

# Welcome to the 37th Discussion Forum on LCA

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# Topic of the forum



How reliable are used labels?
Is labeling a good tool?
Do labels reach consumer?
Are consumer ready to delegate responsibility to the retailers?
How should LCA be used?





Development of standards

Mandatory labeling

Labeling of all products by retailers

Labels

Retailers strategy: provide information to consumer or take the responsibility





WRI/WBCSD
ISO
PAS 2050
Industry initiatives
Japanese Guidelines
ADEME/AFNOR





WRI/WBCSD PAS 2050 Industry initiatives Japanese Guidelines ADEME/AFNOR





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## Mandatory labeling - the case of France



- product/packaging and life cycle perspective;
  - multicriteria, but simple;
    - defined methodology

#### Chapter 2. Findings and Declarations

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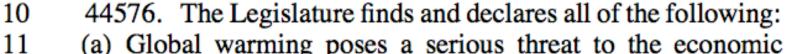
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- (a) Global warming poses a serious threat to the economic well-being, public health, natural resources, and the environment of California.
- (b) The California Global Warming Solutions Act of 2006 (Division 25.5 (commencing with Section 38500)) provides a regulatory framework to establish and enforce greenhouse gas emission reductions.
- (c) Voluntary consumer choice can play a significant role in 18 helping California meet its greenhouse gas emission reduction targets, but only if consumers have usable and reliable information about the carbon emissions resulting from their product choices.
  - (d) It has been estimated that household consumption of consumer goods in the United States accounts for emissions of more than 15 metric tons of greenhouse gas equivalents, or about one-third of total household emissions, per year.
  - (e) The development of a voluntary carbon labeling program for consumer products can harness the power of the marketplace to create incentives for manufacturers to innovate and compete to reduce the carbon footprint of their products.

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" BLANC DE POULET	1.58
" SAUCISSES	1.89
" YADURT VANILLE	2.50
" gāteau	1.83
, WORLANDE	1.32
" PUR JUS D'ORANGE	1.60
NETTOYANT CUISINE	1.70
COLORATION CHEVEUX	11.10
DENTIFFEICE	1.10

Total 9 orticles 24.12
Soit on franc : 158.22
(1 euro = 6.55957 francs)

Especes 24.12 Rendu 0

> MERCI DE VOTRE CONFIANCE A BIENTOT!

Le bilan CO2 de mes courses est de :

13,38 kg eg CO2(1)

Plus le chiffre est faible, mieux c'est pour ma planète !!

Pour en saveir plus, ROV sur le stand à l'entrée du magasin ou sur le site WWW. jeconomisemap anete. fr

(1) Co chiffre correspond au calcul des émissions de gaz effet de sens en équivalent (D<sub>2</sub> des praduits indiqués par une étalle dans la liste de mes achats.

#### L'INDICE CARBONE\*

est une estimation de la quantité de ga à effet de serre (CO2...) émise lors des principales étapes du cycle de vie du produit (production + transformatio + emballage + transport + distribution)

"Casino s'engage pour l'environnement en collaboration avec ses fournisseurs

pour réduire ses émissions

de gaz à effet de serre "

Cette méthode d'évaluation est issue d'une collaboration avec un organisme indépendant. La mesure est exprimée en g équivalent CO<sub>2</sub> pour 100 g de produit.

#### L'INDICE CARBONE de ce produit



Plus d'informations : www.produits-casino.fr ou SERVICE CONSOMMATEURS





# Labels















### **ADEO**





#### ■ PRODUITS ET SOLUTIONS KBANE









#### Solaire et energies renouvelables

Vous permettre d'utiliser des sources d'énergie plus économes et plus respectueuses de l'environnement : géothermie et aérothermie, chauffage au bois, chauffe-eau solaire, production d'électricité

#### Qualite de l'air et de l'eau

Le monde « Qualité de l'Air et de l'Eau » regroupe tous les produits de purification de l'air et de l'eau vous permettant d'avoir une eau et un air intérieur sains pour vous et vos enfants.

#### Jardinage raisonne

Vous permettre de bien vivre votre jardin en respectant l'environnement : Composteurs, broyeurs, paillage, engrais et désherbants naturels...

#### Isolation et écoconstruction

Vous permettre de réduire au quotidien vos factures d'eau, d'électricité, et de chauffage : Ampoules à économie d'énergie, réducteurs de débit d'eau, récupération de l'eau de pluie, tri des déchets...

#### Decoration et produits sains

Vous permettre de vivre et d'habiter une maison plus saine : de l'embellissement de votre maison (peinture naturelle...) ... au bois dans tous ses états en passant par ... l'isolation (ouate de cellulose, fibre de bois ...).

### Tesco



### THE CARBON COUNT

Prodded by customers, companies are starting to measure the amount of greenhouse gas released in manufacturing and distributing their products



#### FRUIT SMOOTHIES

Carbon Footprint: 294 grams

The count by Innocent, a British startup that makes fresh juices, includes emissions from making the fertilizers and pesticides used in the orchards, transporting the produce to England, bottling the juice, and distributing the drinks to shops via trucks. By adjusting the recipes and using recycled bottles, Innocent drove the count down 7%.



#### SHOES

Carbon Footprint: varies

Last year, Timberland began putting a Green Index label on some of its footwear. The 1-10 score is made up of three factors: The amount of greenhouse gases emitted in producing and shipping the shoes, the harmful chemicals used, and nonrenewable resources consumed. The label will be on all of Timberland's shoes and clothing by 2010.



#### **SHAMPOO**

Carbon Footprint: 148 grams

British drugstore chain Boots ran the numbers on a house-brand shampoo. The energy consumed in producing and transporting the products was less than what customers used washing their hair under hot showers. When Boots unveiled the labels in a pilot project in 250 stores last spring, it put up signs urging customers to use cooler water.



#### POTATO CHIPS

Carbon Footprint: 75 grams

PepsiCo's Walkers unit spent two months researching the carbon label on its popular cheese- and onion-flavored potato chips. It learned that farmers were using energy to hydrate potatoes because they were paid per ton, and wet potatoes weigh more. Walkers cut the energy used in making the chips by a third by changing how it buys potatoes.

# Retailers strategy



Wal-Mart says by 2009, it will require all direct import suppliers plus all suppliers of private label and non-branded products to provide the name and location of every factory they use to make the products it sells. By 2012, Wal-Mart will also require suppliers it buys from directly to source 95 percent of their production from factories that receive the highest ratings on environmental and social practices.



### Conclusion



- on going standards, but no reference
- various strategies
- mandatory labeling initiatives
- retailers are key players