



Welcome to the 37th Discussion Forum on LCA

Arthur Braunschweig, Rolf Frischknecht, Stefanie Hellweg,
Roland Hischier, Thomas Köllner, Yves Loerincik, Claude
Siegenthaler, Andrea Weber



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?



What are the existing initiatives?

Development of standards

Mandatory labeling

Labeling of all products by retailers

Labels

Retailers strategy: provide information to consumer or take the responsibility



On-going standards

WRI/WBCSD

ISO

PAS 2050

Industry initiatives

Japanese Guidelines

ADEME/AFNOR



On-going standards

Carbon footprint

WRI/WBCSD

ISO

PAS 2050

Industry initiatives

Japanese Guidelines

ADEME/AFNOR



On-going standards

Multi criteria

WRI/WBCSD

ISO

PAS 2050

Industry initiatives

Japanese Guidelines


ADEME/AFNOR



Mandatory labeling - the case of France

Grenelle de l'environnement -->
environmental labeling by the end of
2010

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



8

9

CHAPTER 2. FINDINGS AND DECLARATIONS

10 44576. The Legislature finds and declares all of the following:

11 (a) Global warming poses a serious threat to the economic
12 well-being, public health, natural resources, and the environment
13 of California.

14 (b) The California Global Warming Solutions Act of 2006
15 (Division 25.5 (commencing with Section 38500)) provides a
16 regulatory framework to establish and enforce greenhouse gas
17 emission reductions.

18 (c) Voluntary consumer choice can play a significant role in
19 helping California meet its greenhouse gas emission reduction
20 targets, but only if consumers have usable and reliable information
21 about the carbon emissions resulting from their product choices.

22 (d) It has been estimated that household consumption of
23 consumer goods in the United States accounts for emissions of
24 more than 15 metric tons of greenhouse gas equivalents, or about
25 one-third of total household emissions, per year.

26 (e) The development of a voluntary carbon labeling program
27 for consumer products can harness the power of the marketplace
28 to create incentives for manufacturers to innovate and compete to
29 reduce the carbon footprint of their products.

30

Labeling of products by retailers

E. LECLERC WATTELOS
POINT ACCUEIL
TEL : 03.20.20.99.99
BONJOUR,

Caisse 040-0090 18 avril 2008 17:08
Ticket 18/04/08 0 1547 05200



* BLANC DE POULET	1.58
* SAUCISSES	1.89
* YAOURT VANILLE	2.50
* GÂTEAU	1.83
* MOUTARDE	1.32
* PUR JUS D'ORANGE	1.60
NETTOYANT CUISINE	1.70
COLORATION CHEVEUX	11.10
RENTREPRISE	1.10

Total 9 articles	24.12
Soit en franc : 158.22	
(1 euro = 6,55957 francs)	
Especes	24.12
Remise	0

MERCI
DE VOTRE CONFIANCE
A BIENTOT !

Le bilan CO₂ de mes courses est de : **13,38 kg eq CO₂⁽¹⁾**

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

Pour en savoir plus, RVF sur le stand à l'entrée du magasin ou sur le site www.jeconomisemaplanete.fr

⁽¹⁾Ce chiffre correspond au total des émissions de gaz à effet de serre en équivalent CO₂ des produits indiqués par une étiquette dans le détail de mes achats.

" Casino s'engage pour l'environnement en collaboration avec ses fournisseurs pour réduire ses émissions de gaz à effet de serre "

L'INDICE CARBONE*
est une estimation de la quantité de gaz à effet de serre (CO₂...) émise lors des principales étapes du cycle de vie du produit (production + transformation + emballage + transport + distribution).

Cette méthode d'évaluation est issue d'une collaboration avec un organisme indépendant. La mesure est exprimée en g équivalent CO₂ pour 100 g de produit.

* Valable en France Métropolitaine

L'INDICE CARBONE de ce produit



450g de CO₂

Faible impact environnemental Fort impact environnemental

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

RECYCLAGE*
Vous aussi vous pouvez agir !



37% → 89%

de l'emballage sera recyclé compte tenu du tri actuel des ménages

de l'emballage pourra être recyclé si on trie tous !



Labels



ADEO



Pour un diagnostic complet de votre maison :
N° Vert 10 805 017 005
appel gratuit depuis un poste fixe

KBANE, C'EST QUOI ? | VOTRE MAISON DIAGNOSTIQUÉE | VOUS ET VOTRE MAGASIN | PRODUITS ET SOLUTIONS KBANE | NOS INSTALLATEURS À VOTRE SERVICE | REJOIGNEZ KBANE

■ PRODUITS ET SOLUTIONS KBANE



Solaire et énergies 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



Qualité 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 éco-construction

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.

APPROVED BY
WAL★MART® &
ASSET PROTECTION

A screenshot of the Wal-Mart Stores, Inc. Package Modeling software interface. The interface is titled "Wal-Mart Stores, Inc. Package Modeling" and includes a "Save & Continue" button, a "Step 1: Create a Package" section, and a "Step 2: Create a Model" section. The "Step 1" section includes a "Package to Model" dropdown menu and a "Create New Package" button. The "Step 2" section includes a "Create New Model" button and a "Package & Model Library" section. The "Package & Model Library" section lists several packages, including "18.0001 PET BOTTLE 500ml". The interface also includes a "Background & Product Info" section and a "Requirements" section. The "Requirements" section includes a "Background & Product Info" section and a "Requirements" section. The "Requirements" section includes a "Background & Product Info" section and a "Requirements" section. The "Requirements" section includes a "Background & Product Info" section and a "Requirements" section.



Conclusion

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