

CLEAR LABEL, CLEAR BENEFITS

A marketer's guide to carbon footprint labelling



About this guide

This guide is designed to help marketing professionals use carbon footprint labelling to build consumer trust, differentiate brands, and engage audiences in a climate-conscious marketplace. Developed by the Carbon Trust, a global leader in carbon footprint labelling, it draws on international consumer research and real-world brand examples to show how verified carbon claims can drive both commercial success and reputational value.

This guide offers a practical roadmap to integrate carbon footprint labelling into your product packaging, communications and campaigns, to turn sustainability commitments into visible brand assets that can inspire stakeholder confidence and consumer preference.



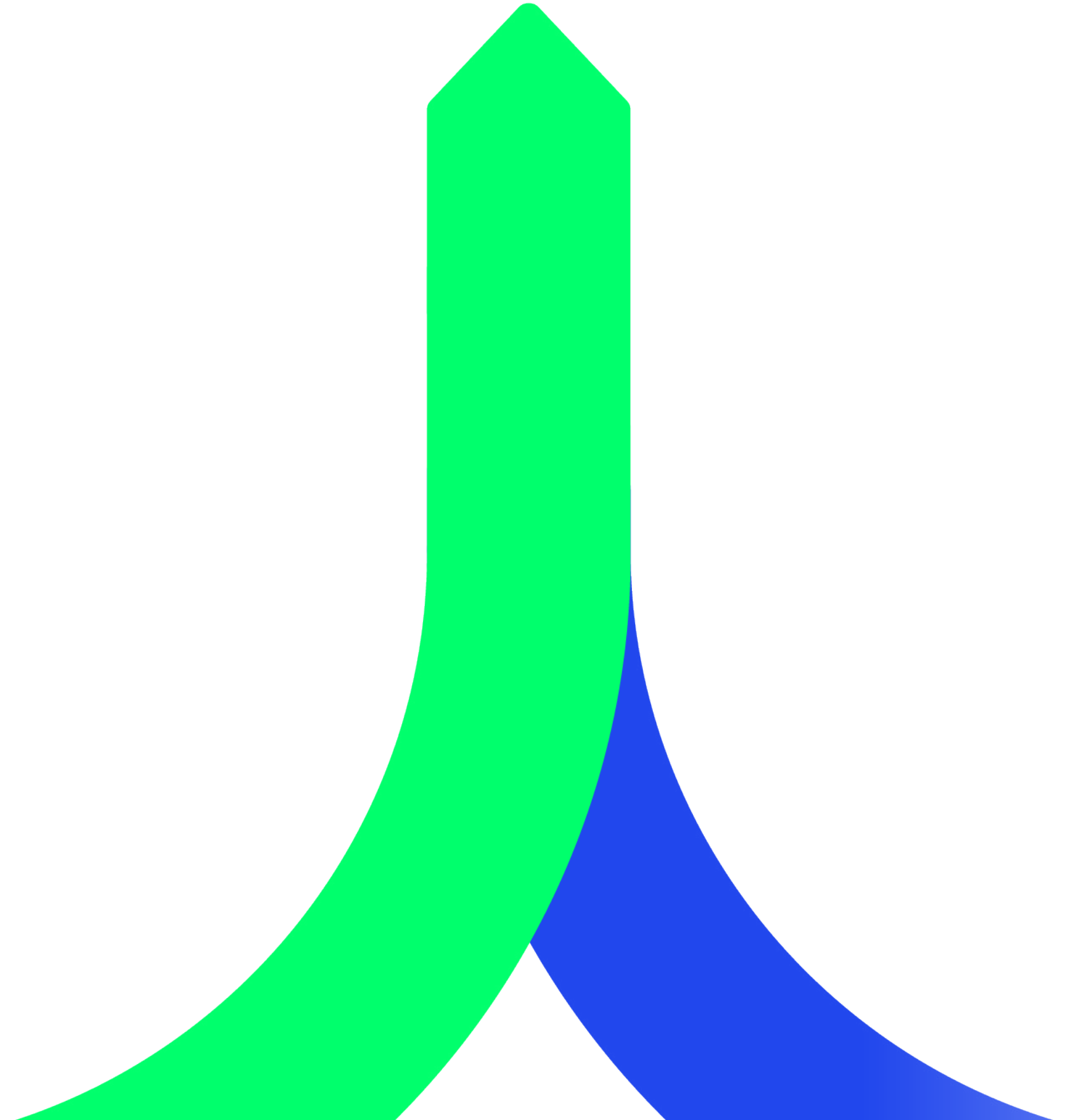
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Executive summary

Marketers shape people's perceptions every day. You influence what people notice, what they trust, and ultimately what they choose. As expectations rise on the climate commitments that consumers want to see from brands, and scrutiny intensifies around green claims, marketing teams are uniquely positioned to turn climate action and achievements into brand advantage.

Consumers are actively seeking products and companies that demonstrate progress on their climate commitments. At the same time, regulators are raising the bar on what brands can say and what they must substantiate, while consumers are increasingly sceptical of any vague environmental claims. This tension has contributed to a recent rise in greenhushing – where organisations avoid communicating their achievements for fear of scrutiny. While understandable, this silence means missed opportunities to build loyalty, differentiate brands and meet the growing demand for transparency.

In a world where consumer trust must be earned through concrete action and credible communications, carbon footprint labelling can offer an effective solution for both brands and consumers – transforming complex climate work into a simple, recognisable signal that builds trust, strengthens brand equity and supports commercial growth.

Now is always the best time to act on climate. Deciding how best to communicate around your achievements is an area where we can help. By seizing the opportunity to integrate sustainability into your brand storytelling, there are both commercial and climate benefits to be realised.



“Transparency is key in helping consumers to make more informed choices and to feel confident that they can trust your brand. When a brand provides clear, accessible information - whether at the point of sale or in other communications materials – it demonstrates honesty about the journey you have taken and that will most likely increase consumer trust.”

Julia Nicoara

Marketing and Communications Director
The Carbon Trust



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Demonstrating the case for carbon footprint labelling

Product carbon footprint labelling 101

What is a product carbon footprint?

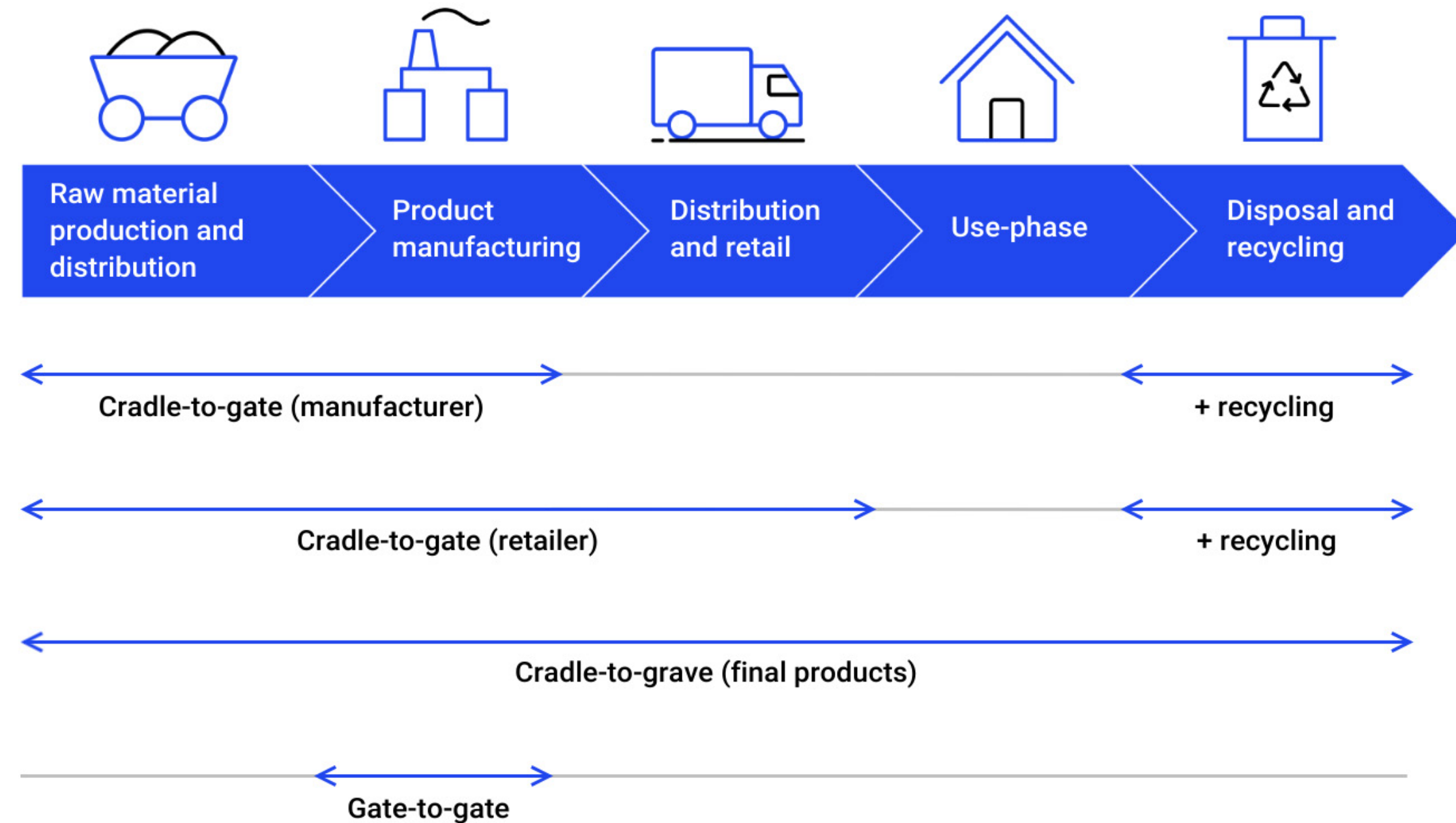
A product carbon footprint is the total greenhouse gas emissions generated by a product during its lifecycle, measured in carbon dioxide equivalents (CO₂e).

It includes production, distribution, use and disposal and is associated with a scope or boundary, the most common being cradle-to-gate and cradle-to-grave.

What is a product carbon footprint label?

A product carbon footprint label is an on-pack label that appears on a product or its packaging, showing that an organisation is working to measure and reduce the carbon emissions associated with the product. Similar to a nutrition label, a carbon label signposts the environmental credentials of a product at the point of purchase.

It demonstrates that a third party has verified the product's carbon footprint or achieved a carbon reduction in accordance with internationally recognised standards. This provides consumers with verified information about the carbon impacts of their purchasing decisions.



Tip: Many sustainability teams calculate this data already for regulatory or stakeholder needs – speak to your sustainability team to understand any footprint data they have calculated.

Tip: Discover product carbon footprinting essentials in [this video](#).

The benefits of product carbon footprint labelling – For consumers

A carbon footprint label is a tangible way for the general public to understand progress towards long-term climate targets. A label has the power to bring sustainability into people's everyday lives via their shopping basket.



Provides clear, accessible information about the environmental impact of a product



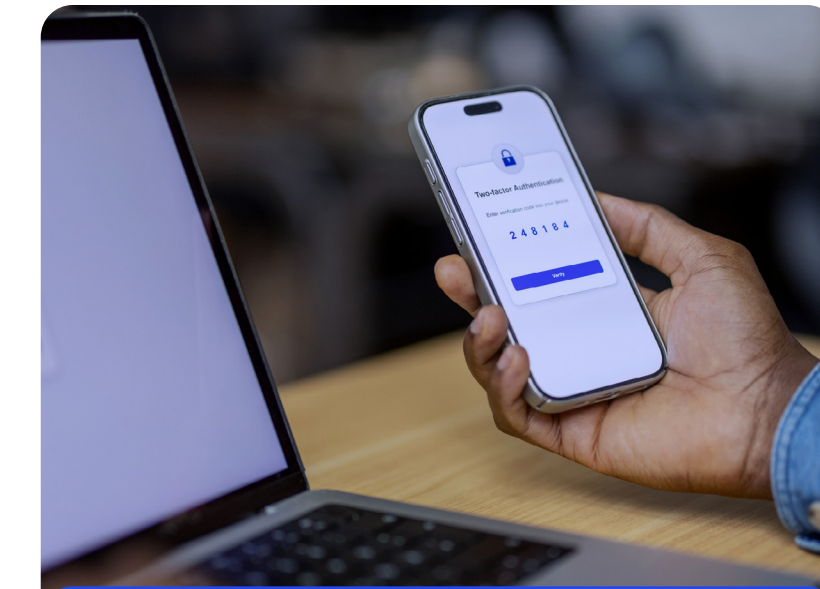
Supports informed decision-making at the point of purchase



Allows consumers to align purchases with their values



Makes it easier to compare products



Gives consumers confidence that product claims have been independently verified

The benefits of product carbon footprint labelling – For businesses

Beyond the benefit to consumers, the benefits of product carbon footprint labelling can extend to multiple areas of your business:



Climate leadership

- Contribute to a decarbonised future
- Align to climate science



Regulation and risk management

- Comply with regulation
- Protect corporate reputation



Supply chain and operational resilience

- Make supply chains more resilient and sustainable
- Obtain robust, verified data



People and culture

- Boost staff satisfaction by aligning with values



Brand strength and market positioning

- Enhance brand perception
- Differentiate your brand



Commercial and financial value

- Identify cost efficiencies
- Meet contracting and procurement expectations



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Carbon footprint labelling as a marketing enabler

Carbon footprint labelling as a marketing enabler

Product carbon footprint labelling has evolved significantly since the Carbon Trust launched the first carbon footprint label in 2007. Beyond helping consumers make more informed choices, it has become a powerful tool for brands to demonstrate credible climate action in a marketplace where trust is increasingly hard-won. Today, rising consumer expectations, regulatory scrutiny and the demand for transparent communication mean it has never been more important for brands to show clear, evidence-based progress.

Turning climate achievements into clear, credible communication

In a landscape where sustainability claims are closely examined, brands must be able to substantiate what they say. Consumers are skeptical of vague promises, and long-term targets alone can feel distant or abstract. Carbon footprint labelling helps you bridge this gap by turning complex climate information into a simple,

recognisable signal that consumers understand and value.

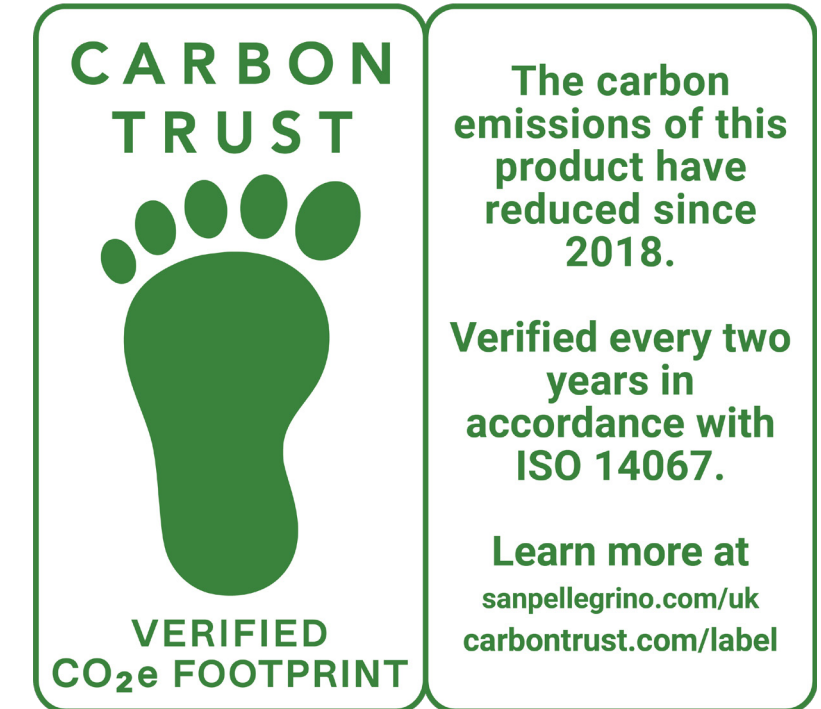
Building trust and differentiation through verification

For marketers, carbon footprint labelling offers a way to build trust, strengthen reputation and differentiate your products in crowded categories. By demonstrating independent verification and alignment with international standards, carbon footprint labelling provides a foundation for bold, clear climate communications that can stand up to scrutiny and build consumer loyalty.

The Carbon Trust label allows us to share the efforts our brands have made over the years to continuously reduce their environmental footprint. Its global recognition and credibility give us a strong and trusted voice to share our sustainability journey with consumers."

Fabiana Marchini

Head of Sustainability and Corporate Affairs
Gruppo Sanpellegrino



Consumer attitudes to carbon footprint labelling

Despite economic pressures like the rising cost of living and shifting policy landscapes, consumers around the world remain committed to choosing companies and products that carry visible green claims or environmental labels over those that don't communicate their climate action.

Research shows (as outlined in the following pages) that consumers respond positively to recognisable, independently verified labels – they want clear, trustworthy signals that a brand is taking meaningful action and carbon footprint labelling is a credible means to demonstrate that.

In multiple markets, consumers say they feel [more positive about brands that display a carbon footprint label](#) and are more inclined to purchase labelled products over unlabelled alternatives.

Clear environmental information is also becoming a differentiator at the point of purchase. Many consumers

actively [seek out sustainability cues on packaging](#), and a significant proportion report that they have [switched brands or abandoned purchases when claims felt confusing or unsubstantiated](#). A recognisable carbon label helps cut through this uncertainty, offering a straightforward way for shoppers to identify products aligned with their values.

It's not always clear whether this intent matches action; however, there is evidence that [products that communicate their sustainability credentials perform better commercially](#) on retail platforms like Amazon.

These insights reveal a consistent trend: consumers value transparency and reward brands that provide it. Carbon footprint labelling is an effective way to build trust, positively influence brand perception, and guide more sustainable purchasing decisions.

The following section explores recent consumer insights on environmental claims and on-pack labelling, to help you understand how carbon footprint labelling can enhance brand perception, and drive purchase preference.



Consumer attitudes to carbon footprint labelling – Methodology

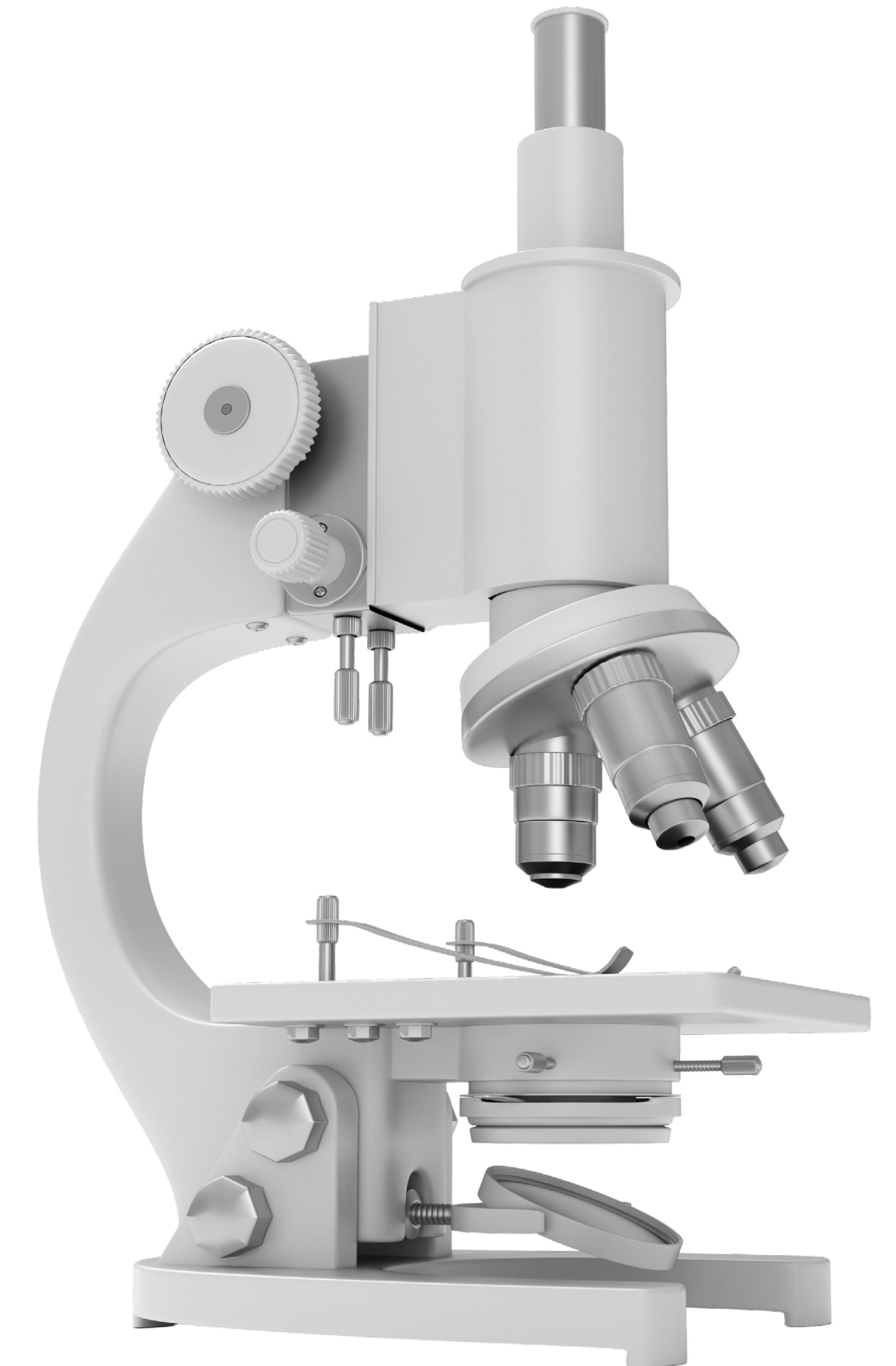
Primary research:

To understand consumer perceptions of product carbon footprint labelling, we commissioned YouGov to update our previous consumer research in 2025. YouGov surveyed over 7,500 adults in the UK, US, Germany and Italy in July 2025, building on findings from a 2023 study involving more than 14,000 adults across 11 global markets: China, Colombia, France, Germany, Italy, Mexico, Netherlands, South Africa, Sweden, UK and US.

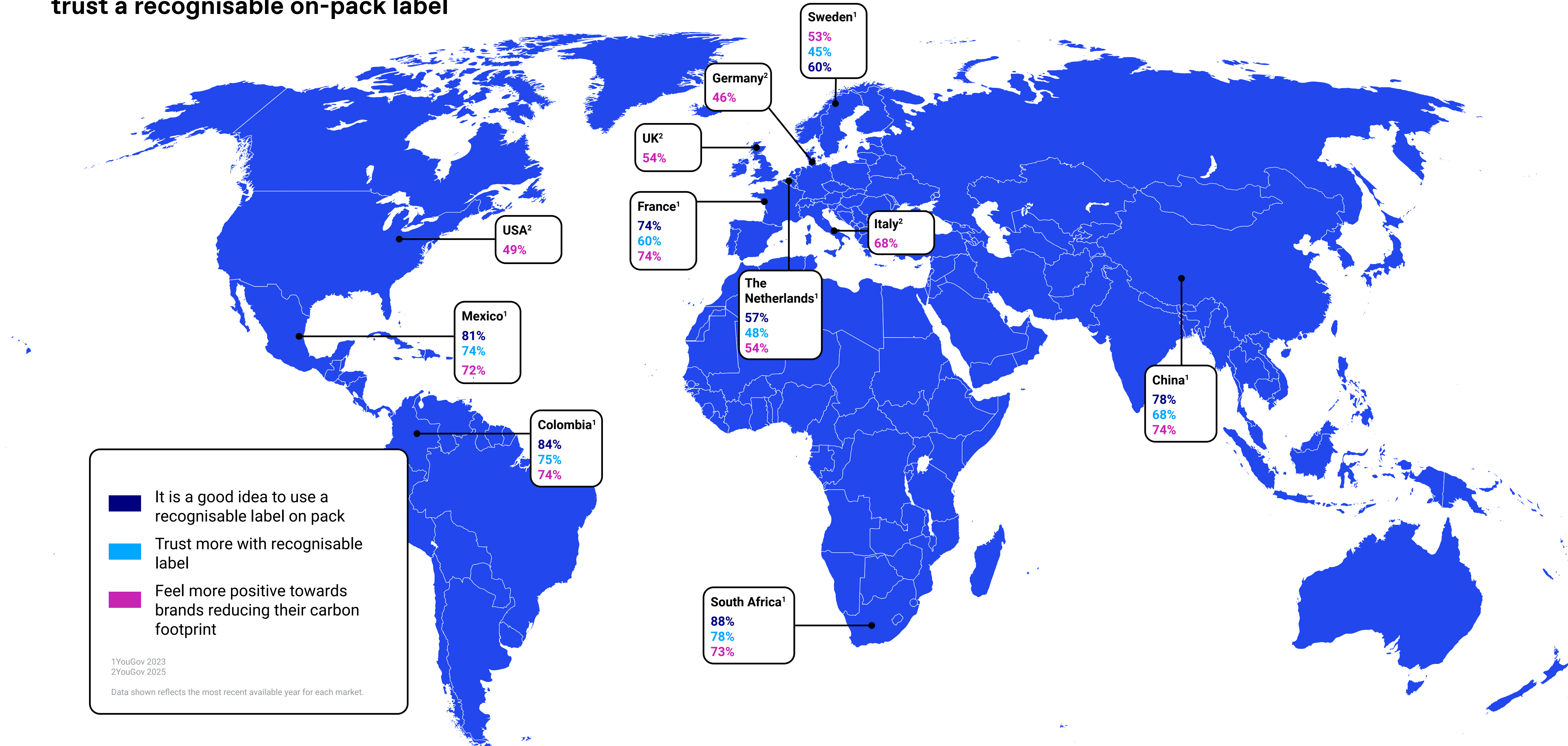
Full methodology details are provided in the [appendix](#).

Secondary research:

In addition to the primary consumer research, we have collated publicly available research from global organisations on the latest attitudinal and behavioural trends relating to sustainable action from brands. Where secondary research is cited, links are included to the original published sources.



Consumers across global markets value and trust a recognisable on-pack label



- It is a good idea to use a recognisable label on pack
- Trust more with recognisable label
- Feel more positive towards brands reducing their carbon footprint

¹YouGov 2023
²YouGov 2025

Data shown reflects the most recent available year for each market.

Consumers seek and value clear environmental information on products

79%

of US consumers want an easier way to identify environmentally friendly companies.

Source: PDI 2023 'Business of Sustainability Index'

60%

of consumers are more likely to trust that a product with a carbon footprint label is taking action to reduce its carbon footprint, compared to an unlabelled product.

Source: YouGov 2023¹

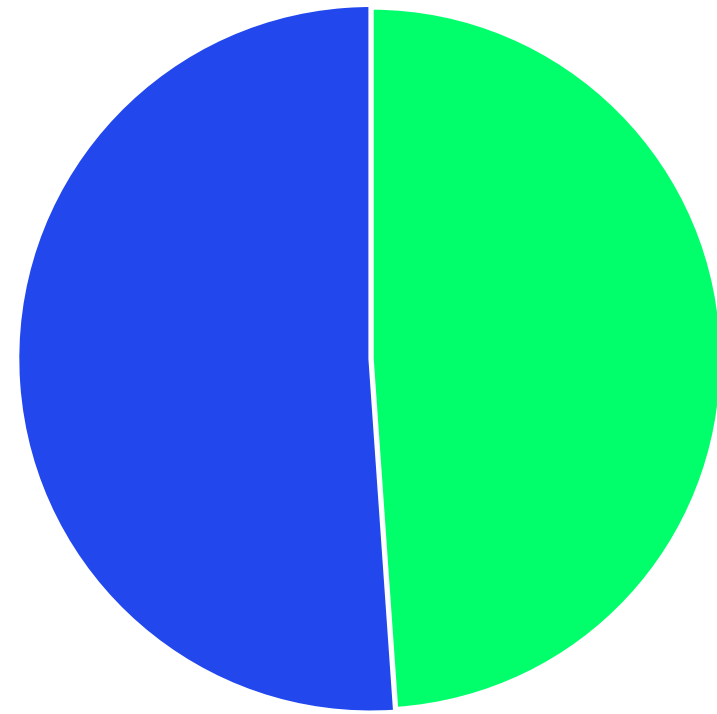
66%

Over two thirds of consumers say labelling is good for consumer choice.

Source: YouGov 2023¹

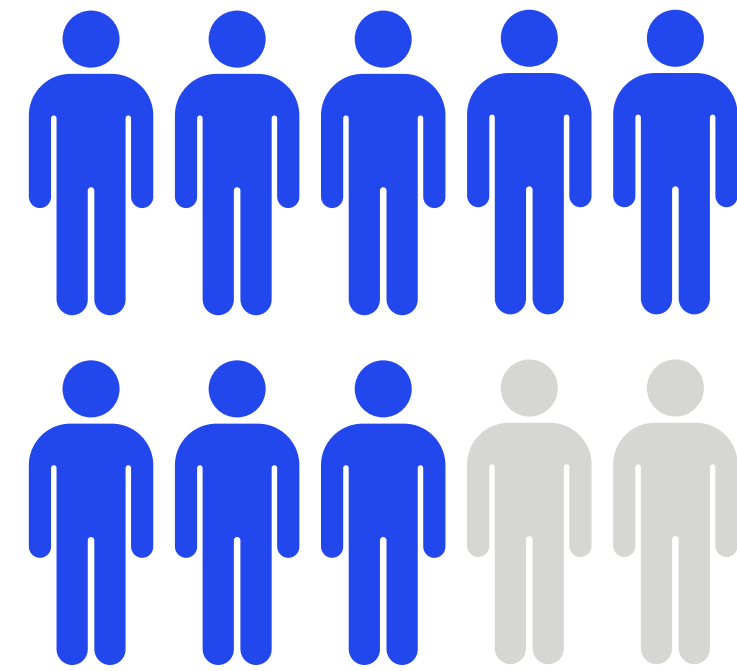
¹YouGov 2023, based on 11 global markets: China, Colombia, France, Germany, Italy, Mexico, Netherlands, South Africa, Sweden, UK and US

Shoppers actively choose, and are willing to pay more for sustainable products



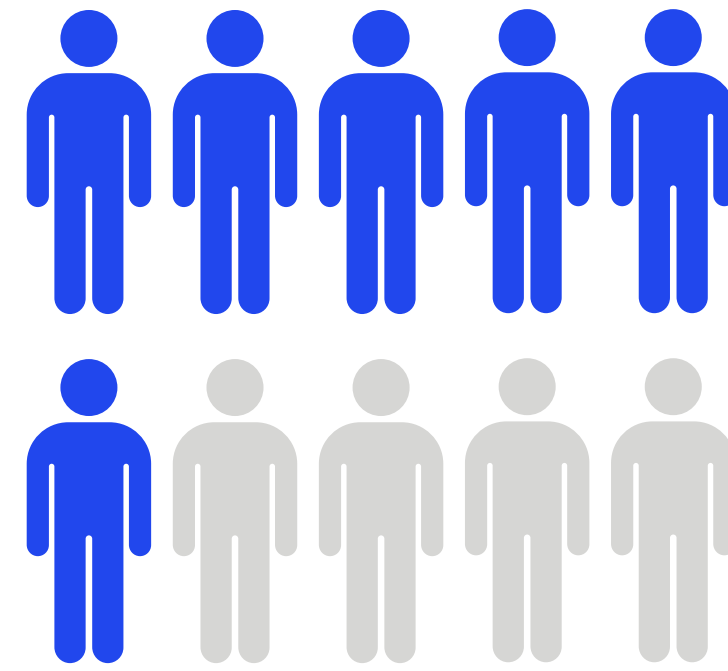
49% are more likely to purchase a product with a carbon footprint label vs unlabelled.

Source: YouGov, 2023¹



80% say they are willing to pay more for sustainably produced or sourced goods.

Source: PwC, 2024



60% report that they have bought products specifically because of their lower environmental impact.

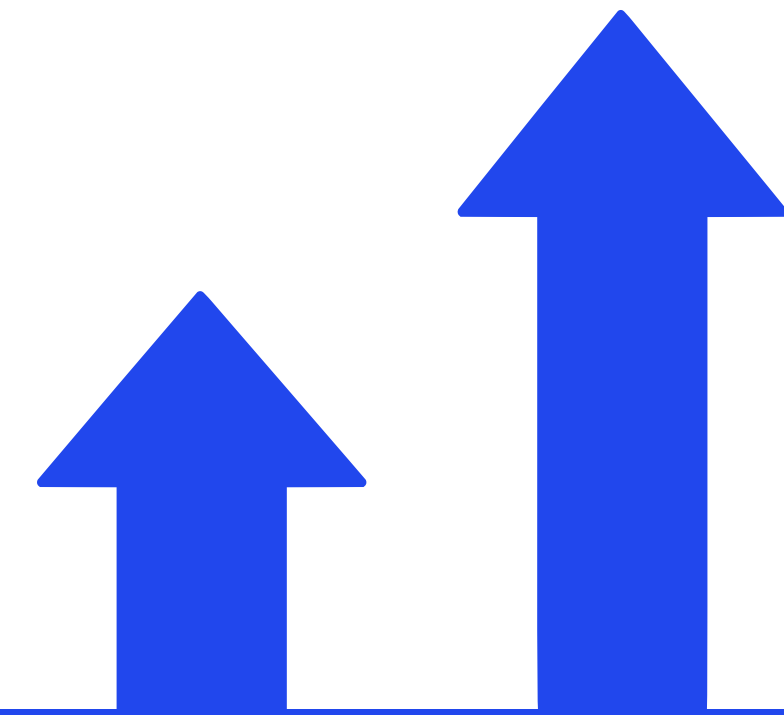
Source: European Commission, 2023

2/3

of the products with ESG-related claims grew in sales faster than those without.

Source: NielsonIQ study, 2023

12%



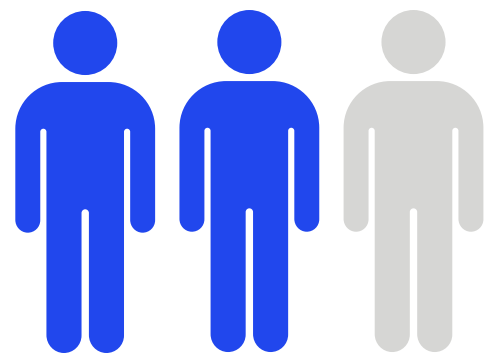
CLIMATE PLEDGE FRIENDLY

Products on Amazon's Climate Pledge Friendly programme experienced an average 12% sales uplift in the US and 15% sales uplift in the EU, within the first year.

Source: Proserpio, Davide and Goli, Ali and Mangini, Tyler and Lau, Ken and Yu, Daniela, The impact of sustainability programs on consumer purchase behavior: Evidence from Amazon (December 05, 2024)

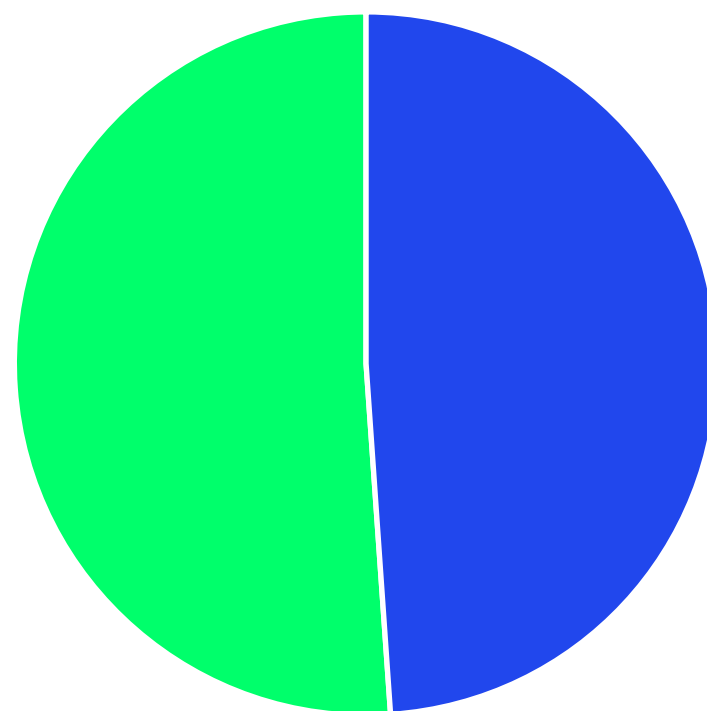
¹YouGov 2023, based on 11 global markets: China, Colombia, France, Germany, Italy, Mexico, Netherlands, South Africa, Sweden, UK and US

Unclear or unsubstantiated climate claims risk losing consumers



2/3 of consumers are willing to switch to brands that prioritise transparency.

Source: [Global Investor Survey 2024 | PwC](#)

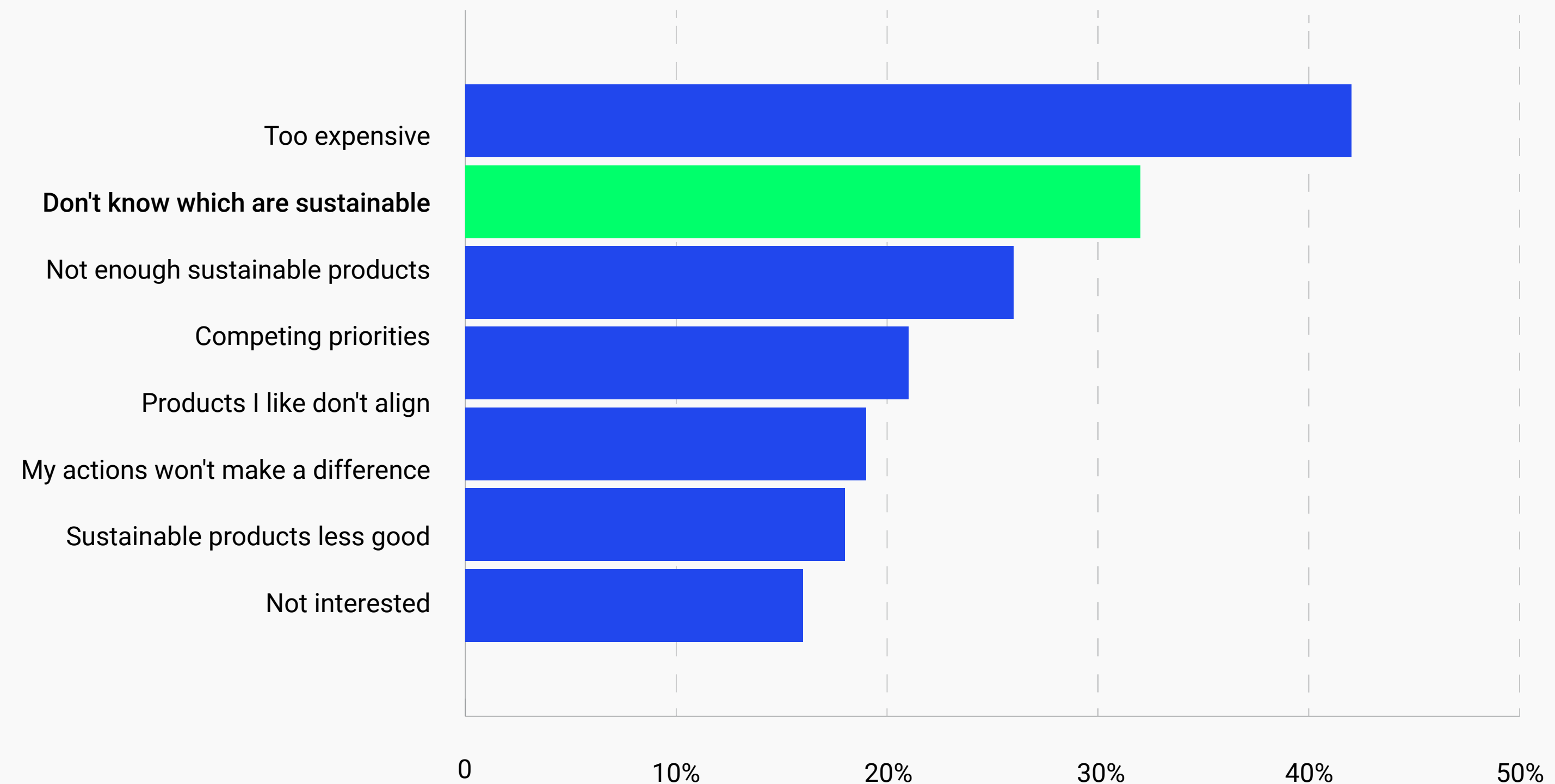


49% of consumers in the US and Canada have walked away from products with confusing sustainability credentials.

Source: [IPSOS 2025 Conscious consumer report](#)

Source: IPSOS, IPSOS Essentials, February 2025

What are the barriers to making more sustainable choices across 15 global markets²



The rise and risk of greenwashing

As consumer expectations for clear and credible green claims continues to rise, marketers have a unique opportunity to lead with transparency and confidence. Accusations of greenwashing: where a company exaggerates, misrepresents or over-simplifies its sustainability claims, bring risks from a legal, financial and reputational perspective. There have been examples of this happening to [major global brands](#) in recent years. Regulatory standards are evolving in response, to support fair, evidence-based claims such as those from verified footprints.

A report from the [European Advertising Standards Alliance \(EASA\)](#) found that complaints against environmental claims make up 15% of total complaints received for misleading adverts. The [Competitor & Markets Authority \(CMA\)](#) found in a [global sweep](#) that around 40% of all green claims made online by brands, are using tactics or messaging that could be considered misleading.

The avoidance of communicating carbon reduction achievements, to reduce the risk of those claims being scrutinised, termed 'greenhushing', is a short-term measure that means opportunities to appeal to consumers and gain competitive advantages can be missed.

Consider these risks as valuable guides that help shape honest and impactful sustainability communications.

In a landscape where consumers are actively seeking brands they can trust, silence can be just as damaging as overstatements. When companies hold back from sharing their progress, they risk being perceived as inactive or unambitious, even when meaningful work is being done. Greenhushing can also weaken internal momentum around sustainability and make it harder to build compelling, credible brand messaging.

Greenwashing and greenhushing can occur even if a company has good intentions, so it is important to recognise these risks, and be considered in your communications.

Carbon footprint labelling offers a credible way to avoid these pitfalls. By grounding sustainability communication in independently verified data, carbon footprint labelling gives you a robust, defensible way to highlight climate achievements without fear of overclaiming. This transparency helps to safeguard against reputational risk while also strengthening brand credibility.



Green claims legislation continues to evolve

The regulatory landscape is signalling the end of misleading and unsubstantiated claims with legislative changes. This seeks to drive an increase in credible claims, based on clear facts and backed up by evidence.

The EU's Empowering Consumers for the Green Transition (ECGT) Directive is being transposed into national law in March 2026, with full application expected from September 2026. This strengthens consumer protection rules by banning vague or generic green claims unless backed by clear, verifiable evidence, and enforcing use of only the use of recognised, accredited sustainability certification schemes. It is anticipated that many sustainability labels currently in

use in the EU may no longer be permitted once the ECGT Directive comes into effect. Products sold into the EU, regardless of where they have been manufactured, are expected to have to comply with the regulation. Likewise, many individual member states have introduced their own regulation and advertising standards, including in France and Germany.

There are similar developments beyond the EU – in the UK, with the Competition and Markets Authority's Green Claims Code; in the US, with proposed updates to the FTC's Green Guides; and in Singapore, where the Competition and Consumer Commission is developing guidelines to prevent overstating green claims.

  **Working with an independent third-party expert like the Carbon Trust to verify our product carbon footprints helps us make claims that stand up to scrutiny and resonate with our target audience."**

Robert Watts

Dyson Airblade Category Manager
Dyson



Tip: Get ahead of compliance by discussing with your legal team what regulation is in place or anticipated in your market. Find an overview of key regulations by region in the [appendix](#).





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Maximising the value of carbon footprint labelling

Build internal alignment and advocacy

Carbon footprint labelling is most powerful when it's embraced across the business, within and beyond marketing.

Internal communications have a key role to play, as well as your external marketing activities. For marketers, this means securing buy-in, fostering collaboration, and communicating value across colleagues in sustainability, legal, and finance.

Bold, clear sustainability communications, supported by relevant third-party labelling can build investor confidence, grow employee engagement, and gain consumer loyalty. At C-suite level, the opportunity for carbon footprinting and labelling to help identify carbon hotspots and efficiency opportunities can be a tangible benefit that secures senior buy in. Internally, employees are increasingly looking for employers that align with

their values, including having a positive environmental impact. A study from IBM shows **that two out of three** job seekers say they're more willing to apply for and accept jobs from organisations that they consider to be taking environmental action. Internal employees can be some of your biggest advocates when persuading decision makers that the brand or product should be bold in its carbon reduction communications, and they should be involved in the process from early on.

Without alignment, campaigns risk being slowed down, challenged, or diluted. With alignment, carbon footprint labelling becomes a shared strategic asset that your marketing team can confidently amplify with internal stakeholders and external audiences.

Starting points to consider:

Your colleagues, customers and consumers understanding of the company's sustainability efforts and future expectations.

How can you move climate action from a footnote in your annual report to the center of your brand storytelling, both internally and externally?

Find partners who can turn climate data into credible, compliant messaging that drives growth without the risk of greenwashing.

Build internal alignment and advocacy – what marketers can do



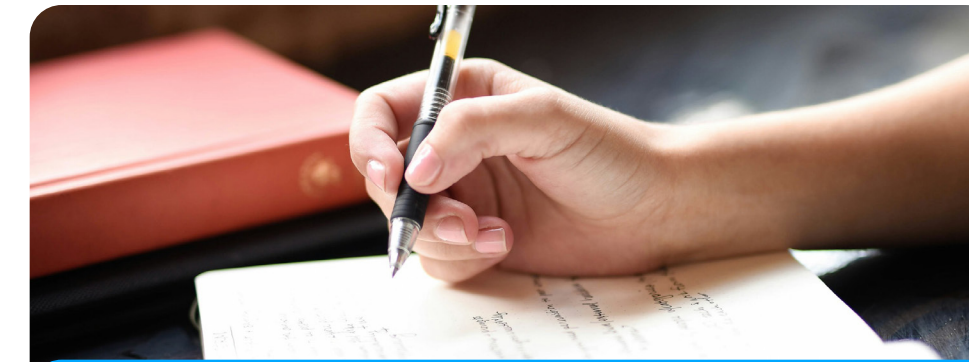
Engage sustainability teams early

- Partner with them to access verified carbon footprint data and reduction figures.
- Draw on their expertise to ensure messaging is accurate and credible.
- Position marketing as the bridge that makes sustainability work and achievements visible to consumers.



Bring finance into the conversation

- Share consumer insights showing demand for verified claims and willingness to pay.
- Demonstrate how labelling can drive preference, loyalty, and ROI.
- Position carbon footprint labelling as a growth investment, not just a cost.



Collaborate with legal colleagues

- Work together to ensure claims are compliant with evolving regulations and guidance.
- Highlight the Carbon Trust label as a safeguard against greenwashing risks.



Champion cross-functional storytelling

- Use internal presentations, workshops, or toolkits to inform colleagues and build support.
- Highlight case studies where labelling drove both reputational and commercial impact.



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**Choose the label that's
right for you**



40% DESCUENTO
EN LA 2da UNIDAD
GALLETAS CRISOLITAS
MORADO Y ROSA
\$ 358.00

40% DESCUENTO
EN LA 2da UNIDAD
GALLETAS CRISOLITAS
MORADO Y ROSA
\$ 358.00

GALLETAS CRISOLITAS
MORADO
\$ 275.00

COMPRADO
CEREALAS MUY
SOPRO-FESTIVAL
LLEVE
SIN CARGO

40% DESCUENTO
EN LA 2da UNIDAD
GALLETAS CRISOLITAS
MORADO Y ROSA
\$ 491.20

40% DESCUENTO
EN LA 2da UNIDAD
GALLETAS CRISOLITAS
MORADO Y ROSA
\$ 300.80

Why choose the Carbon Trust label

Rigour

Rely on claims that stand up to scrutiny by being independently verified in accordance with established international standards.

Recognition

Make your climate achievements clear and credible to consumers with the most recognised carbon label globally*.

Visibility

Qualify your products for boosted online visibility via [the Carbon Trust label directory](#) and retail platforms like [Amazon's Climate Pledge Friendly](#) scheme.

Collaboration

Our marketing and technical experts are ready to support and have helped hundreds of companies communicate their green claims in a robust and credible way.

Flexibility

Select from a [portfolio of label options](#) to suit your business and climate goals.

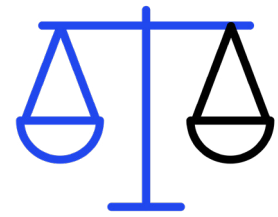
Trusted by leading brands including:



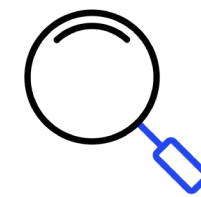
*Consumer research from YouGov 2023, based on 11 global markets – China, Colombia, France, Germany, Italy, Mexico, Netherlands, South Africa, Sweden, UK, US

Why choose the Carbon Trust label

Since launching the world's first carbon label in 2007 we have verified over 37,000 products across 40 countries. Alongside our deep experience and expertise, we look ahead and make continual improvements to our label portfolio, ensuring it continues to respond to the evolving landscape and stands up to scrutiny.



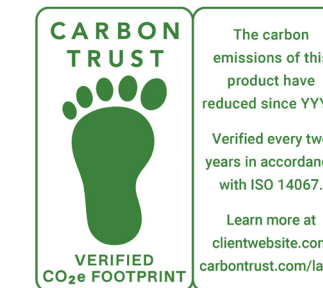
Independent legal counsel supports key markets within our label portfolio and claims



Close monitoring of **key regulatory developments** in the green claims space to support continued alignment of our label



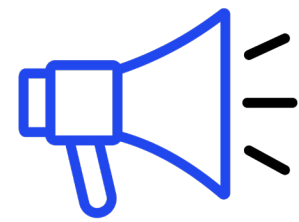
Frequent consumer research and focus groups to maintain awareness of **consumer understanding and expectations** of carbon footprint labelling



Regular reviews of our label portfolio design to ensure it continues to enable **transparent and impactful communications**, with re-design and evolution over time

Benefit from the Carbon Trust's support to create transparent and engaging communications

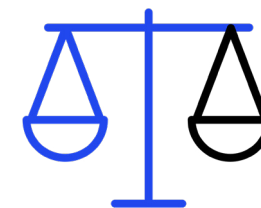
For labelling projects, we review and contribute to materials to ensure all claims are accurate, and that they follow legislation, regulation and best practice. We are here to help ensure that your communications are as accurate and impactful as possible. We can support you with marketing activities including:



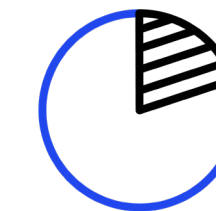
Co-creating marcomms strategies



Publishing and amplifying materials



Helping brands align with green claims regulation.



Providing technical and marketing reviews



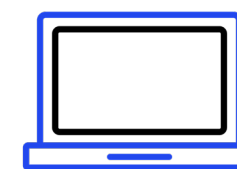
Delivering bespoke workshops for internal and external stakeholders



Feeding in to press releases



Participating in events



Providing or reviewing web copy



Supporting social media campaigns



Reviewing on-pack label claims and artwork

Promote your carbon claims via the Carbon Trust label directory

Our online [label directory](#) is as a one-stop shop for products carrying a Carbon Trust label.

For consumers: It allows easy online access to discover what labels mean and understand the evidence behind the claims.

For businesses: It helps demonstrate transparency and build trust in environmental claims.

Featuring in the Carbon Trust label directory can connect you with other online retailers.

[Home](#)[Search](#)[Contact us](#)

Know your carbon impact

Everything we buy has a carbon impact on the climate. As we see the impacts of climate change unfold, it's more important than ever to make more conscious choices. With so many unsubstantiated claims being made on products' environmental credentials, it can be difficult to identify brands that make real efforts to tackle the carbon footprints of their products.

[Discover the products](#)

WH-1000XM5 Noise Cancelling Wireless Headphones

Sony Europe B.V.

Carbon emissions reductions achieved



This product's emissions have reduced by <1% compared to the previous model. Through its climate action, Sony commits to further reducing the carbon impact of this product according to a validated reduction plan. See the table below for a full breakdown



The CO₂e emissions of this product have reduced compared to the previous model WH-1000XM4. Verified in 2025 and every two years in accordance with ISO 14067. For more information, visit Sony website Carbontrust.com/label



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Make carbon footprint labelling a visible brand asset

Make carbon footprint labelling a visible brand asset

The Carbon Trust label is a way to make climate action visible and credible across your channels. By turning your verified carbon footprint data into a recognisable brand cue across multiple touchpoints, you can build trust, differentiate your products and drive purchase preference in a crowded marketplace.

Carbon footprint labelling can deliver the greatest value when it is consistently and visibly integrated across your brand storytelling. By treating the label as a core brand asset, beyond an on-pack signal, you can go further in strengthening recognition and trust, telling your sustainability story credibly at every touchpoint.

Brand example: Dyson has used the carbon footprint label in its advertising, sales brochures and exhibits running across more than 20 countries globally. Dyson products also feature in the [Carbon Trust label directory](#).

Using the Carbon Trust 'lower than' label allows us to differentiate our products and to steer our product development toward the changes that will make the biggest impact to reducing the environmental impact of our products."

Robert Watts

Dyson Airblade Category Manager
Dyson



Make carbon footprint labelling a visible brand asset – what marketers can do

Integrate the label into brand positioning

- Use the label as a symbol of transparency and authenticity. It gives consumers confidence that your sustainability commitments are credible and verified by a third party.

Tell the story behind the label

- Pair the label with messaging about your brand's carbon reduction journey.
- Share updates and milestones in your verification journey to show progress over time.

Embed the label across campaigns and channels

- Feature it prominently on packaging, digital assets, and in-store retail displays and e-commerce pages.
- Highlight it in advertising and PR as a differentiator that sets your brand apart.
- Ensure consistency across consumer touchpoints so the label becomes a familiar trust signal.

Brand example: With marketing support from the Carbon Trust, **Nescafé** integrated the Carbon Trust label into product packaging and developed in-store point of sale (POS) materials highlighting the achieved CO₂ reduction – improving in-store standout and making shoppers aware of the achievement at the point of purchase.



Level up your label storytelling across 360° campaigns

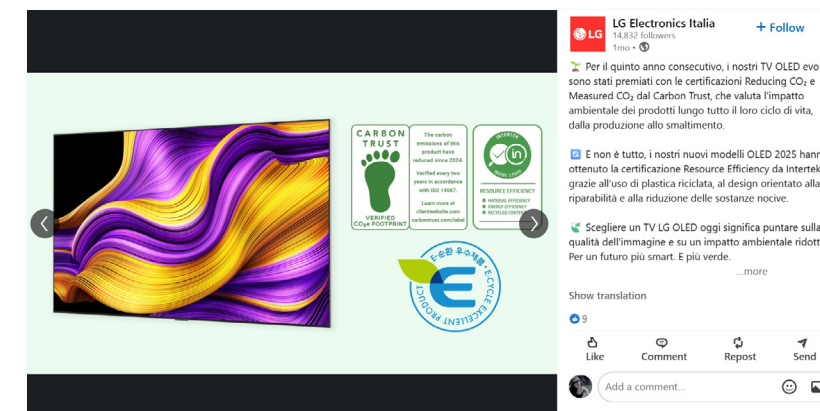
Maximise the visibility and impact of the label by going beyond on-pack labelling to **further marketing channels** and campaigns:



Out-of-home events



Point-of-sale: in store and e-commerce



Social



Press



Website



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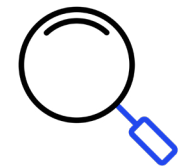
Measure and demonstrate value



Measure and demonstrate value

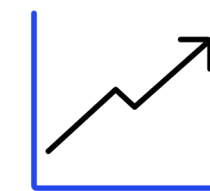
With marketers under increasing pressure to show that your work supports business objectives, demonstrating the impact carbon footprint labelling back to the business is essential. To secure long-term investment and embed labelling into brand strategy, you need to measure its impact, quantify its value and amplify the results internally and externally.

Measure and demonstrate value – What marketers can do



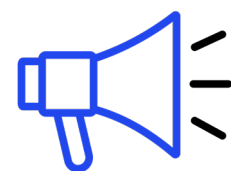
Define KPIs that link carbon footprint labelling to brand and business goals

- Brand trust, sustainability associations, label recognition.
- Engagement or conversion in marketing activities that feature the label.
- Sales uplift, shopper preference, category differentiation.



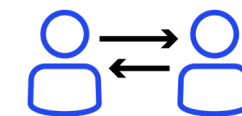
Measure via marketing analytics and brand tracking

- A/B test campaigns with and without the label to understand its effect.
- Consumer surveys to understand perceptions of trust, transparency and credibility.
- Monitor social listening for sentiment shifts around sustainability claims.
- Analyse e-commerce behaviour or sales data to see if the label influences conversion.
- Use brand tracking to measure long-term shifts in trust and preference.



Communicate commitments and successes externally

- Include labelling impact in ESG updates and annual reports.
- Share results with retail buyers (if relevant) to strengthen category positioning.
- Publish case studies on website or social channels.



Communicate results internally to strengthen support

- Builds confidence, reduce internal friction, and help secure future investment by demonstrating value to internal stakeholders.

Measure and demonstrate value – success story: Tetra Pak

We have worked with Tetra Pak to make the carbon impact of its packaging solutions more visible to large consumer brands and their end-consumers. Tetra Pak has integrated the Carbon Trust label into its packaging and brand communications across multiple markets and channels.

By embedding the label into on and off pack and storytelling, and tracking its impact over time via brand research, Tetra Pak shows the potential for carbon footprint labelling to drive positive brand perception that is measurable among consumers, and demonstrable to stakeholders.

The screenshot shows a website page with a green background image of a field. The text reads: "Third-Party Certification. Sustainability is one of Tetra Pak's top priorities. Tetra Pak is committed to using responsibly sourced materials. We use third party certifications such as FSC™, Bonsucro, The Carbon Trust™ to prove it." Below this is a section titled "The Carbon Trust™" with the text: "Carbon Trust works with Tetra Pak to help measure, reduce and communicate the carbon footprint of packaged products." There is also a small image of a product with a Carbon Trust label.

Website

The screenshot shows a press release article with a headline: "Tetra Pak Launches World-First Paper-Based Barrier for Juice Packaging with García Carrión and Advances New Packaging Material Development". Below the headline is a date: "19 DECEMBER 2023 11:35". The main image shows a Tetra Pak juice carton with a Carbon Trust label.

Press

The screenshot shows a social media post with the headline: "Tetra Pak Launches World-First Paper-Based Barrier for Juice Packaging with García Carrión and Advances New Packaging Material Development". The text includes: "Our ambition at Tetra Pak is to deliver the world's most sustainable food package. We made a breakthrough one year ago when we introduced an aseptic carton package with a paper-based barrier. By increasing the renewable content of the package to 90%, we reduced its carbon footprint by 33%* – as certified by The Carbon Trust – while offering comparable shelf life and food protection to traditional aseptic cartons. As we pass the one-year anniversary of this world first and unique development, I couldn't be prouder of our teams and collaboration with Lactogal Produtos Alimentares S.A. for achieving this significant milestone. (*Compared to a standard Tetra Brik® Aseptic 200 Slim Leaf carton package.)" There is also a photo of a factory floor.

Social

The image shows a close-up of the Carbon Trust label on a white carton. The label features a green footprint icon and the text: "CARBON TRUST. The carbon footprint of this Tetra Brik® Aseptic 1000 Edge carton package using plant-based [plastics/polymers] is X% lower than the standard Tetra Brik® Aseptic 1000 Edge package. Verified in YYYY and every two years in accordance with ISO 14067. carbontrust.com /tetrapak". Below the footprint icon, it says "PACKAGING VERIFIED CO₂e FOOTPRINT".

On pack

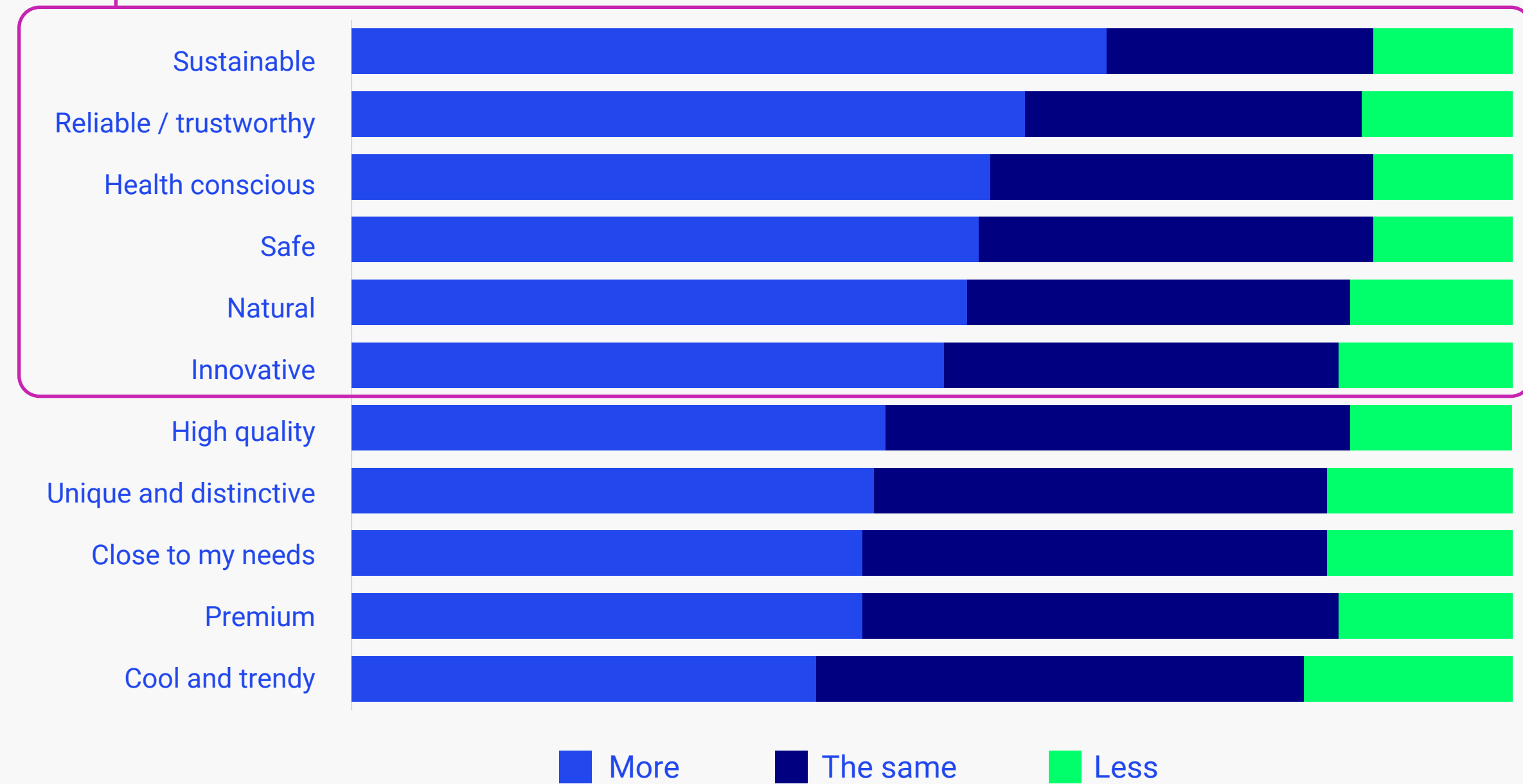
Tip: Read more about our work with Tetra Pak in this [impact story](#)

Measure and demonstrate value – success story: Tetra Pak

Insights from independent research commissioned by Tetra Pak highlight that the Carbon Trust label positively influences brand image in a number of areas – enhancing brand perception as **sustainable, natural and reliable**.

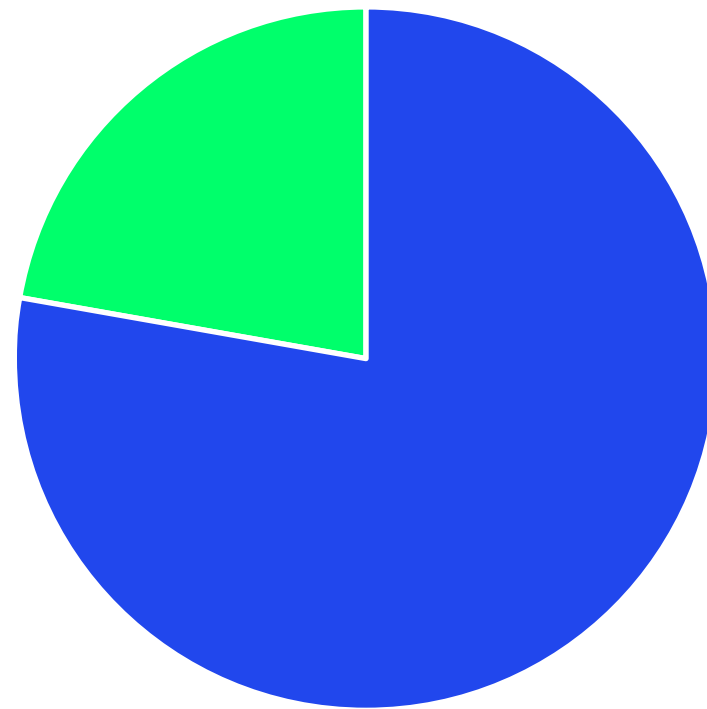


The presence of the Carbon Trust label on pack would make the brand...

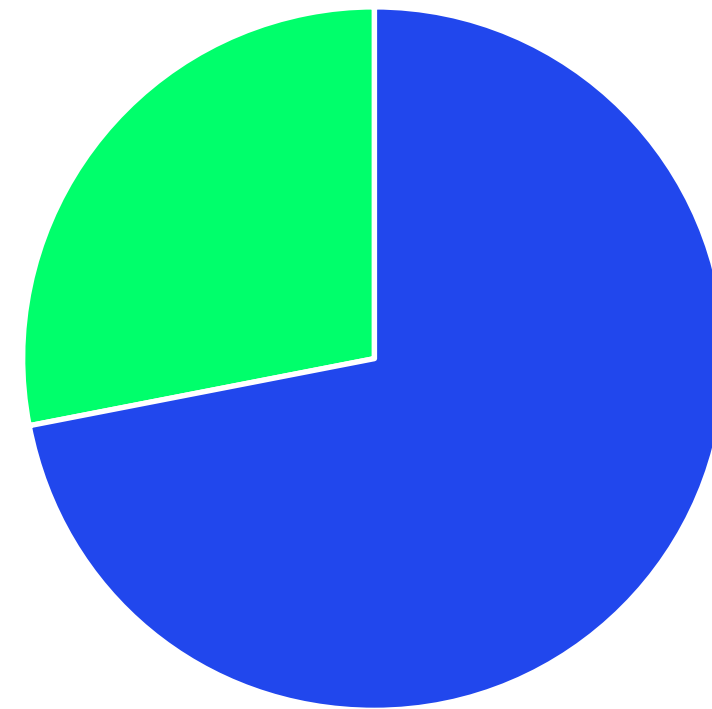


Measure and demonstrate value – success story: Tetra Pak

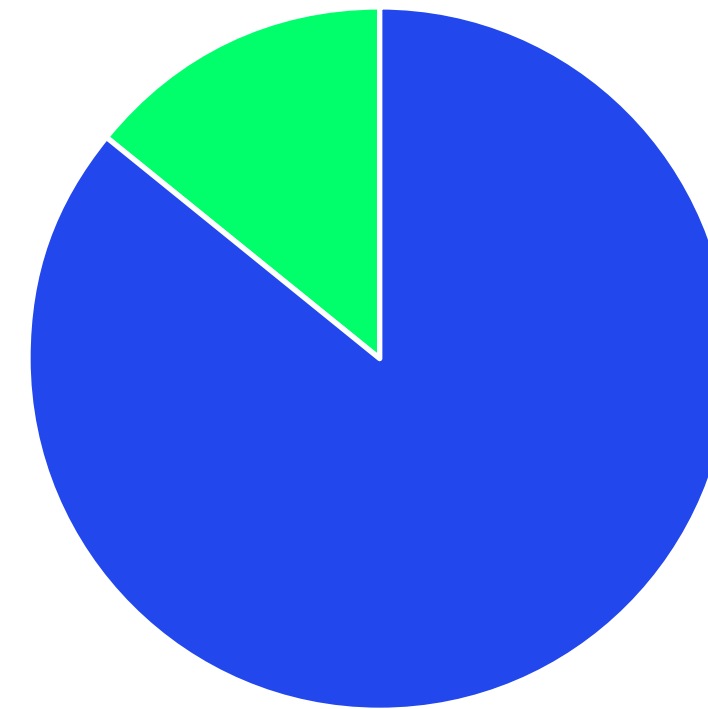
Insights from independent research commissioned by Tetra Pak reveal that the Carbon Trust label can be a strategic asset that enhances brand image, credibility, and purchase intent.



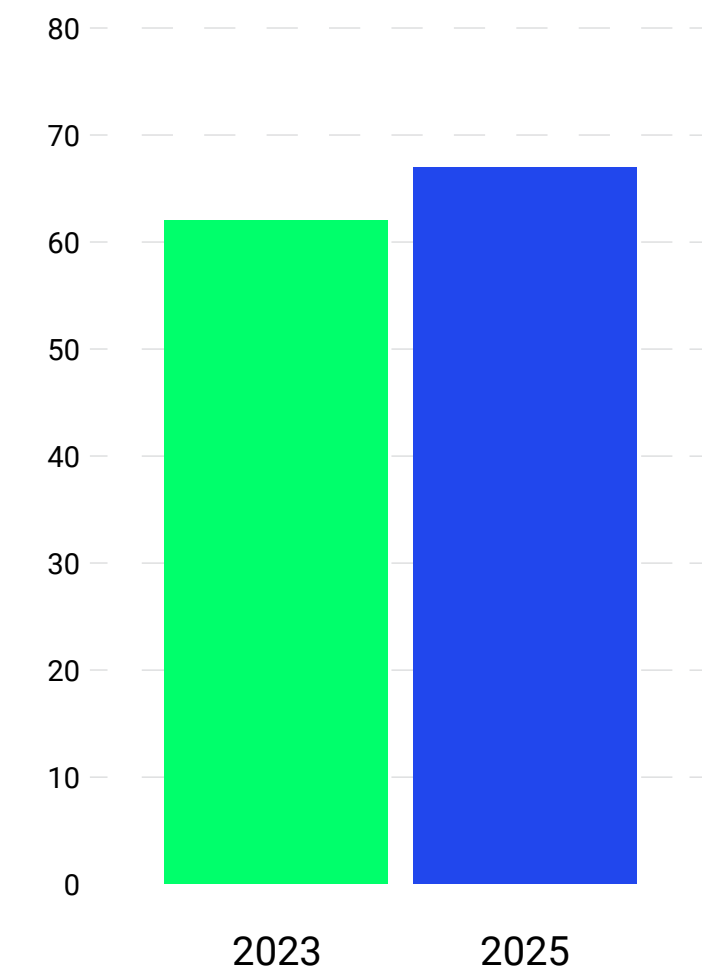
78% of consumers agree that the presence of the Carbon Trust label would **increase consideration of the brand.**



72% of consumers agree they would **definitely or probably buy** the Carbon Trust labelled product.



86% of consumers agree that the Carbon Trust label stands **for evidence of a company's action.**



Relevance of the Carbon Trust label has **risen by 5%** from 2023 to 2025 brand tracking (**62% to 67%**)



Executive summary

Demonstrating the case for
carbon labelling

Maximising the value of
carbon labelling

Appendix

**Speak to our labelling experts
about how we can support you**



Contact us

Speak with our experts to begin your verification journey and discuss how you can measure, manage, reduce and communicate the footprint of your products.



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Executive summary



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carbon labelling



Appendix

A large, stylized green arrow pointing to the right, with a gradient from light green to dark green.

Appendix

Consumer attitudes to carbon footprint labelling – Methodology

Primary research:

To understand consumer perceptions of product carbon footprint labelling, we commissioned YouGov to conduct research across multiple markets in **2023** and **2025**.

Research scope:

YouGov 2023

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 14668 adults in the UK, US, France, Italy, Netherlands, Sweden, South Africa, Mexico, Colombia, and China. Fieldwork was undertaken between 27th April - 19th May 2023. The survey was carried out online. The figures have been given an even weighting for each country to produce an 'average' value.

YouGov 2025

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 7669 adults in the UK, US, Germany and Italy. Fieldwork was undertaken between 18th - 28th July 2025. The survey was carried out online. The figures have been given an even weighting for each country to produce an 'average' value.

Secondary research:

In addition to the primary consumer research, we have collated publicly available research from global organisations on the latest attitudinal and behavioural trends relating to sustainable action from brands. Where secondary research is cited, links are included to the original published sources.

The global regulatory landscape for green claims is complex and changing

EUROPE

Empowering Consumers Directive

- Prohibits generic claims and claims like 'carbon neutrality' if based on carbon offsetting.
- Requires sustainability labels to be established by an approved certification scheme

Rules apply from September 2026

EU Green Claims Directive

Requirements include:

- Substantiation of claims
- Accessibility of evidence
- Third-party verification

Currently on hold

UK

CMA Green Claims Code

- Focuses on ensuring claims are genuine and not misleading
- Violations can lead to fines of up to 10% a company's global revenue (from April 2025)

FCA anti-greenwashing rule

- Guidance for financial institutions aimed at avoiding misleading sustainability claims of products and services

In effect as of May 2024

NORTH AMERICA

FTC Green Guides

- Guidance for marketers on environmental claims

Draft expected to be updated in due course

Canada's New Anti-Greenwashing Bill

- Requires adequate testing for voluntary environmental claims, to recognised methodologies

In effect as of May 2024

ASIA

China's Advertising Law and Anti-Unfair Competition Law

- Includes provisions outlining that claims must not be misleading and must be evidence-based

In place as of 2022

Singapore CCS's Guide on Quality-related Claims*

- Developed to help businesses avoid greenwashing following instances of enforcement action
- Includes key principles around substantiation and evidence

*Guidance is not legally binding

Glossary

Carbon footprint – A carbon footprint measures the total greenhouse gas emissions caused directly and indirectly by a person, organisation, service or product. It is measured in tonnes or kg of carbon dioxide equivalent (CO₂e), combining the impact of different greenhouse gases (GHG) into one figure equivalent to if it were all CO₂, based on their global warming potential.

Decarbonisation - Reducing and ultimately eliminating related carbon emissions from upstream, operational and downstream activities.

Verification - The Carbon Trust provides an independent opinion of an existing claim. In order to form an opinion, we follow a verification process, checking the data (which will be historical quantitative or qualitative data), assumptions, etc, and ensuring they meet agreed criteria

Standards - A standard refers to the methodology used to measure/certify a footprint. Some examples: PAS 2050, PAS 2060, ISO 14067

Net Zero - Net Zero is the most comprehensive approach there is to securing a liveable planet. Achieving Net Zero involves making deep reductions in greenhouse gas emissions to get as close to zero as possible, and then actively removing from the atmosphere any emissions that really cannot be avoided. Once we achieve this

balance of emissions and removals, global warming stops worsening. There is scientific consensus that limiting global warming to 1.5C will avoid the most catastrophic effects on our climate, and the Paris Agreement of 2015 set out an international commitment to pursue this target. Climate scientists have modelled the scenarios needed to call time on global warming and prevent us from surpassing 1.5C. The pathways which achieve this have a common thread: halving our emissions this decade and reaching Net Zero by around 2050

Science Based Targets (SBTs) - Science based targets enable organisations to align their carbon reduction plans with international climate change goals. Specifically, the Paris Agreement which sets out an international ambition to hold the increase in global average temperature well below 2C above pre-industrial levels and pursue efforts to limit this to 1.5C. Science-based targets aligned with 1.5C are considered best practice.



Further reading and resources

Guide – A guide to carbon footprinting for businesses.

[Download guide](#)

Q&A briefing – How to reduce your carbon footprint through your everyday shopping.

[Read briefing](#)

Webpage – The Carbon Trust product carbon footprint label.

[Visit website](#)

Newsletter – Sign up to our monthly newsletter to receive the latest label insights and more.

[Sign up](#)

Visit carbontrust.com for our full range of advice and services

Email: client.support@carbontrust.com

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