



SGS **PRODUCT CARBON FOOTPRINT** MARKS

COMMUNICATING SUSTAINABILITY FOR COMPETITIVE ADVANTAGE

Do you care about the mark you leave on the environment? Have you evaluated all of the possibilities that a carbon reduction journey can bring? SGS has thought of it all! Not only do we calculate the carbon footprint of your product and advise you on how to reduce it, we also provide a three-label scheme to help you demonstrate your ongoing commitment and continuous improvement in the process of reducing and offsetting your product carbon footprint.



3-MARK SERIES TO DEMONSTRATE ONGOING ENVIRONMENTAL COMMITMENT

For every stage of your carbon footprint initiative, SGS Carbon Footprint marks will provide your customers with confidence that your product carbon footprint claims have been verified by the world's leading inspection, verification, testing and certification company. By displaying SGS Carbon Footprint marks on your consumer products' packaging (be it food products, electronics, toys, textiles and apparel, furniture, etc.) you will improve your reputation and brand image and will increase customers' loyalty in any market around the world.

Calculating your footprint and setting reduction targets is important, but communicating transparently with consumers is vital to differentiate yourself from the competition and to enhance the value of your carbon footprint project. Backed up by a network recognised as the global

benchmark for quality and integrity, the **SGS Carbon Footprint Marks** are the right tools to communicate genuine facts about your progress. Our three Carbon Footprint Marks highlight the different stages in your carbon journey **from carbon transparency to improved carbon performance**:

BENEFITS

- The confidence of the SGS mark
- The ability to use a single mark internationally
- A road map for carbon reduction
- Incentives for continuous improvement
- Differentiate your product image and increase your brand value to consumers
- A global and trusted visibility of your environmental commitment and achievements

WHY SGS?

The SGS network of sustainability experts and consultants can support your projects every step of the way. SGS is the world's leading inspection, verification, testing and certification company. Recognized as the global benchmark for quality and integrity, we employ over 70,000 people and operate an international network with over 1,350 offices and laboratories around the world.

CONTACT US

For more information on our Product Carbon Footprint services, visit: www.sgs.com/carbon-footprint-marks

You can also contact one of our local teams of Carbon Footprint experts at: ecodesign.cts.europe@sgs.com
ecodesign.cts.asia@sgs.com
ecodesign.cts.americas@sgs.com

CONTINUOUS IMPROVEMENT



- **STEP 1
TRANSPARENCY**
Conveying a brand's environmental commitment by attesting that SGS has calculated the total greenhouse gas emissions over the product's life cycle, using internationally accepted standards
- **STEP 2
REDUCTION ACHIEVEMENT**
Signifying that the product's carbon footprint has been reduced in a 12 month continuous improvement scheme established after the initial carbon footprint calculation
- **STEP 3
COMPLETION**
Indicating significant internal emissions reductions have been achieved and that remaining emissions have been offset through verified programs which meet international criteria on offsetting

The SGS marks are a sign of TRUST.

Your customers will know you are not green-washing but communicating facts that have been calculated or verified by an independent expert.