



The Carbon Trust product carbon footprint label: **Reducing claim**

The Carbon Trust label shows that the carbon footprint of your product has been verified by an independent third party. The 'reducing' claim confirms that the footprint has reduced year on year, and that the company is committed to achieving further reductions.

If the label appears on a consumer-facing product, it refers to a cradle-to-grave footprint, from the extraction of raw materials through to the product's eventual disposal, and the emissions associated with each stage.



Minimum requirements

To achieve the 'reducing' claim for your product, you must provide sufficient evidence that:

- The carbon footprint of your product has been calculated in compliance with at least one of the approved international greenhouse gas accounting standards (e.g., ISO 14067 or the Greenhouse Gas Protocol) and meets the Carbon Trust's requirements for assurance.
- A Product Emissions Report (PER) has been compiled in accordance with the requirements of the relevant standard and will be made available upon request.
- The product carbon footprint includes all greenhouse gases and has been converted into CO₂e equivalent emissions (CO₂e).
- Global warming potential values from the Intergovernmental Panel on Climate Change (IPCC) have been used. The latest values are preferred, but previous values are acceptable.
- The most recent product carbon footprint shows a reduction compared to the previous footprint period.
- No offsets have been used to qualify for a reduction.

The verification and reducing claim will be valid for two years. For more information, see the Carbon Trust's requirements for assurance:

- [Part 1: Technical](#)
- [Part 2: Claims and labelling](#)

The process

1. Contact the Carbon Trust through [this form](#).
2. A call is set up to discuss your objectives, the product claim you wish to make and define the scope of work.
3. A contract is drafted. Once this has been signed and returned, the project will begin.
4. Once the project is complete, you will have the opportunity to feature your verified products on Amazon's Climate Pledge Friendly programme.* The Carbon Trust can submit the verified product details to Amazon upon request.

*Note: Amazon may put additional eligibility requirements in place

Eligible sectors: FMCG, retail, food and drink, paper and packaging, ICT and electronics, pharmaceuticals, chemicals, construction materials, energy and power, financial services, transport and logistics

Regions with the Climate Pledge Friendly programme: UK and Europe (Belgium, France, Germany, Italy, Poland, Spain and Sweden), North America (Canada, Mexico and the US), South America (Brazil), Asia (Japan) and Oceania (Australia).

Mission-driven: The Carbon Trust's mission is to accelerate the move to a decarbonised future and, as such, we will only consider organisations that align with this mission.

Restrictions: The label cannot be used on any products which are in any way connected to the fuels, aerospace, defence, tobacco or pornography industries.

Costs: The current price matrix is based on the following:

- Number of products (product categories/SKUs)
- Number of countries where the label will be used
- Company size (based on annual revenue and market reach)
- Marketing and communication support required
- Brand value
- Type of product: B2C or B2B

A discounted fee may be available for referrals of new clients through Amazon and for SMEs.