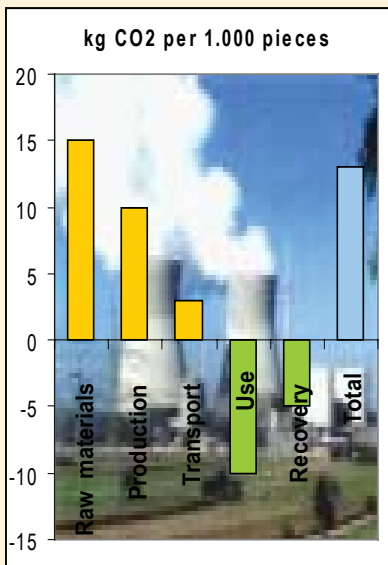




Climate Protection & Energy

Carbon Footprint



Producers, trade chains and also conscientious consumers consider more and more the environmental impacts of products. Climate changes and first and foremost greenhouse gas emissions have entered our consciousness through reports in the media, The Carbon Footprint gives information about the entire CO₂ emissions that a product generates in its life cycle. With minimal efforts, potential improvements and alternatives are compared. The Carbon Footprint offers results which are transparent, easy to understand and communicate.

Methodology and Procedure

The Carbon Footprint of a product or a service supplies for a defined functional unit (e.g. 1 ton, 10 pieces or "having one's hair cut") the direct and indirect CO₂ emissions in kg. All relevant emissions from primary production to manufacturing, the utilisation, recycling and up to the disposal are accounted for. The indirect emissions stem from preceding processes such as the production and supply of energy, raw products and packaging.

It is not yet fixed in our consciousness, that in complete life cycles the phase of utilisation of a product often has the greatest influence on the Carbon Footprint. In the process both occur, emissions and positive effects. Emissions which are avoided through positive effects, further use or recycling are deducted. Furthermore the way in which a product is recycled or disposed of at the end of its use is also accounted for. In this way, data related to individual countries and technologies can be extracted. When greenhouse gases other than CO₂ are significant, these too will be included in the report, generally based on the EU/JRC standards.

Benefits

- Argument ammunition for communication with customers and authorities
- Easy to understand results for the media and advertising
- Identification of sources of emissions and relevant parameters
- Data base for detecting optimization potentials
- Together with costs, the ecological efficiency (EUR per reduced ton of CO₂) and various other measures, a transparent prioritization can be reached
- Important part of a comprehensive sustainability assessment
- Despite analysis of the total life cycle the expenses remain reasonable

References

- Till now denkstatt has prepared Carbon Footprint analyses for about 100 products
- Various packing materials and packaging for beverages
- Construction products (pipes, window frames, floor coverings, insulation material)
- Electrical appliances and parts for electrical appliances and vehicles
- Furniture, medical products, shoes
- Food
- Clients: Ministry for the Environment, Plastic-sEurope, association of the beverage industry, Bayer
- Materials science, Borealis, Agrolinz, Ovotherm, Technopor, API, Funder, etc.
- Through the mentioned services, considerable experience and data pools - in all life cycle phases and with all significant materials - can be used.