

climatop

Association for the Labelling of
Climate Friendly Product Alternatives



37th LCA Discussion Forum, Lausanne, March 19th, 2009
Presentation in Cooperation with myclimate and Migros

Climatop Table of Contents



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Climatop Aims for Products & Services



CO₂ Reduction through:

Buying Decision:

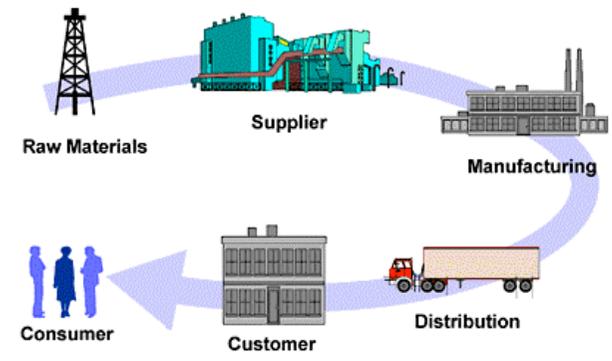
Enabling customers (B2B & B2C) to take a climate friendly buying decision through labelling of products and services.

Shift to a low-carbon consumption society.

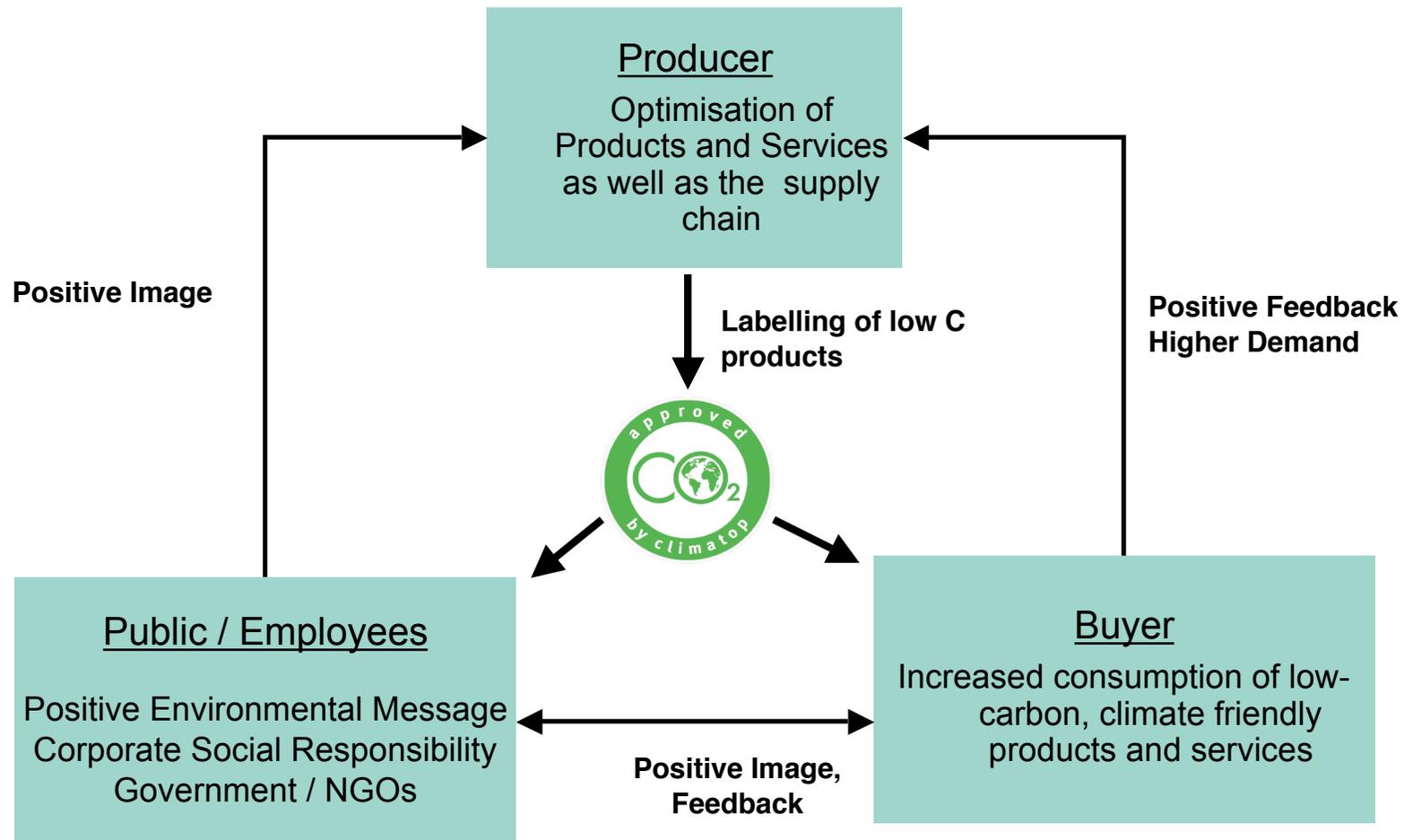


Optimized Product Design

Improved product and services design through fair competition for the most climate friendly product.



Impact Circle



climatop[®]: Best in Class Approach!



Climatop Labelling Conditions for Products and Services:

- Comparability:** Product family and/or functional class are comparable
- Reduction:** CO₂ Emissions are at least 20% lower than comparable products
- Several products per class may be labelled
 - Product comparison may include only company wide products (internal comparison) or products of various companies (trans company comparison)
- Environmental Impact:** Total environmental impact of labelled products shall not be worse than those of the other products compared
- Dynamic Validity** Label valid for two years to allow better products to emerge



3 Step procedure:

1. Pre-screening: Comparability of functional unit and/or suitability of product class
2. Life Cycle Assessment:
 - ISO 14040
 - Global Warming Potential (CO₂-eq, IPCC 100 years)
 - Total Environmental Impact (Ecological Scarcity Approach, UBP)
3. Independent review: 3rd party, calculations, results, plausibility



Labelling of CO2 Champions

Labelling of those products within the compared line of goods offering the best climate footprint



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Communication Main Messages:

- Positive
- No figures
- Easy to understand
- Focused on climate

B2B: Climatop communication is mainly aimed at B2B customers.

B2C: Retailer's (Migros) communication is mainly aimed at B2C customers





Communication Means Climatop

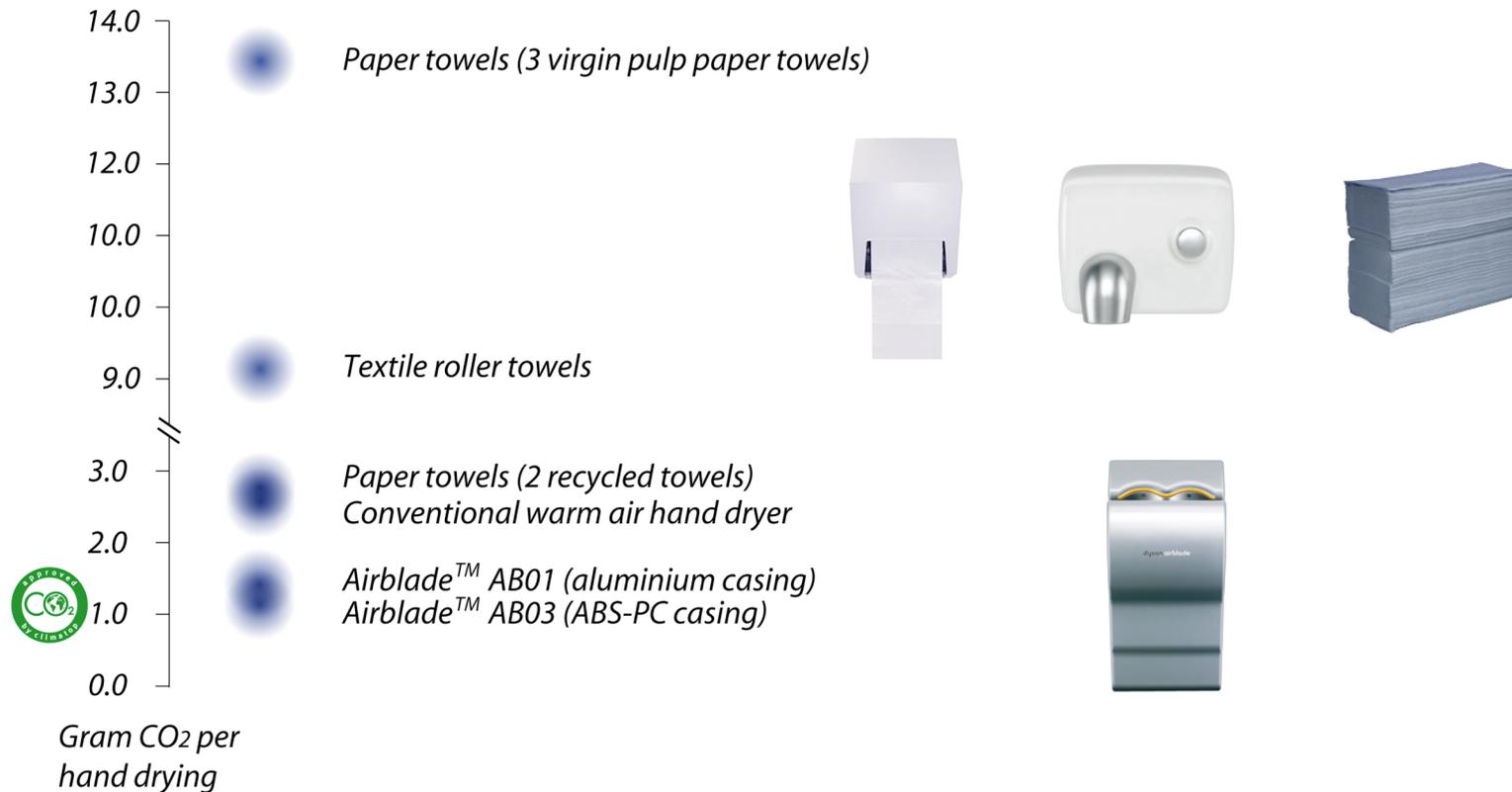
<u>Means</u>	<u>Whom</u>	<u>Customer</u>
Report	Company (internal) ,B2B Customer	B2B
Fact Sheet	Customers, Org., Governments	B2B, B2C
Flyer, Leaflets	Company, Customers, Org. Gov.	B2B, B2C
Label	Customer	B2C
Press, Media	Customers, Org., Governments	B2C, B2B
Home Page	Customers, Org., Governments	B2B, B2C
Trade Fair	Customers, Organisations	B2B, B2C
Congresses	Technical Community, Org., Gov.	



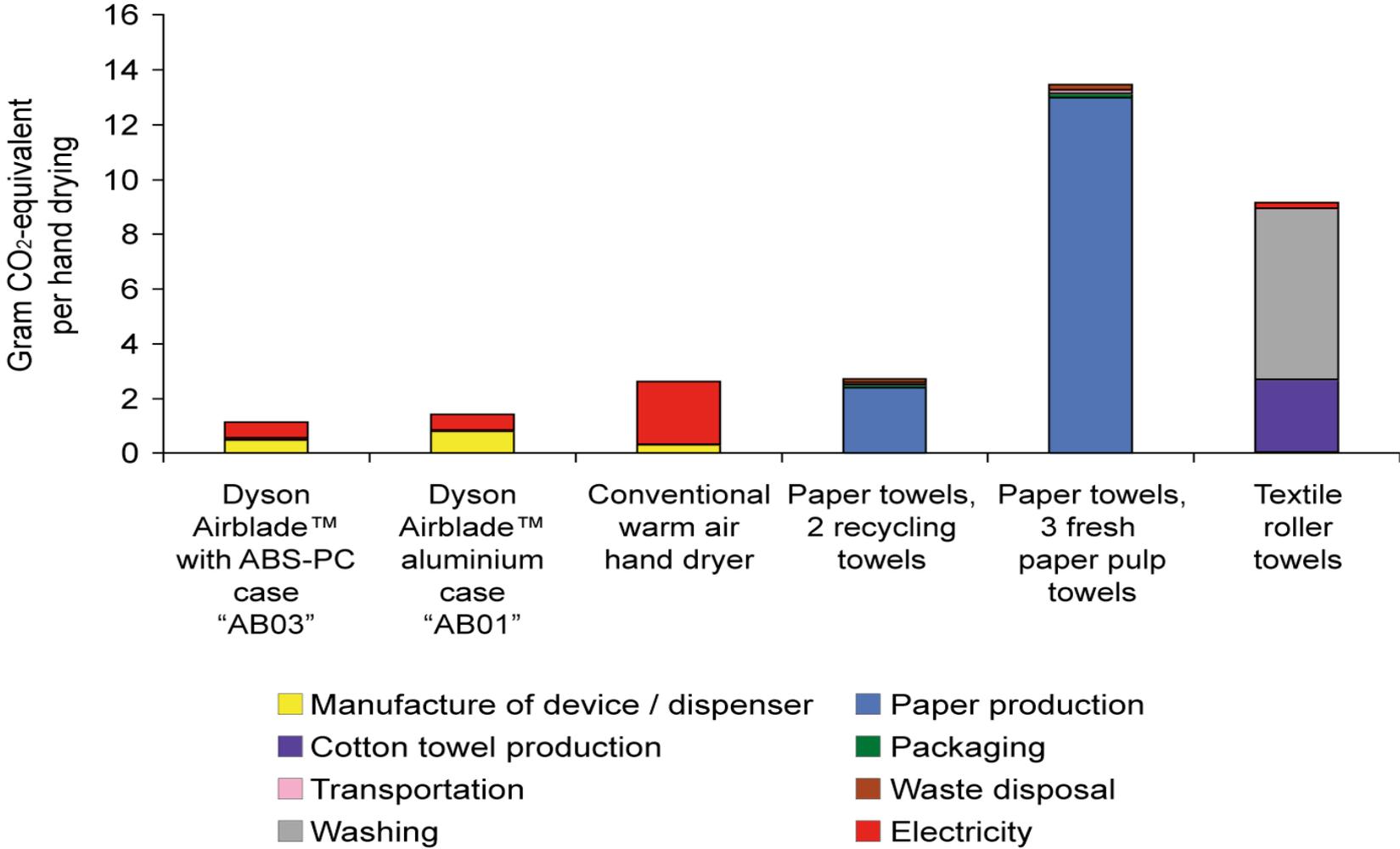
Communication Examples: Fact Sheet



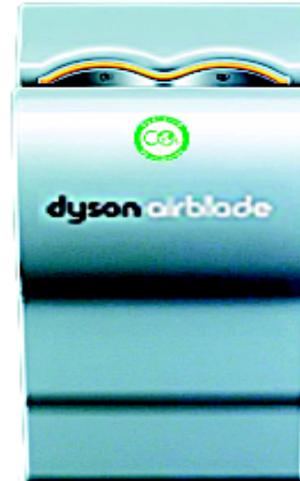
Public available information about the products compared and labelled within a given product family. Fact sheets are published on the climatop web page.



Communication Examples: Fact Sheet



Communication Label „CO₂-Champions“



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Consumer's Label Preference



Traffic Light:

Organic Farming (Bio) and Max Havelaar Labels are traffic light systems. Climatop too.

Responsibility delegated to the retailer:

Organic and Max Havelaar and Climatop are labels where independent, trustworthy organisations award labels after a serious and thorough examination of the products and services



Communication Media Migros

MIGROS - Klimaschonende Produkte - CO2-Champions - Windows Internet Explorer

http://www.migros.ch/DE/UEBER_DIE_MIGROS_NACHHALTIGKEIT/PRODUKTE_LABELS/CO2_PRODUKTEKLARATION/Seiten/uebersichtsseite.aspx

MIGROS Klimaschonende Produkte - CO2-Champions

M-INFOLINE x Newsletter x Seite weiterempfehlen x Seite drucken

MIGROS Direkteinstieg Filialen & Öffnungszeiten Suche

Home Online Shops Sortiment Aktuelle Angebote Fachmärkte M-CUMULUS Regionen Über die Migros Stellen Services

Das Unternehmen Nachhaltigkeit Kulturprozent Klubschule Freizeitanlagen Werbung und Sponsoring Publikationen Medien Arbeitswelt

Über die Migros x Nachhaltigkeit x Produkte und Labels x CO2-Produktdeklaration

Grundsätze
Produkte und Labels
Nachhaltige Labels
Standards
CO2-Produktdeklaration
Energieeffiziente Elektrogeräte
Strom sparende Leuchtmittel
Topten
Mehrweg Tragtasche
WWF Seafood Group
Mitarbeitende und Öffentlichkeit
Ökologie
Projekte
Publikationen

CO2-Produktdeklaration
Die Migros macht es Ihnen einfach, klimaschonend einzukaufen! Das Label "approved by climatoP" deklariert die CO2-Champions im Migros-Sortiment.
Dafür überprüft die unabhängige Trägerschaft ClimatoP den ganzen Lebenszyklus von Migros-Produkten auf Ihre CO2-Belastung. Die Resultate werden von einer unabhängigen Stelle nochmals kontrolliert. Erst dann wird ein CO2-Champion ausgezeichnet.
Achten Sie auf das "approved by climatoP"-Label!

So funktioniert die Deklaration
Das Label "approved by climatoP" weist Ihnen - ohne zu rechnen und ohne komplizierte Vergleiche - den Weg zu den CO2-Champions im Migros-Sortiment.
» Mehr

CO2-Champion Twist Recycling
Das Haushaltpapier Twist Recycling ist besonders klimafreundlich, weil für die Herstellung vor allem Reststoffe wie Holz- und Papierrückstände verbrannt anstatt fossile Energieträger.
» Mehr

CO2-Champion Mehrgewtasche aus Kunststoff
Wird die Kunststoff-Tragtasche acht Mal so häufig verwendet wie eine Papiertasche, spart man rund 35 Prozent CO2 ein.
» Mehr

CO2-Champion Bio-Zucker von Max Havelaar
Die Klimabelastung dieses Zuckers liegt trotz langer Transportdistanzen rund 40% tiefer als bei einheimischem Zucker.
» Mehr

CO2-Champion Leger Rahm
Nicht nur gut für die Linie: Der Leger Rahm verursacht rund 35% weniger CO2 als der Durchschnitt der in der Migros verkauften Rahm-Produkte.
» Mehr

CO2-Champion Soft Recycling & Soft Deluxe Velvet
Mit diesen beiden Toilettenpapieren aus dem Migros-Sortiment schonen Sie das Klima. Dank 50% - resp. 40% - weniger CO2-Emission.
» Mehr

Total

Internet

Print

MIGROS MAGAZIN

BELLA ITALIA
Küchen für Migranten
Wie gut ist das Fast Food?

Krankkasse für Bello
Dank der Schweiz kann Bello nicht in den Himmel fliegen.

Alle Hände voll zu tun
A priori gut gelungen
Katharina von An...
wird die...
wilde Präse...
bin...

Der Ländler hat wieder Zupf
Vom Rag zum Zupf: Junge Schweizer wie Tom, Benno und Andy verpassen unserer Volksmusik eine Frischzellenkur.

approved



Stores



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Does the Label Reach the Consumer?

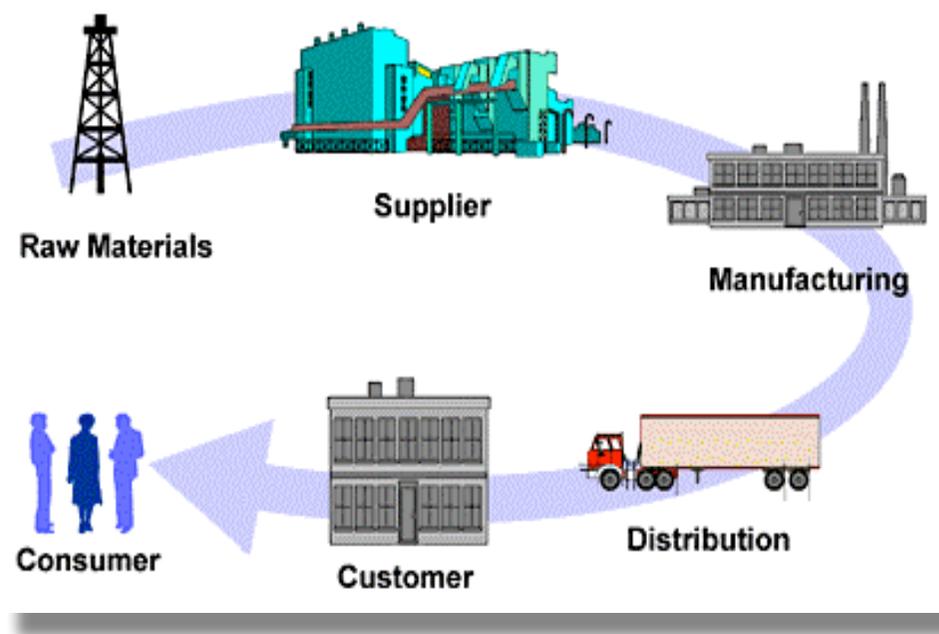
1. We do not know yet!
2. Awareness level is currently low
3. First consumer survey planned for 2010



Experiences Migros



Optimizing the supply chain



Climate friendliness of the resource itself



Experiences Migros



Correct use



Experiences Climatop



1. Climatop's independence is important
2. Besides climate (CO₂) - environmental aspects are important
3. Approach "product by product" with retailers is difficult
 - Little, not significant differences
 - Very time consuming and costly
 - New approach needed
4. "Best in Class" constitutes a high entry barrier
5. Communication with final customer is difficult, it takes time



Experiences Climatop



6. Climatop can be used in many different markets (Retailer, Food, Electrical Goods, Tourism, Services)
7. LCAs are important to understand supply chain and correct prejudices (Transport)
8. Climatop can assist development projects
9. International harmonization in LCA calculations is desired (PCF Summit Berlin)
10. Very good response from companies, various companies are very interested in the label



Experiences Climatop



- 11. Products labelled are “smart” products with a special “plus”
- 12. Companies, that have products labelled, have a high CSR (Corporate Social Responsibility) profile



Finding the best solution



Thank you for your attention!



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