fungus.

To demonstrate the environmental credentials of its products, Quorn first partnered with the Carbon Trust in 2012 to independently certify reductions in the carbon footprint of its products against the standard PAS 2050. This was communicated to customers through the use of Carbon Trust footprint label on the packaging of certified products, including Quorn mince and chicken style pieces. The company also reports these details on its website and sustainability reports.

At the same time, the company wanted to understand how its core products compare to animal-based proteins on a full life cycle basis. To do this the Carbon Trust independently verified the footprinting models Quorn had developed for its products' emissions in different parts of the world, allowing these to be credibly compared against life cycle footprints for meat. This was used as the basis for the company's claims that Quorn's beef-alternative products can have a carbon footprint up to 13 times lower than beef, and chicken-alternative products up to 4 times lower than chicken.

The company has since successfully achieved recertification to the Carbon Trust footprint label every two years. Thanks to continued work to improve efficiency and sustainability in its operations and supply chain, in its most recent recertification in June 2017, Quorn was able to demonstrate a reduction in the carbon footprint of its chilled chicken-style pieces and mince by 15%, with a 5% reduction shown in the footprint for the core mycoprotein ingredient.

Taking a strong focus on reducing the emissions of its products has allowed Quorn to successfully decouple business growth from emissions, achieving a reduction in emissions per tonne of 26% between 2012 and 2017, despite increasing production volumes by around 30,000 tonnes over the same period. Product footprinting has also helped identify greenhouse gas emissions hotspots within Quorn's supply chain. This has enabled the company to take steps to more effectively engage with its suppliers and reduce emissions outside of its operational control.

“Over the past few years consumer demand for meat alternatives has grown by numbers that we could not have anticipated. We are incredibly proud that, as we have scaled up our operations and increased sales of our products, we have continued to make real reductions in our environmental impact.

The Carbon Trust has been a key partner in our journey to achieving these reductions, and the footprint label helps us to transparently, and confidently communicate sustainability initiatives to our partners and customers.”

Louise Needham, Sustainability Manager, Quorn
