




Webinar: **Session 4**

How to talk about carbon

 5 October 2pm BST / 9am ET

Your speakers



**John Newton, Director –
Label Programme Delivery**
The Carbon Trust



**Anna McShane, Manager –
Marketing & Communications**
The Carbon Trust

Agenda

1. The climate context
2. How and why to measure a carbon footprint
3. How not to talk about carbon
4. How to be clear and accurate
5. How to be engaging while following best practice
6. Key takeaways
7. Q&A

The climate context

The current state of climate change – a reality check

- **Human-induced global warming of 1.1 degrees C has spurred changes to the Earth's climate that are unprecedented in recent human history.**
- **Adverse climate impacts on people and ecosystems are already more far-reaching and extreme than anticipated.**
- **In 2023 alone, extreme weather events linked to climate change include:**
 - Deadly floods in Libya
 - Severe heat across Europe, North America and Asia
 - Numerous wildfires in California and Canada
 - Monsoon flooding in India
 - Flooding and landslides in Italy

Limiting global temperature rise to 1.5 degrees C is still possible, but only if we act immediately and collectively.



The climate context

Increasing consumer awareness of climate claims

51%

of consumers globally say environmental sustainability is more important to them today than it was 12 months ago, with action starting to match intent.

49%

say they've paid a premium—an average of 59% more—for products branded as sustainable or socially responsible in the last 12 months.

64%

say products branded environmentally sustainable or socially responsible made up at least half of their last purchase.

“Clearly communicating both the financial and environmental impact of a company’s sustainability initiatives—from how it participates in the circular economy across the value chain to the corporate sustainability metrics it chooses to share—**may attract a new group of purpose-driven consumers, employees, and investors.**”

The climate context

Increasing media scrutiny and backlash



Revealed: more than 90% of rainforest carbon offsets by biggest certifier are worthless, analysis shows

Gas industry invents new term to 'greenwash' sales of new boilers



Greta Thunberg pulls out of Edinburgh Book Festival over 'greenwashing'

Shell and BP among oil firms accused of greenwashing over renewable energy

Greenpeace analysed the annual reports of the British fossil fuel giants for 2022, alongside 10 other European companies

The climate context

A complex regulatory landscape



EU to ban greenwashing and improve consumer information on product durability

Press Release 19-09-2023 - 23:00

EU Unfair Commercial Practices Directive (UCPD)

- Draft released in September 23
- Banning generic environmental claims and claims based on offsetting schemes, incl. 'carbon neutral'
- Requiring information to be more visible to consumers



UK CMA's Green Claims Code

- Focuses on:
 - whether claims are supported by evidence
 - whether claims influence peoples' behaviour when purchasing such goods and services
 - whether consumers are misled by an absence of information about the environmental impact of products and services



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

Industry awaits update to FTC's 'green guides'

Consultation on how to market sustainability comes amid a global push against greenwashing

US FTC's Green Guides

- Update pending (last updated in 2012)
- Will focus on:
 - guidance on carbon offset and renewable energy claims
 - unqualified recyclable/recycled content claims
 - the need for additional guidance on various terms

Why measure a carbon footprint?

Everything we buy, produce and use has an environmental impact.

1

A carbon footprint is measured as CO₂e, the total carbon dioxide and other greenhouse gases emitted during the lifecycle.*

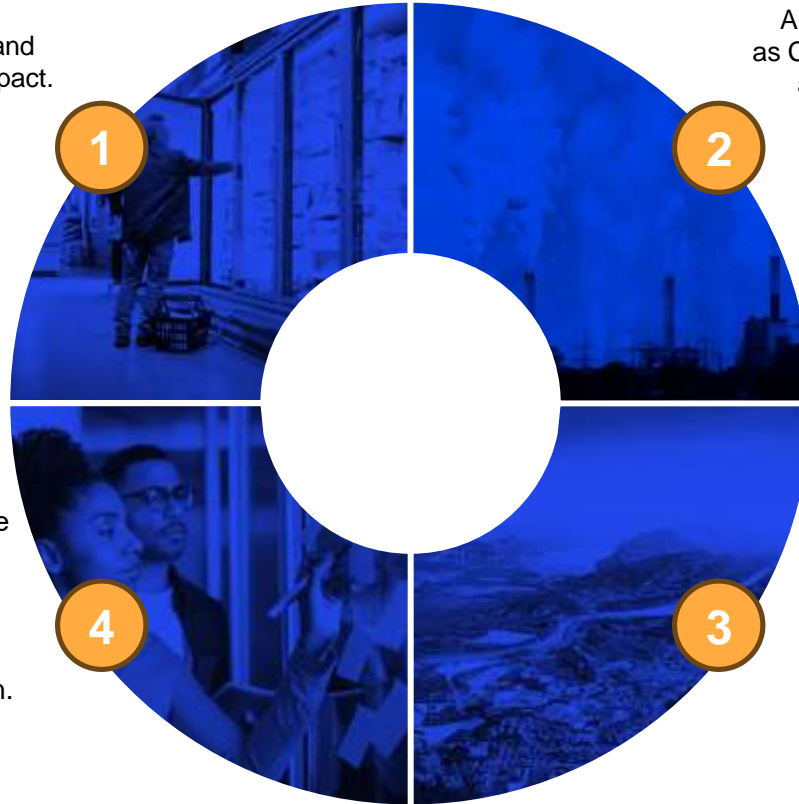
2

It's also key to communicate to consumers and key stakeholders the actions you're taking to reduce the impact of a product or your organisation.

4

Communicating a carbon footprint is a way for companies to verify accurate measurements of the impact of a product or organisation.

3



How to measure a carbon footprint



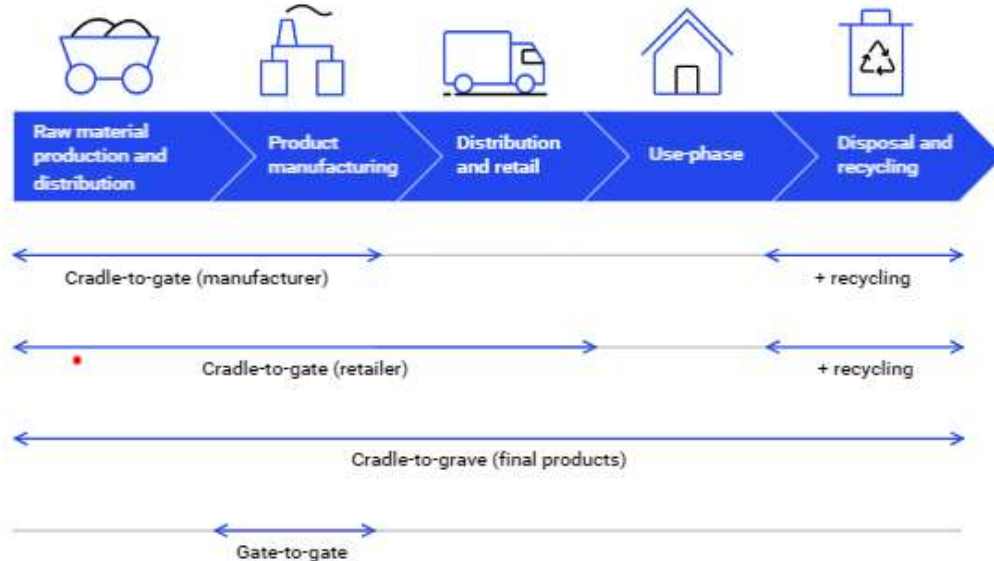
- Collect primary and secondary data
- Build a product carbon footprint model
- Produce a Product Emissions Report (PER)
- Calculate uncertainty
- Identify product hotspots

- Review primary and secondary data sources & supporting evidence
- Check emissions factors
- Review footprint calculations and methodology in accordance to the relevant ISO Standard

- Communicate the footprint to your key stakeholders and the public, e.g. through product labels, webpage information
- Host PER/QES online for transparency

How to measure a product carbon footprint

A life cycle product carbon footprint measures the total greenhouse gas emissions generated by a product, from extraction of raw materials to end-of-life. It is measured in carbon dioxide equivalents (CO₂e).



Product footprints should be associated with a scope or boundary, the most common being:

- **Cradle-to-gate:** mostly used for business-to-business (B2B) products.
- **Cradle-to-grave:** mostly used for business-to-consumer (B2C) products.

How not to talk about carbon

Spot the misleading claim

G.L.O. DETERGENTS



We have worked hard to reduce the carbon impact of our products, so you can be sure that when you buy our products, you know they are good for the planet

LEARN MORE

Almost no product is ever “good” for the planet, just less bad

How not to talk about carbon

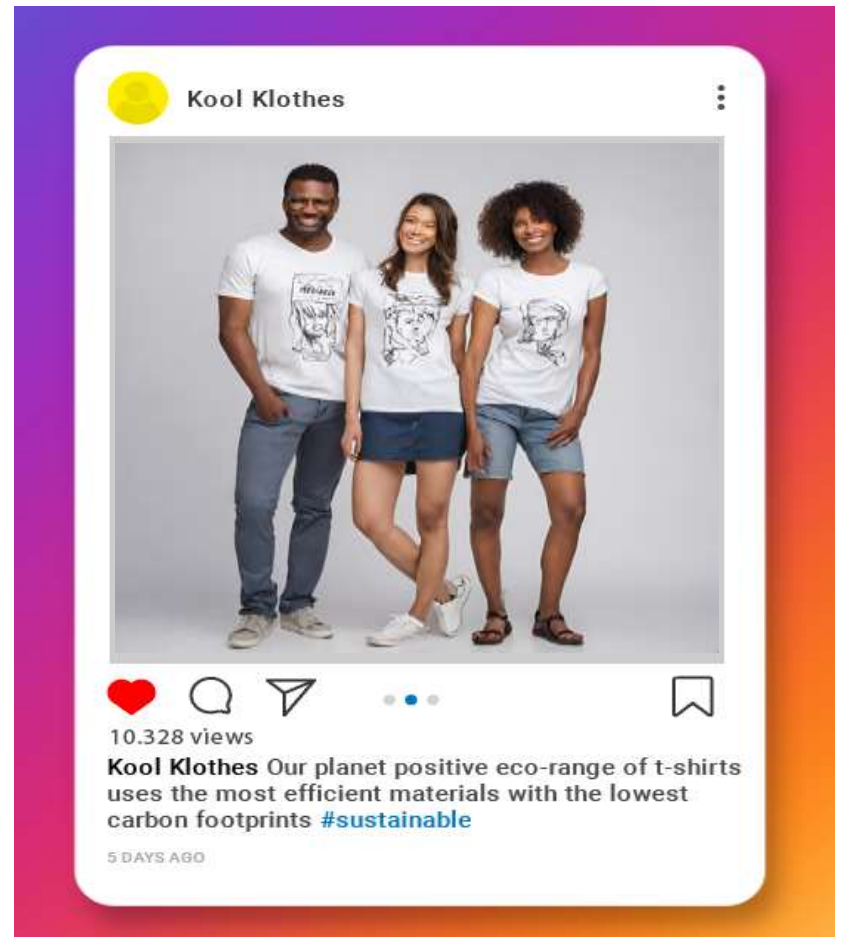
Spot the misleading claim

Caption: **“Our planet positive eco-range of t-shirts uses the most efficient materials with the lowest carbon footprints”**

Use of confusing terms

Unclear comparison with no evidence to back it up

Making a claim focusing on one element rather than full lifecycle



How not to talk about carbon

Spot the misleading claim

Unclear comparison
with no evidence to
back it up

Use of
confusing/vague terms

Only focusing on one
element of the lifecycle



How not to talk about carbon

Spot the misleading claim

Could be technically accurate, but misleads by implying the environmental impact of a product can be cancelled out

Lack of information on offsetting project – e.g. geography

No evidence, substantiation or reference to a standard

For every 100 products sold, we plant a tree to offset the impact of this product.

Buy



How not to talk about carbon

Spot the misleading claim

Exaggerated claim - independent verification may only mean that the product footprint has been measured and verified

Undefined/unclear terms

No evidence or substantiation to back up the claim

Label text: **“this wine has been independently verified by X certifier, making it the greenest choice”**



**What terms have you seen
being used to describe the
carbon impact of a product or
organisation?**

How not to talk about carbon

Use confusing or undefined terms

Carbon positive

Carbon neutral

Green

Sustainable

Eco

Carbon negative

Climate positive

Environmentally
friendly

Climate friendly

Carbon Neutral

What is carbon neutral?

- Carbon neutral is defined by PAS 2060, the international standard for carbon neutrality developed by BSI.
- PAS 2060 defines carbon neutral as “not adding new greenhouse gas (GHG) emissions to the atmosphere. Where emissions continue, they must be offset by absorbing an equivalent amount from the atmosphere, for example through carbon capture and reforestation that is supported by carbon credit schemes.”
- Carbon neutrality involves four key steps:
 1. Assessment of GHG emissions based on accurate measurement data
 2. Reduction of emissions through a target-driven carbon management plan
 3. Offsetting of excess emissions, often by purchasing carbon credits
 4. Documentation and verification through qualifying explanatory statements and public disclosure

Carbon Neutral

What is the problem with carbon neutral claims?

- Recent scrutiny of offsetting schemes (e.g. the Guardian's investigation into Verra) has led to a diminishing of trust in claims that rely on offsets, such as carbon neutral.
- Some critics say that a carbon neutral claim implies a product has zero impact on the environment, which can't be true.
- There is a lack of understanding among consumers around the term, and a need for greater clarity.
- There is also a need for more rapid climate action than ever before, and increased ambition for decarbonisation, rather than offsetting.
- As claims of action grow, consumers need transparency, and product claims they can trust to enable them to choose products that are more sustainable.



Revealed: more than 90% of rainforest carbon offsets by biggest certifier are worthless, analysis shows

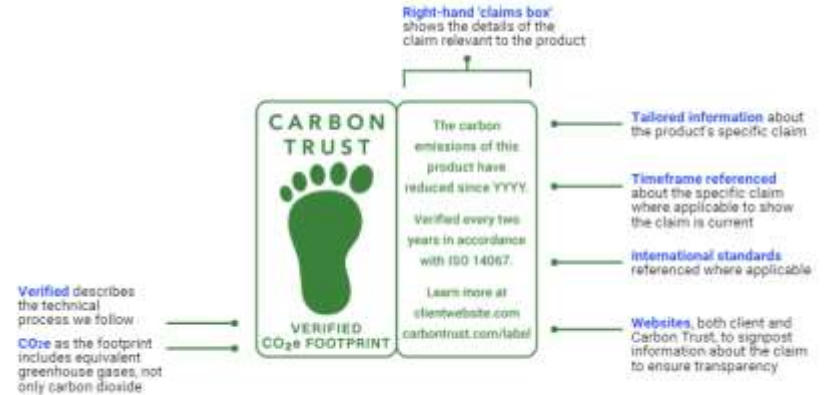


Carbon Neutral

What is the reaction so far?

From the sustainability sector

- As of September 2023, the Carbon Trust is no longer offering carbon neutral verification or labelling
- As a leader and innovator in this area, we are making ambitious changes to our label offerings to help drive decarbonisation and transparency.
- We have launched a more streamlined, targeted portfolio of claims, with a greater focus on decarbonisation effort and increased transparency.



Carbon Neutral

What is the reaction so far?

From companies

- Companies want to do the right thing, and recognise the issues with carbon neutrality
- However, they often struggle to navigate the changing landscape and communicate this to their clients
- Many companies have already made the decision to drop carbon neutral claims

From regulators

- EU Parliament has published a draft legislation – the Unfair Commercial Practices Directive (UCPD) – laying out plans to ban terms including carbon neutral
- Individual countries within the EU (e.g. France & Germany) are expected to take a quicker and stronger stance
- US may follow suit with the pending Green Guides from the FTC

Shell signals retreat from carbon offsetting

Oil company is latest firm to act amid indications that carbon credits do nothing to mitigate global heating

Nestlé to walk away from 'carbon neutral' claims

The world's largest food maker says it wants to instead invest in cutting its greenhouse-gas emissions.

EU to ban greenwashing and improve consumer information on product durability

Press Release [ENCA](#) 19-09-2023 - 23:55

How not to talk about carbon

Imply that a product is good for the environment

The ad

- A TV ad for a drinks company with animations and songs focusing on the need to 'fix up the planet'

The challenge

- Complainants said the ad exaggerated the total environmental benefit of the products and was therefore misleading.
- They said that many consumers would interpret the overall presentation of the ad to mean that purchasing these products would have a positive environmental impact

The solution

- Make sure ads making environmental claims make clear the basis of those claims.
- Ensure ads don't mislead as to the total environmental benefit of products



How not to talk about carbon

Mislead through vague language or by omitting key details

The ads

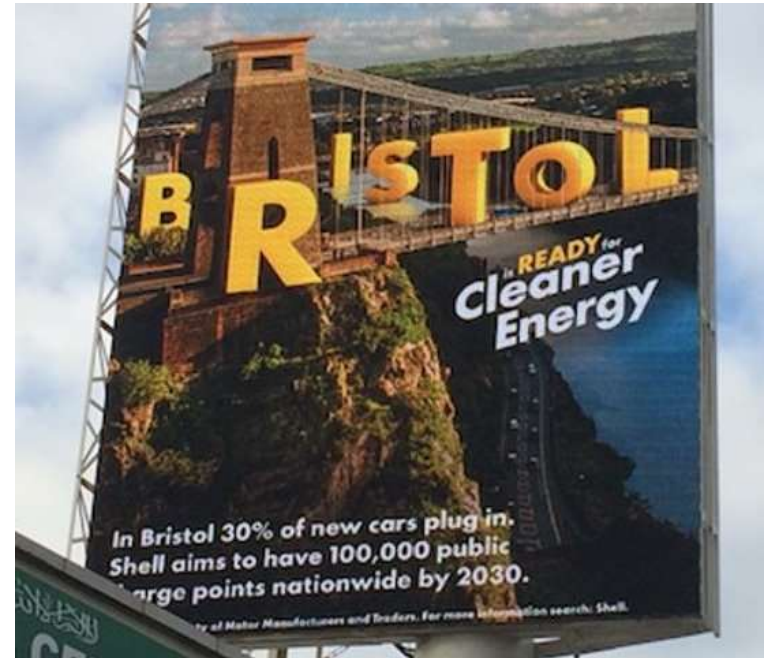
- Several big oil companies recently had their ads banned by the ASA. Each ad focused on their green energy activity and featured imagery such as wind turbines and electric vehicles

The challenge

- **Misleading language**
- **Omitting important information**

The solution

- Be upfront about your company and industry's impact on the environment.
- Be honest with consumers and don't try to pull the wool over their eyes



How not to talk about carbon

Use unfair comparisons

The ad

- A campaign by oat drink producer comparing the carbon footprint of alternative milk products and dairy milk products

The challenge

- **Unfair comparison:** [Our product] generates 73% less CO₂e vs. milk”
- However, the comparative footprint carried out only looked at one of the company’s products and one type of milk (whole milk).

The solution

- Always compare apples to apples: comparisons must be fair and meaningful, products being compared should meet the same needs or be intended for the same purpose



How not to talk about carbon

Don't provide evidence

The ad

- A poster ad by a German airline with the tagline **“Connecting the world. Protecting its future”**

The challenge

- **Omitting important information and lack of substantiation**
- **Vague/misleading language** that gives a misleading impression of the advertiser's environmental impact

The solution

- Add qualifying information within the ad itself to substantiate the claim
- Avoid vague phrases
- Clarify the steps your business is already taking, as well as future plans and commitments
- Recognise the impact your industry has on the planet



How to be clear and accurate

CMA's Green Claims Code outlines six key considerations when making an environmental claim



Make sure the claim is truthful and accurate



Make sure the claim is clear and unambiguous



Make sure your claims don't omit or hide important information



Make sure they make fair and meaningful comparisons



Make sure they are substantiated



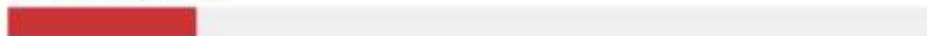
Make sure they consider the full lifecycle of a product

How to be engaging (while following best practice)

[Acknowledge that this is the start of the journey, not a completed task](#)

GOAL 10: 100% MONO COTTON DEADSTOCK TO BE UPCYCLED 2022.

STATUS: 20%



In 2021 we utilised 5,800 pieces of our deadstock waste for upcycling projects.

However, we are lacking solutions for the remaining deadstock. We have developed more partnerships throughout 2021 with Fibre to Fibre technologies but these partners are not at a place to take GANNI's mono cotton deadstock yet. Therefore, one of our top priorities for 2022 is to find an array of solutions to utilise the mono cotton deadstock we have.

GANNI

GOAL 12: UTILISE OUR OWN DEADSTOCK IN THE TRIALS BY 2023.

STATUS: 60%



We're in conversation with both Infinited Fiber and Renewcell on our goal to ensure that old GANNI clothing could one day become new GANNI and it's not a pipe dream. As you might know, less than 1% of clothing becomes new clothing*, but we feel like solutions are coming to the fore and the technology and infrastructure is coming together to be able to turn this into a reality.

* Ellen MacArthur Foundation, A New Textiles Economy: Redesigning fashion's future, 2017

How to be engaging (while following best practice)

Earn trust through radical transparency and honesty



How to be engaging (while following best practice)

Be bold

Ford and Eon lead furious business backlash to Sunak plan to row back on net zero pledges



Photographer: Drew Smith

Superdrug to stop selling single-use vapes in UK and Ireland

Our Urgent Gift to the Planet



Rose Marcario 

Board Member, Advisor, and Former CEO of Patagonia, Inc.

47 articles

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How to be engaging (while following best practice)

Think differently

A1 Telekom's
Urban Garden Oasis
Campaign



How to be engaging (while following best practice)

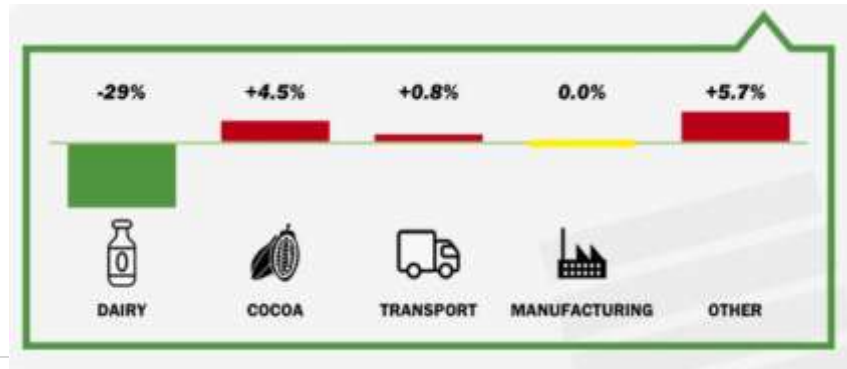
Keep it simple and accessible, while including all the necessary information

HOW CAN A VEGAN KITKAT® BAR DELIVER A 18% LOWER CARBON FOOTPRINT THAN A STANDARD KITKAT® MILK CHOCOLATE BAR?

To make your break even better, the Vegan KitKat® bar has, in its full lifecycle, a carbon footprint 18% lower than the standard KitKat® milk chocolate bar.*

This is thanks to adapting the recipe to include plant-based ingredients.
It's a small step but every step counts...

*Full life cycle means from farm to consumer, up to the disposal of the packaging.



How to be engaging (while following best practice)

[Use compelling storytelling to engage and inspire action](#)

Rainforest Alliance
Follow the Frog
campaign



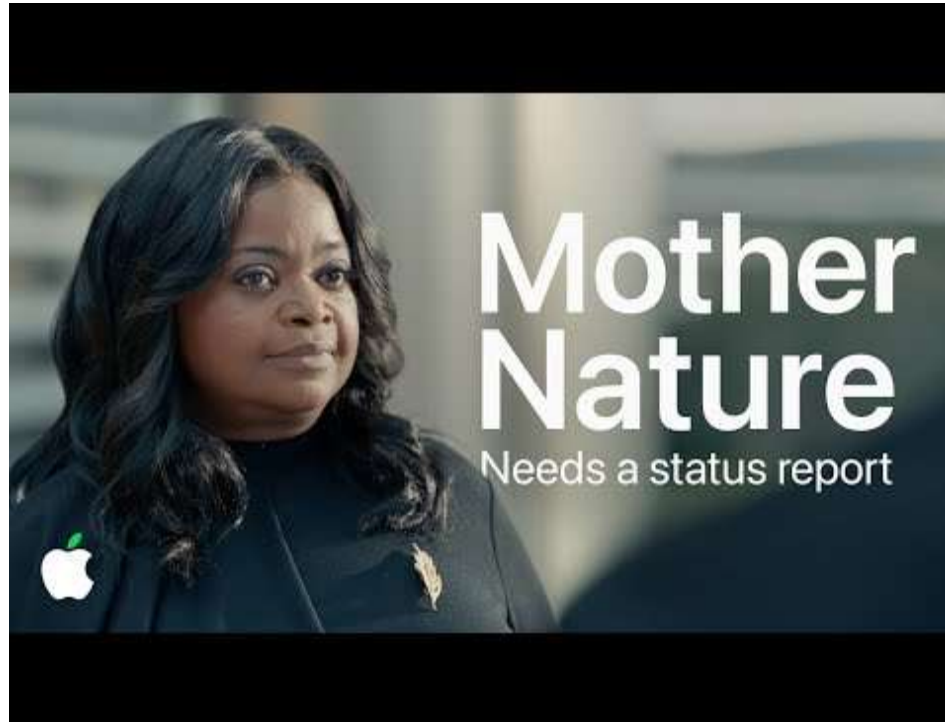
80 Taxonomic barcodes
81 Evolving to extinction



Want data about real terrorism? Well, I've decided that, to a lesser extent, it's a problem for any study of a high-profile terrorist attack.

How to be engaging (while following best practice)

Always pair communication with action



In summary

1

Communicating the carbon impact of products and organisations is more important than ever, as consumers increasingly want to be able to make more informed choices.

2

Misinformation is rife, with many brands falling foul of regulation and misleading customers.

3

Independent, third-party verification of carbon footprint calculations gives customers reassurance that claims are credible and robust.

4

Be clear, transparent, and avoid vague or misleading language when communicating your carbon impact.

5

Always provide evidence and don't omit important information or parts of a product's lifecycle.

6

Never imply a product or organisation has zero impact on the environment.

7

Sustainability requires collaboration. Share challenges as well as successes, so others in your industry can learn from you.

8

Be humble. We are miles away from where we need to be in terms of limiting global warming. Acknowledge that there is a lot of work still to be done.

Questions?



London, UK



Umbertide, Italy



Mahe, Se



Otago, New Z



Join the transparency movement at provenance.org

hello@provenance.org