

Carbon Trust Certification



The Carbon Trust helps businesses and the public sector adopt more sustainable, low-carbon operational models by measuring and certifying the resource footprints of organisations, their supply-chains, products and services to recognised international standards.

Overview

The Carbon Trust provides independent verification and certification services that recognise real achievements in sustainability, identify improvement opportunities, enhance your reputation and build trust with customers, investors and stakeholders.

The Carbon Trust is one of the leading global providers of assurance services for the environmental impacts of organisations and products. Past experience includes developing the world's first standard for measuring and certifying product life cycle greenhouse gas emissions, as well as launching the first organisational certifications recognising reductions in carbon emissions, water use, waste, and supply chain emissions.

Certification delivers more than just a certificate of achievement. Our core methodology, based on a process of working through four key stages: Measure, Manage, Reduce & Certify, helps your organisation identify and capture opportunities to reduce resource use and thereby reduce cost.

“Our aim is to develop the UK’s most carbon-efficient network, putting our own operations under the microscope and looking for ways to reduce the footprint we leave on the world. By evaluating our impact in conjunction with the Carbon Trust we feel we are doing just that.”

Gareth Rice, Head of Environment, O2

Sustainability leaders

Over 1,100 organisations have certified with the Carbon Trust including:

GSK	PwC
Nationwide	O2
Whitbread	Samsung
Sky	Aldi

Certification process



Certification offers real advantages

Enhancing reputation

- Increase awareness of your environmental credentials among customers, staff and stakeholders
- Be recognised as an independently verified environmentally-responsible organisation
- Differentiate your brand in a crowded marketplace
- Improve staff engagement, retention and ability to attract new talent

Delivering efficiencies

- Identify inefficiency 'hotspots' and opportunities for efficiency gains
- Benchmark your company's resource management performance
- Engage staff and customers in cost-saving and resource-efficiency

Facilitating compliance

- Be prepared to meet the requirements of national and industry regulatory requirements
- Comply with contracting and procurement requirements for independently verified environmental impact data and management frameworks

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“More and more customers are making their purchasing decisions based on a company’s impact on the environment. Our performance certified by Carbon Trust and our ongoing commitment to sustainable development always bring us more traffic.”

Michael Boudoussier, COO, Groupe Eurotunnel



Eurotunnel



Groupe Eurotunnel, the operator of the Channel Tunnel and Le Shuttle service, has held the Carbon Trust Standard for Carbon since 2009 for all of its operations.

To demonstrate the company’s commitment to reducing emissions, Eurotunnel has emblazoned the logo onto its Le Shuttle locomotives.

Eurotunnel continues reducing its emissions through a number of initiatives, such as reducing the speed of trains using the Tunnel at night, using less energy for cooling the Tunnel, and sourcing its electricity supply from low-carbon sources based in France.

Coca-Cola

The Coca-Cola Company

Coca-Cola Enterprises (CCE) was one of the first four organisations to achieve the Carbon Trust Standard for Water, helping to pilot the methodology.

This made CCE the first in their industry to obtain independent certification that they are measuring, managing and reducing water use year on year. CCE is using less water by becoming more water-efficient through a range of efficiency programmes and new technologies. CCE’s factories in France and Great Britain are the most water-efficient Coca-Cola production plants in the world.

“Water is fundamental to our business and our communities. To be a sustainability leader, we recognize that we must fully understand our impact beyond carbon. By measuring and managing our water impact within our operations as well as across our value chain, we can address longer-term water scarcity issues. This certification recognizes the progress we have made towards becoming a water-sustainable operation.”

John Brock, Chairman and CEO, Coca-Cola Enterprises



“Being able to display the Carbon Trust Footprint Label on pack confirms our carbon-cutting credentials and gives people a value-added reason to buy Kingsmill loaves as opposed to a competing product.”

Lydia Freeman, Kingsmill Brand Manager, Allied Bakeries

Allied Bakeries



ALLIED BAKERIES

Allied Bakeries have improved the competitive positioning and consumer attractiveness of their Kingsmill brand by being one of the few bakers to measure and certify their mainstream products and be awarded the Carbon Trust Footprint Label.

Having determined that they wanted to both reduce the environmental impact of their market-leading Kingsmill products and conduct a detailed supply-chain footprint analysis as a basis for cost reduction and efficiency improvements, Allied Bakeries decided that certification gave them the added advantage of being able to differentiate Kingsmill from other bakery brands. Their Kingsmill Great Everyday White, Tasty Wholemeal and 50/50 loaves have all achieved certification. A recertified footprint reduction of 13.6% was achieved by shifting to local production in order to reduce logistics costs and carbon emissions.