

Carbon Labels

PERSUASIVE COMMUNICATION

Carbon labels and carbon certifications are commonly used as tools for policy and marketing, as well as to guide consumer decisions. They rely on persuasive communication. This requires certifications to provide information that is understandable, significant and reliable.

- Carbon certifications are the most common information tools on emissions, but have not achieved market penetration;
- Carbon labels will become more efficient if associated with economic, health or quality aspects that provide more tangible benefits to consumers;
- Common standards for carbon labels need to be developed to make products comparable;
- Carbon certifications are of great importance to increase 'carbon literacy'.

CO₂

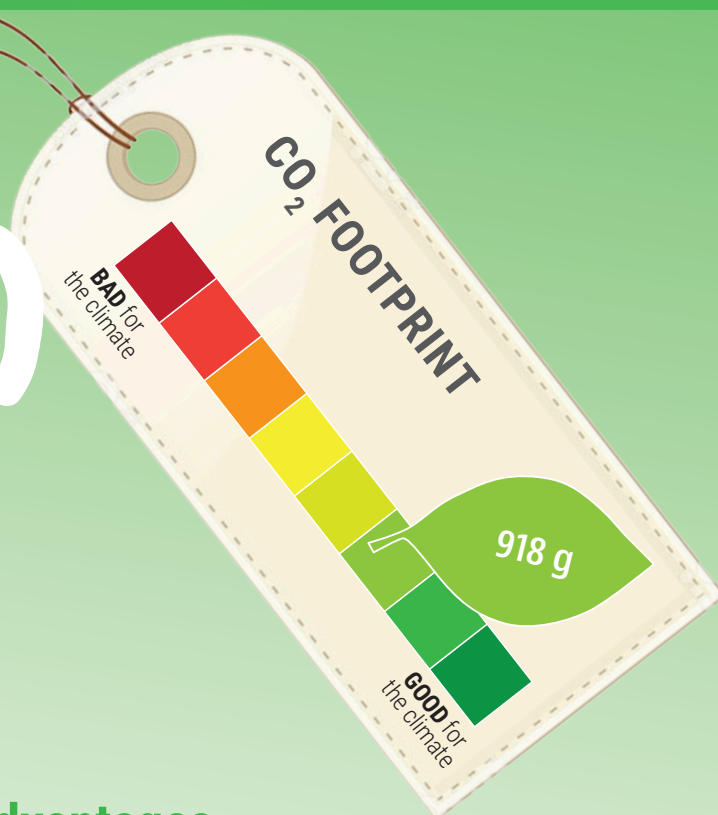
An example (at right) of a 'functional' ecolabel that provides intuitive information (green = good; red = bad) as well as factual information on the amount of emissions associated with the purchase of a product.

Label describes a logo or stamp highlighting a product or service's specific characteristic(s), which may also be used as a form of trademark.

Standard refers to specific criteria or norms of material goods or services, which may also serve as benchmarks.

Certification refers to a formal accreditation process, in which it is confirmed that the certified entity meets a given set of (minimum) standards.

SOME KEY DEFINITIONS



Advantages for businesses to use carbon labels

- + Shows climate change engagement, in line with consumer expectations;
- + Will be perceived as a quality standard;
- + Helps businesses to understand where they waste resources;
- + Positively affects staff attitudes.



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