A guide to carbon footprinting for businesses

CARBON TRUST

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The Carbon Trust

Who we are

Our mission is to accelerate the move to a decarbonised future. We are your trusted, expert guide on the route to Net Zero, sharing our experience from the climate change frontline. We have been pioneering decarbonisation for more than 20 years, driving real change with leading businesses, governments and organisations. We are one global network, drawing on the skills and know-how of over 400 colleagues across five continents.

Our expertise

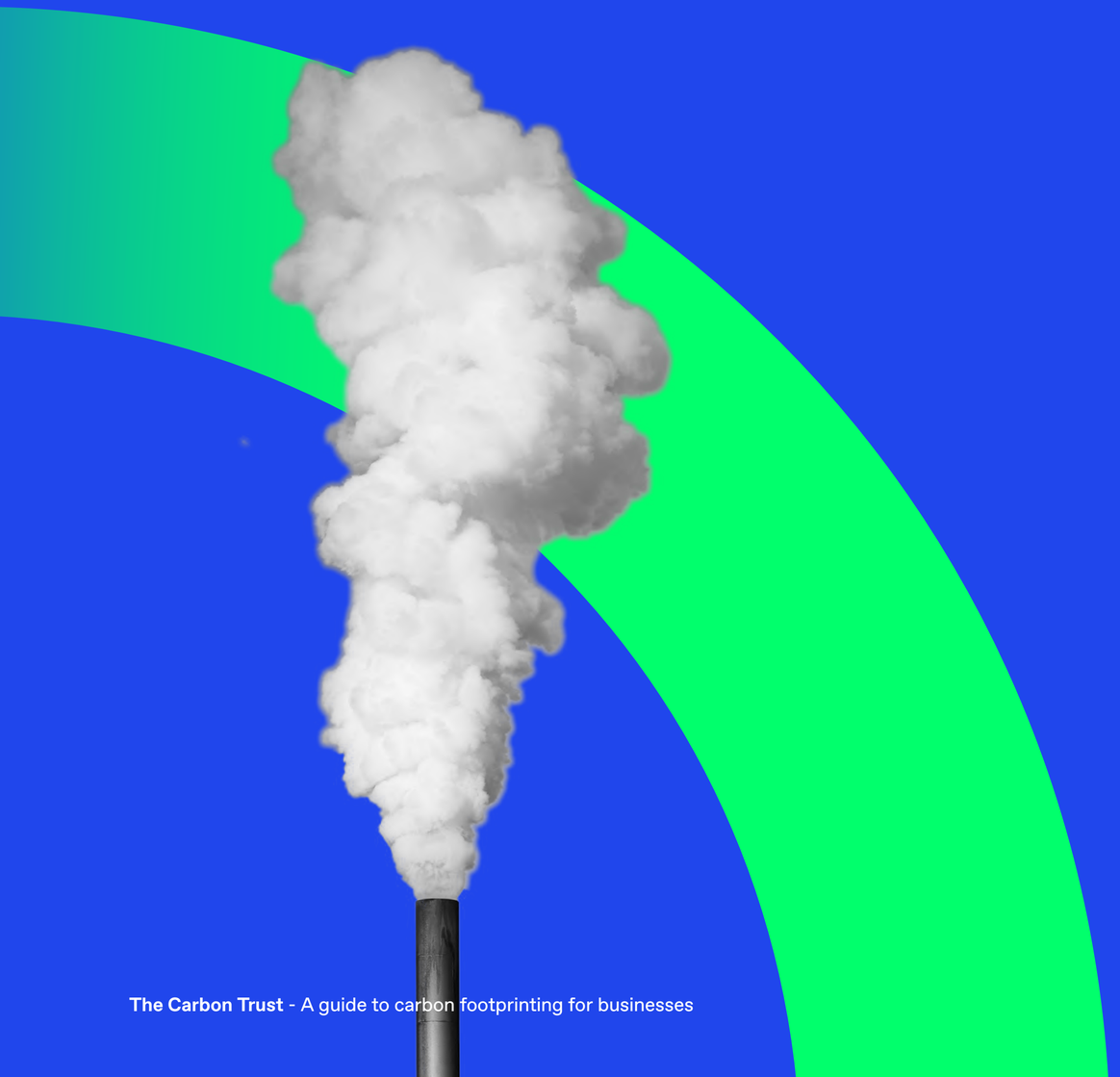
We've certified more than 27,000 product footprints.

We co-authored the Scope 3 Calculation Guidance for the WRI WBCSD Corporate Value Chain Standard and the PAS 2050 specification for product footprinting.

Our experts were part of the committee for the development of both ISO14067 and the GHG Protocol Product Standard.

We created leading product carbon footprinting software, Footprint Expert, used by companies globally.

We provide a range of services that measure the entire value chain footprint of an organisation and even whole industries.



1. INTRODUCTION

Why carbon footprints matter for your business

Many businesses want to understand the impact they are having on climate change. Calculating a carbon footprint – also known as carbon footprinting – is an essential starting point.

A carbon footprint measures the total greenhouse gas (GHG) emissions caused directly and indirectly by a person, organisation, event or product. It will help you understand what your key emission sources are, and what opportunities you have to reduce them. It will give you an initial benchmark against which to measure your progress, and provide the opportunity to develop a carbon reduction plan.

Understanding your carbon footprint will also help identify opportunities to make savings, such as energy. Companies that manage their carbon emissions responsibly can enhance their brand value, and make themselves more attractive to potential customers and investors. They can also use the information to manage long-term business risks.

1. INTRODUCTION

Increasingly, companies are calculating their carbon footprint so they can share the information with other organisations, for public disclosure. You might also want to do this in order to:

- Meet the mandatory reporting requirements of climate change. Some companies measure their carbon footprint to comply with the UK's Streamlined Energy and Carbon Reporting (SECR) scheme. Many other companies choose to report their carbon footprint as part of their corporate sustainability strategy or for marketing purposes.
- Gain independent verification or certification – working with organisations such as the Carbon Trust can give external stakeholders more confidence that the methods have been used correctly and that the results are accurate. Find out more about how we can help on page 21.
- Set a science-based target (see page 20 for more information) – a GHG emissions reduction target in line with the latest climate science to limit global warming.
- Respond to requests from businesses, customers and investors for carbon emissions data.
- Participate in carbon reporting initiatives such as CDP, a not-for-profit that collects and distributes information about organisations' carbon emissions. The data can be viewed by anyone, and is often of particular interest and use to investors, policymakers and their advisors, government bodies and academics.
- Measure and track emissions reductions year-on-year.

Carbon footprinting explained

A carbon footprint is expressed as a 'carbon dioxide equivalent' – or CO_2e. This is the unit of measurement that allows different greenhouse gases to be compared on a like-for-like basis relative to one unit of CO_2.

Organisational carbon footprint – this measures the GHG emissions from all the activities across the organisation, including energy used in buildings, industrial processes and company vehicles.

Product carbon footprint – this measures the GHG emissions over the whole life cycle of a product (goods or services), from the extraction of raw materials and manufacturing right through to its use and final reuse, recycling or disposal.

SECTION 2

Organisational carbon footprinting

An organisational carbon footprint measures the GHG emissions from all the activities across the organisation, including energy used in buildings, industrial processes and company vehicles.

How to calculate your organisational carbon footprint

Accounting for your full value chain emissions can be complex, but calculating an organisational carbon footprint is more straightforward. Organisations should aim to use good quality data and improve internal processes to ensure their Scope 1 and 2 footprinting can inform and encourage decarbonisation within their business.

If you are going to publicly disclose your footprint or progress with its reduction, it's important to use a robust approach to calculating your carbon emissions. The Greenhouse Gas Protocol is the standard that the majority of organisations follow. It provides detailed guidance on methods, and is available free of charge online. Another recognised standard is ISO 14064 from the International Organisation for Standardisation, or ISO, which develops and publishes international standards. ISO 14064 builds on many of the concepts introduced by the GHG Protocol. Both standards provide further explanation of the steps covered here.

The key steps in calculating an organisational carbon footprint are:

1. **Define methodology and approach**

   It is important to use a consistent method to ensure an accurate result, particularly if you'll be relying on several people to help collect and interpret data.

1. Define methodology and approach
2. Define the control approach and organisational boundary
3. Collect and collate the data
4. Apply emissions factors
5. Verify and certify the results (recommended)
6. Plan for emissions reductions (recommended)

The Greenhouse Gas Protocol Standard

The Greenhouse Gas Protocol (GHG Protocol) is an accounting tool used by organisations and governments to understand, quantify and manage their GHG emissions. It provides the world's most widely used GHG accounting standards. It was created in 2001, when the World Resources Institute and the World Business Council for Sustainable Development identified a need for consistency in how organisations accounted and reported emissions and together introduced the new standard.

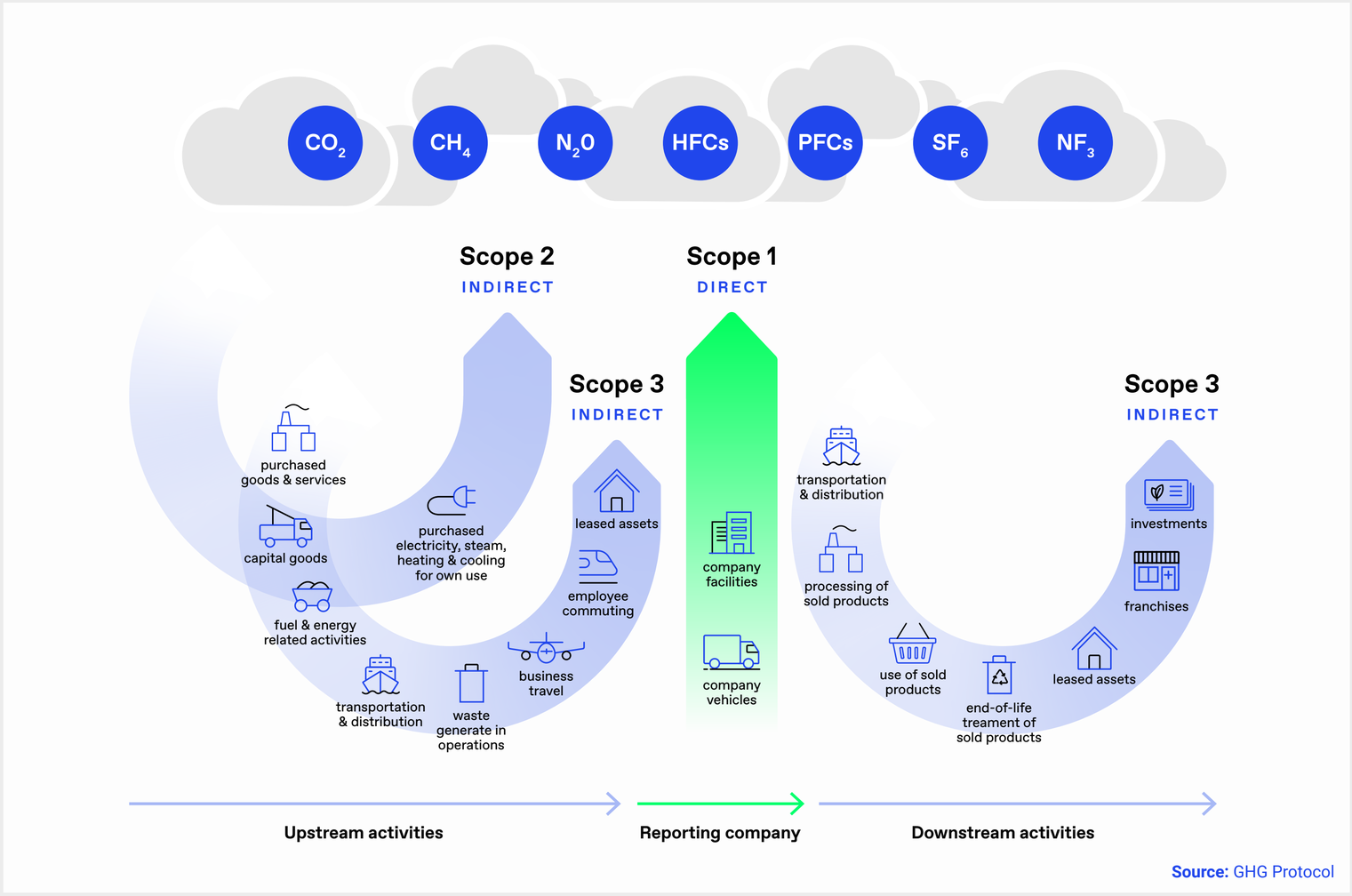
GHG Protocol categorises emissions into three groups or 'Scopes':

Scope 1: Direct emissions that result from activities within your organisation's control. This might include onsite fuel combustion, manufacturing and process emissions, refrigerant losses and company vehicles.

Scope 2: Indirect emissions from any electricity, heat or steam you purchase and use. Although you're not directly in control of the emissions, by using the energy you are indirectly responsible for the release of CO_2.

Scope 3: Any other indirect emissions from sources outside your direct control. Examples of Scope 3 emissions include purchased goods and services, use of sold goods, employee commuting and business travel, outsourced transportation, waste disposal and water consumption.

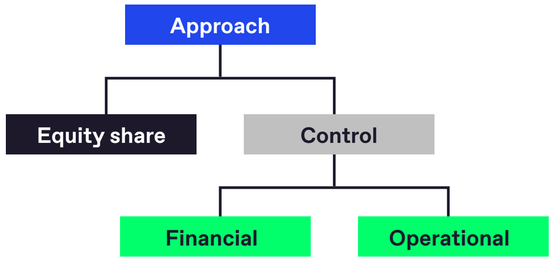
Under the GHG Protocol, all organisational footprints must include Scope 1 and 2 emissions. There is more flexibility when choosing which Scope 3 emissions to measure and report, and you can tailor these to reflect your environmental and commercial goals.



Source: GHG Protocol

2. Define the control approach and organisational boundary

Set clear, explicit boundaries on which parts of your organisation are included in the footprint. This can be complex if you have many subsidiaries, joint ventures or leased assets, but it's an important step. Organisations must in the first instance define the footprinting approach as shown below:



The operational boundary determines which emission sources will be quantified and whether these will be included as Scope 1 and 2, or Scope 3. Different business models will be suited to different footprinting approaches and organisations should choose the method through which it can collect the best quality data.

Organisations looking to follow best practice should calculate their full Scope 1, 2 and 3 footprint. However, when this is not feasible, it is recommended that companies calculate material Scope 3 categories. It is worth noting that for the majority of organisational footprints, Scope 3 emissions represent 80%-plus of total Scope 1, 2 and 3 emissions. And if Scope 3 emissions represent more than 40% of the total Scope 1, 2 and 3 emissions, Scope 3 emissions must be calculated if an organisation wants to set a science-aligned target (see page 20).

3. Collect and collate the data

The accuracy of the footprint relies on collating consumption, quantity or spend data for all of the emission sources within your established boundary.

For gas and electricity, collect data in kilowatt hours (kWh) from meter readings or bills. You can record data for other fuels in a variety of units, such as litres, kWh or megajoules (MJ). For transport emissions, collect fuel consumption by fuel type where possible (from fuel cards etc). Where this is not available, you can estimate consumption based on the mileage of the vehicles and fuel economy assumptions.

For Scope 3 categories, it is likely that a hybrid between organisational spend (e.g. amounts spent on services) and activity data (e.g. distance travelled) will need to be collected, with the possibility of working with suppliers to obtain more accurate data (e.g. product carbon footprints of actual products purchased. See page 12 for more information).

It's important to clarify any gaps in the data and list any assumptions that have been made in calculating the footprint.

4. Apply emissions factors

The carbon footprint is measured in tonnes of CO_2 equivalent (tCO_2e), and is calculated using the activity data collated multiplied by standard emissions factors. Governments usually publish updated emissions factors yearly, which can be used byorganisations to calculate/update their footprints.

5. Verify and certify the results (recommended)

You may choose to have a third party verify your carbon footprint, to add credibility and confidence to your carbon reporting for public disclosure. Certification will also enhance reputation and build trust with customers, investors and stakeholders.

6. Plan for emissions reductions (recommended)

Simply measuring your emissions is not enough in a world that needs urgent and ambitious climate action. To accelerate the move to a decarbonised future, and reach Net Zero, we all need to play our part – by committing to reduce emissions and remove greenhouse gases.

Organisational footprint assurance services

The Carbon Trust provides independent verification and certification recognising real achievements in sustainability. We've completed more than 1,700 organisational carbon footprints of private and public sector organisations, with geographical coverage in over 120 countries.

We offer two types of organisational footprint assurance:

CARBON TRUST ISO 14064-3
ORGANISATIONAL CARBON FOOTPRINT

ISO 14064-3

ISO 14064-3 is the standard that specifies principles and requirements, and provides guidance for verifying GHG statements. The Carbon Trust will verify an organisational carbon footprint through an audit in accordance with ISO 14064-3.

Organisations will receive an independent assurance statement for the chosen 12-month footprint calculations and an internal assurance report including a summary of our approach, findings and data check/recalculations, and opportunities for improvement. Organisations having successfully achieved verification can then use the above verification mark.

CARBON TRUST PAS 2060
CARBON NEUTRAL

PAS 2060

In addition to our verification service, organisations can take a further step by certifying against Carbon Neutrality PAS 2060.

PAS 2060 is the internationally recognised specification for carbon neutrality and builds on the existing PAS 2050 environmental standard. It sets out requirements for quantification, reduction and offsetting of GHG emissions for organisations, products and events.

A carbon neutral certification demonstrates an organisation's commitment to decarbonisation, and the neutralisation of remaining impact through the support of environmental projects.

How to communicate your organisational carbon footprint

Once you've calculated your footprint, you're ready to publish it. Reporting your carbon footprint – and having it independently verified – can help engage your employees, customers and other stakeholders, and enhance your reputation.

If you decide to report your carbon footprint internally or externally, make sure the data is presented transparently.

This means providing complete information about each of the six steps in the previous section, including methods, footprint boundaries, data quality and assumptions. Try to keep a consistent approach when reporting changes over different years and explain the context, e.g. changes in the business structure.

Why communicate your footprint internally?

- Communicating your organisational carbon footprint to employees can help engage them in the process of carbon reduction and energy management.
- If you are going to ask people to try and save energy, it's important to show them what difference they are making to your organisation's emissions – which means they need to know the starting point and, ideally, the progress they are making.
- The data you collect may also help employees identify efficiencies in existing processes and practices.
- Gaining certification can also give employees something to aim for and, once achieved, can help to retain and attract an increasingly environmentally-aware workforce.
- Plus, of course, if you do manage to save energy, you'll see a reduction in costs – and a better bottom line.

Why communicate your footprint externally?

- Communicating your organisational footprint externally – in your corporate sustainability report, for example – demonstrates that you are concerned with the impact your business is having on the environment.
- For business-to-business (B2B) organisations, many businesses that you are selling to may either require their suppliers to report emissions, or at least prefer to do business with companies with proven green credentials. A published and certified carbon footprint is a credible way of demonstrating this, particularly if it includes a carbon reduction plan, and can provide a company with a competitive edge.
- For business-to-consumer (B2C) organisations, consumers are increasingly taking environmental issues into account. Publishing carbon footprints is a good way to give the customer confidence in the organisation.

SECTION 3

Product carbon footprinting

A product carbon footprint measures the GHG emissions over the whole life cycle of a product (goods or services), from the extraction of raw materials and manufacturing right through to its use and final reuse, recycling or disposal.

Why measure your product carbon footprint?

Calculating your product carbon footprint offers a number of benefits, whether that's differentiating a product or service, or helping you better understand and manage your supply chains.

- Measuring your product carbon footprint is the chance to innovate your business model, helping you to identify product-development opportunities, make changes to product and packaging design, or rethink procurement.
- Verifying and certifying your product footprint allows you to gain an internationally recognised, fully independent measurement that can be used to communicate your product's resource efficiency, to drive sales, reduce costs and increase brand loyalty.
- You can drive wider change in the value chain. It's important to look at your whole product value chain, rather than just one part, as this will let you see all the opportunities to reduce emissions, including high impact areas. You can then take positive action to reduce the total emissions, which will benefit everyone more than shifting emissions within the chain. It can also help you develop better relationships with your suppliers, by helping them identify and eliminate inefficiencies in their own processes.
- Identifying areas where you can reduce GHG emissions will often result in cost savings, in terms of transport energy, waste and packaging. Understanding the carbon impact of your supply chain more clearly can also help you manage the potential risks climate change might bring to your business – and reduce your emissions – by changing suppliers, choice of materials, manufacturing processes, method of delivery and product designs.
- A product carbon footprint can be a useful tool to engage with employees, suppliers, investors and customers. It can motivate employees to take action to reduce emissions, build brand awareness and value, and support the actions of suppliers and customers in reducing their emissions. It can also help attract new customers.

How to calculate your product carbon footprint

Assessing the carbon footprint of a product requires a consistent approach to enable you to compare it with other products or services.

A product carbon footprint is a measure of GHG emissions at each stage of the product's life, including:

- Extraction and production of materials
- Transportation of raw materials
- Production (or service provision)
- Distribution
- Product use
- Disposal/recycling

At each stage the analysis should include GHG emissions resulting from any material inputs to, or outputs from, the process. Commonly, these include energy use, transportation fuel and direct gas emissions such as refrigerant losses from air conditioning units and waste. In the case of a 'service product' the life cycle stages are defined individually for each service.

A product's carbon footprint should also include the value chain footprint, which measures the carbon impacts of the raw materials and services that are purchased by an organisation in order to deliver its service(s) and/or product(s).

The production process itself is part of the product life cycle, but would also be included in the organisational footprint, and so there is some crossover between the two footprints.

How to calculate your product carbon footprint

Use a standard method

Current guidance for calculating a product carbon footprint includes:

- The PAS 2050, published in October 2008 (and revised in 2011) following extensive development and international consultation. This provides a widely recognised, internationally applied and consistent method for assessing product life cycle GHG emissions. It can be used for a wide range of product and service types, including: goods and services; manufacturers, retailers and traders; B2B and B2C; and supply chains globally.
- ISO 14067
- The GHG Protocol Product Life Cycle Accounting and Reporting Standard.

All three are applicable to a wide range of goods and services, and include the scope of analysis, collating data and calculating GHG emissions. They give guidance on how to treat emissions relating to issues such as recycling, renewable energy and land use change.

To make sure your calculations are consistent, it's a good idea to use baseline data (including standard emission factors and process calculators) as well as the guidance provided by PAS 2050 or ISO 14067. The International Life Cycle Database (ILCD) provides consistent data across sectors.

Meanwhile, the GHG Protocol Product Standard, released in 2011, also provides requirements to quantify the GHG inventories of products, and includes requirements for public reporting.

Define the scope and objectives of the product carbon footprint

Before you start, be clear about:

- Why you are measuring the footprint – is it to be used internally to analyse the supply chain or publicly disclosed?
- What level of detail you need – is a high-level approach that identifies carbon hotspots sufficient, or do you need a detailed analysis that can be independently verified?
- Who is available internally to carry out the analysis, and how long will it take? Would you benefit from independent, external advice?
- Do you want to communicate or market your footprint, and do you want your product to carry a carbon footprint label?

The next step is to choose a representative product or service 'functional unit' on which the carbon footprint will be based and reported – e.g. per kg or per hour of service – and work to engage your supply chain in the measurement process.

Assessing the product footprint

PAS 2050 sets out five basic steps to determine a product carbon footprint:

Step 1. Build a process map

List all of the materials, activities and processes that contribute to each stage of the chosen product's life cycle.

Step 2. Determine the boundary and prioritise data collection in key areas

Some emissions can be excluded, as defined by the PAS 2050 guidance, e.g. consumer travel to retail outlets. Prioritising hotspot areas will help focus data collection on the main GHG emission sources and eliminate others.

Step 3. Collect data

Collect activity data (e.g. litres of fuel consumed per product unit) and select appropriate emissions factors (e.g. $kgCO_2$ per litre of fuel). Where possible, use primary data based on actual meter readings or records rather than estimates. We recommend at least 70% good quality data to ensure a product footprint is accurate.

Step 4. Calculate your footprint

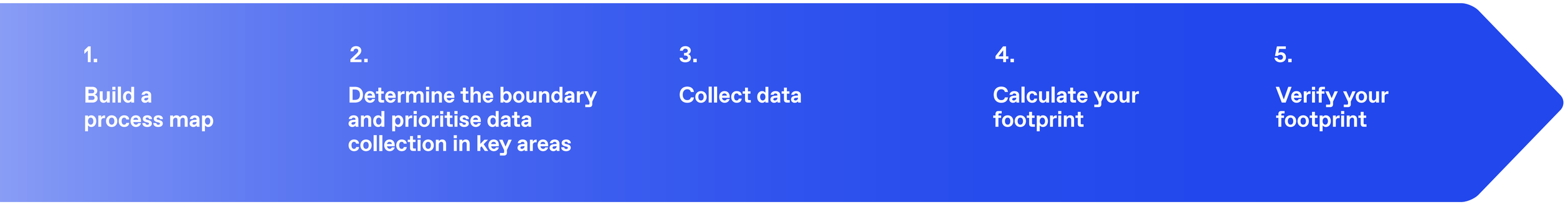
Calculate the GHG emissions ($kgCO_2e$ per product unit) from each source by multiplying the activity data by the emissions factors for each life cycle stage of the product.

Step 5: Verify your footprint

You can verify your footprint in three ways:

- Self-verification
- Verification by another party, such as another company
- Accredited independent third-party verification

While self-verification is a simple choice, it lacks the reputational value of accredited independent verification.



Product carbon footprint assurance services

The Carbon Trust provides independent assurance recognising real achievements in sustainability. We've certified over 27,000 individual product footprints, and many display our label in more than 40 countries.

The Carbon Trust certified label shows that the carbon footprint of a product has been certified. The details of the certification scope are shown in a qualifying statement in the right-hand panel of the Carbon Trust certified label.

We offer a number of different product carbon footprint labelling scopes, including:

CO_2 Measured

The footprint has been measured in accordance with an internationally recognised standards such as PAS 2050, the GHG Protocol Product Standard or ISO 14067.

Reducing CO_2

The carbon footprint is reducing year-on-year, and there is a commitment to achieving ongoing reductions.

Carbon Neutral

The carbon footprint is reducing year-on-year, and any outstanding emissions are offset, in accordance with the internationally recognised PAS 2060 specification.

Lower CO_2

The carbon footprint is significantly lower than the market dominant product in its category.

Reducing CO_2 Packaging

The packaging's carbon footprint is reducing year-on-year, plus there is a commitment to achieving ongoing reductions.

Carbon Neutral Packaging

The packaging's carbon footprint is reducing year-on-year, and any outstanding emissions are offset, in accordance with the internationally recognised PAS 2060 specification.

100% Renewable Electricity

An energy product is 100% renewable and has a zero-emission factor for Scope 2 reporting purposes.

Find out more about the requirements and conditions for the Carbon Trust certified label here.

How to communicate your product carbon footprint

Now that you've calculated the carbon footprint of your product you need to tell people about it, and ideally about your commitment to reducing it.

You can communicate your carbon footprint in a number of ways, such as labelling your products, providing information on your company's website or in marketing campaigns. The method of communication will depend on what sort of business you have, how you want to communicate your footprint and who you want to tell.

Communicating internally

Communicating the carbon footprint of your product or service to your company as a whole can have several benefits.

- **Lower energy costs**. Using less energy to enable a reduction in your product footprint can help improve your bottom line.
- **Engaging with employees**. Communicating a product's footprint to your employees shows them your commitment to reducing climate change. It can also help to gain their buy-in to emissions reductions. It can stimulate changes to your business model, product redesign and help you rethink procurement.
- **Optimising processes**. The information you've gained about the processes used in manufacturing your product or creating your service can help identify inefficiencies.

Business-to-business

B2B companies can realise significant benefits by communicating their product carbon footprints.

- **Engaging up the supply chain**. The information you've gathered during the process can also help your suppliers reduce their emissions, thereby reducing the footprint of your product.
- **Engaging down the supply chain**. You can provide your customers with valuable information about the carbon footprint of goods or services they purchase, including through carbon labelling of verified numbers. This allows your customers to make an informed decision about what they buy and makes it easier for them to calculate their own carbon footprint.

  It also differentiates your product or service. As a B2B supplier, you can provide your business customers with certified product carbon footprint data up to their gate, thereby reducing the time and cost they need to footprint their own products.

> **A footprint label is more tangible for the general public than long-term targets and trajectories. A label has the power to bring these issues into people's everyday lives via their shopping basket.**
>
> **Hugh Jones**
> **Managing Director, Advisory, The Carbon Trust**

Business-to-consumer

B2C organisations can distinguish themselves from other companies by communicating their product or service carbon footprints and reduction commitments. This can be done through:

- Point of sale, including on-pack carbon labelling
- Reporting
- Advertising

Communicating your footprint to consumers by all or any of these methods, and then committing to reducing it, can help you realise further benefits, including:

- Increased cost and emissions savings
- Product differentiation – and increased sales
- Enhanced brand reputation, helping to make sure they continue to buy your product or service

You can support even further emissions reductions in two ways. First, the public commitment to reduce emissions over time helps create a sense of urgency across the supply chain. Second, by putting credible information in the hands of consumers, you help provide them with the knowledge they need to reduce their own impact on climate change.

How to communicate your product carbon footprint

Carbon footprint labelling for businesses

Consumers and businesses alike have become more sophisticated and discerning in their buying decisions, increasingly expressing a preference for products and services that have rigorously validated environmental credentials. Other research has shown that, regardless of the product's actual carbon footprint, consumers prefer products that are carbon labelled.

The Carbon Trust's product carbon footprint label is a clear identifier of products that have had their carbon footprints certified by the Carbon Trust. This is a validation of accurate footprints, providing customers with verified information about the carbon impacts of their purchasing decisions. Our label has appeared on thousands of products across the globe, positioning it as the leading label for product carbon footprinting.

The most internationally recognised* product carbon label by consumers

***Source: YouGov (2021), 10 global markets**

The Carbon Trust footprint label appears on a product or its packaging. Consumers can find out if the product's carbon footprint is:

- Reducing year-on-year
- Carbon neutral
- Lower than other best-known products

Some product labels will also show that an energy product is 100% renewable.

Choosing the Carbon Trust's product carbon footprint label allows you to foster brand loyalty, visibly differentiate your product and confidently demonstrate your commitment to sustainability. Find out more information and learn about what organisations are footprinting their products with the Carbon Trust.

SECTION 4

Going the extra mile

Measuring your carbon footprint provides the baseline needed to implement an effective sustainability and carbon reduction strategy. But many organisations want to go further, using it as a starting point for setting science-based and net zero targets.

Science-based targets

While many businesses have set carbon reduction targets, in most cases they are short-term timeframes – typically five-year – and not connected to climate science.

Businesses can ensure they are taking transformational action by setting a science-based target. This provides companies with a clearly defined pathway by specifying how much and how quickly they need to reduce their GHG emissions in the short-term (five to ten years).

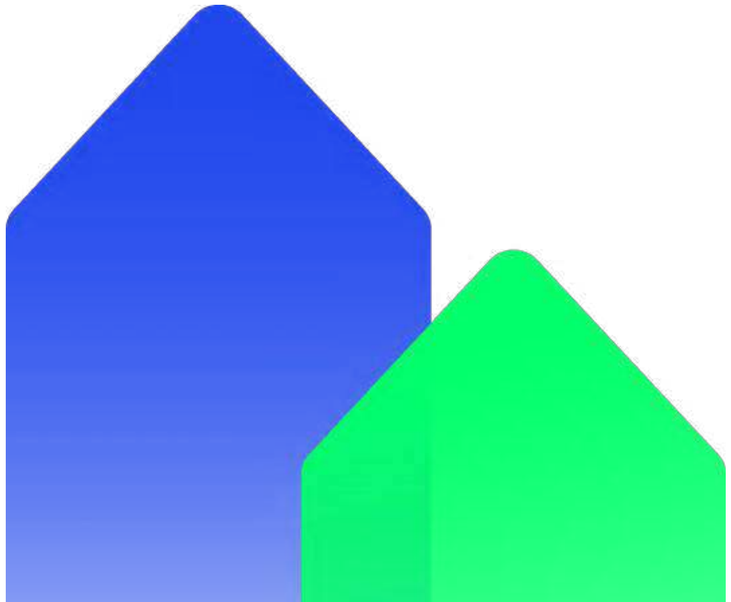
Targets are considered science-based if they align with what the latest climate science says is necessary to meet the goals of the Paris Agreement – to limit global warming to well-below 2°C above pre-industrial levels and pursue efforts to limit warming to 1.5°C.

Carbon reduction targets should be aligned with the requirements of the internationally recognised Science Based Targets initiative (SBTi), a global partnership of organisations working with companies to take climate action. More than 3,000 businesses and financial institutions have been working with the SBTi to date.

Net Zero

Companies can help accelerate global efforts to limit warming by setting and achieving long-term net zero targets, which involve deep cuts to emissions and the permanent removal of any remaining greenhouse gases. A net zero target should be in line with limiting temperature rise to 1.5°C for Scope 1, 2 and 3 emissions.

Corporate commitments to net zero emissions have increased rapidly in recent years. Of the largest 1,000 listed companies across Europe's major stock indexes, one third have already pledged to reach net zero by 2050 (Accenture, 2021). Read more about net zero in our guide.



What are the benefits of target-setting?

- Your contribution matters. This is your opportunity to become a climate leader by playing your role in the global decarbonisation journey.
- Shape your business strategy, drive innovation and increase your competitive edge, as the momentum for businesses to set net zero targets continues to grow.
- Strengthen your reputation. Companies are increasingly expected to take climate action. Setting science-based and net zero targets shows you're taking responsibility.
- Help manage future risks. Setting targets now can boost resilience to future emissions-related regulation.
- Boost investor confidence. Financial institutions are increasingly factoring in carbon reductions when making investment decisions. They value credible commitments like a net zero target.
- Increase resilience against upcoming regulation. Reducing emissions in line with the science reduces exposure to future carbon emissions-related regulation.
- Engage internal and external stakeholders. Create a buy-in from stakeholders that helps your organisation achieve and even exceed your targets.
- Reduce costs. Delivering on net zero targets can deliver savings through lower energy costs.

SECTION 5

How the Carbon Trust can help

Why us?

Our mission is to accelerate the move to a decarbonised future. We are your trusted, expert guide on the route to Net Zero, sharing our experience from the climate change frontline. We have been pioneering decarbonisation for more than 20 years, driving real change with leading businesses, governments and organisations. We are one global network, drawing on the skills and know-how of over 400 colleagues across five continents.

The services we offer

Organisational footprinting, verification and certification

Our footprinting analysis can be tailored to support the needs of your specific organisation, and it's aligned with the GHG Protocol Organisational Footprint Standard. We can verify your footprint and offer two types of organisational footprint certification: in accordance with ISO 14064-3 and PAS 2060, the internationally recognised specification for carbon neutrality.

We also assess value chain carbon footprints to identify broader risks and business opportunities around international markets, pricing strategies and entry points for new products and services. These are constructed in line with the GHG Protocol Value Chain (Scope 3) Standard. We also offer independent verification and certification of carbon measurement, reduction and neutrality claims.

Product footprinting, verification and certification

We develop footprinting models and product footprints that can be aligned to internationally recognised standards, and analyse the data to pinpoint opportunities for your organisation. We use product footprinting software called Footprint Expert, a desktop-based tool that helps produce fast and consistent carbon footprint measurements for products and services.

You can see some of the other carbon footprint labelling services we offer.

Renewable power and Scope 2 reporting

The more recent GHG Protocol Scope 2 guidance enables companies reporting their emissions to gain recognition for using renewable power. We can help companies assess low-carbon energy options and report their emissions correctly.

Setting science-based targets

We'll help your organisation set carbon reduction targets (Scope 1, 2 and 3) that meet the requirements of the SBTi and can tailor our approach to meet your specific business needs.

Our experts will guide you through the whole process, from engaging with stakeholders to ensure buy-in across the organisation to supporting you with your submission to the SBTi and advising on additional net zero targets. Further information about the value of setting science-based targets, along with frequently asked questions, can be found in our briefing.

The Route to Net Zero Standard

Our Standard is the only certification that recognises an organisation's progress on their route to net zero, acknowledging that companies in different industries, geographical locations and facing diverse challenges, may be at different stages.

The Route to Net Zero Standard will support companies in the development and evolution of their action plans, helping to measure and manage their emissions, inform carbon reduction strategies and align targets for the future – all with tailored advice from our trusted experts.

Whether you're just getting started, or leading the way on the route to net zero, we'll independently verify your carbon reductions and guide you in taking the next steps towards decarbonisation.

We've developed three certification tiers to guide you on your journey to net zero: Taking Action, Advancing and Leading. As you progress through the tiers, the qualifying requirements will become more challenging and cover more aspects of carbon management. Companies will receive tailored support from our experts to increase their climate ambitions over time, and guidance on how to align to science-based targets and best practices.

We will also help organisations communicate their progress to stakeholders through marketing communication resources.

Visit **carbontrust.com** for our full range of advice and services

Call: **+44 (0) 20 7170 7000**

Email: **client.support@carbontrust.com**

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