



Reducing Product Footprints

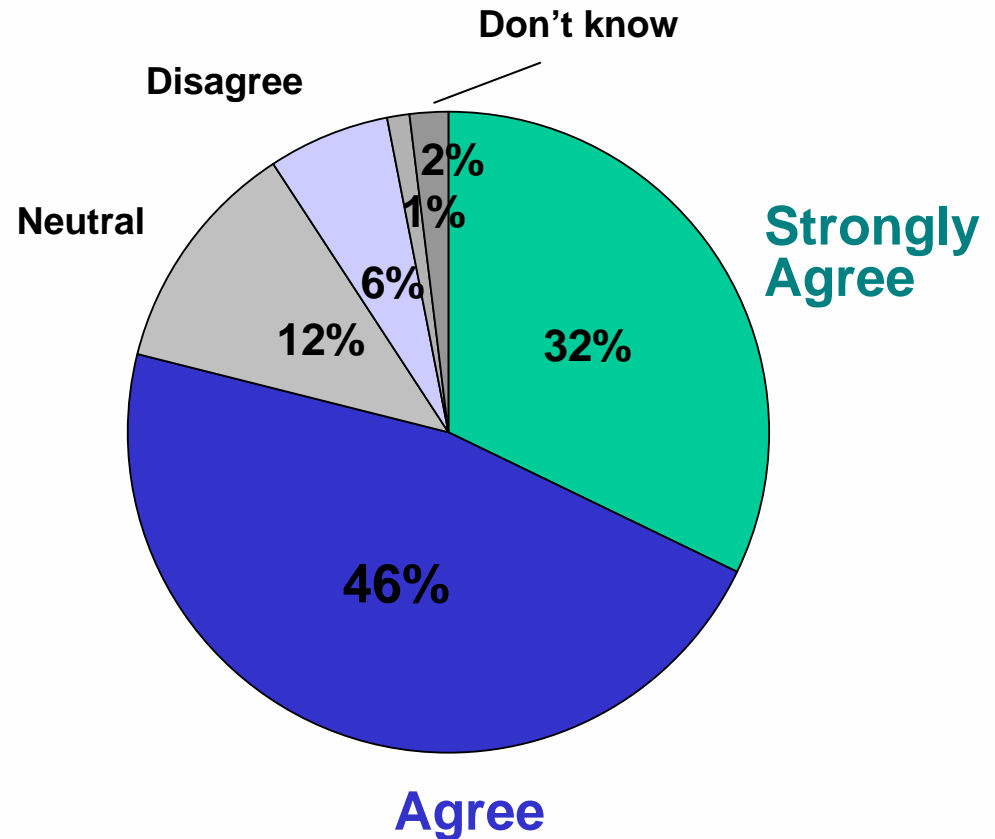
Towards the low carbon shampoo

July 2007



78% of people want to take personal action on climate change

“I would like to do more personally to help limit the effects of climate change”.

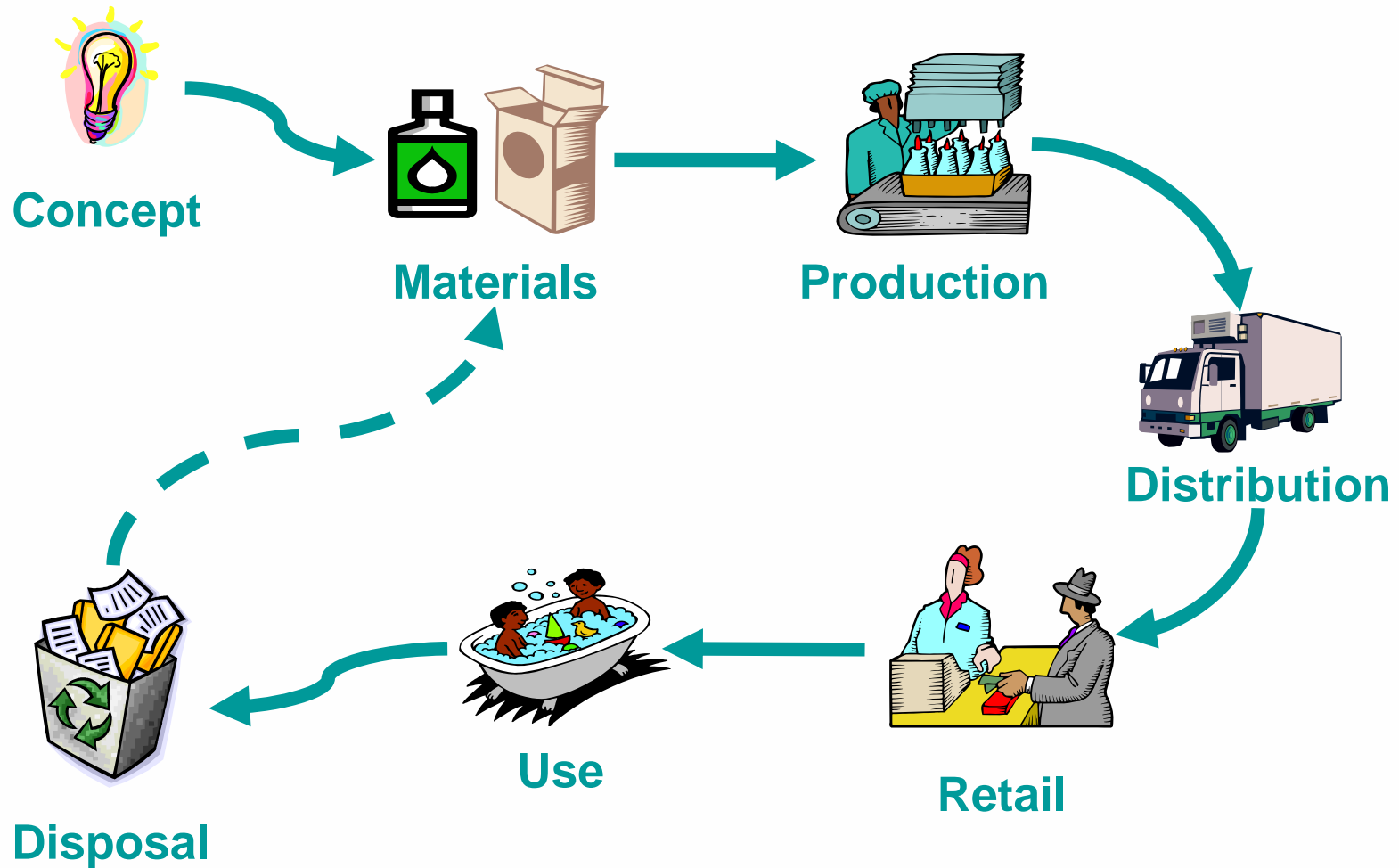


Base: 2,074 British adults 15+, October 2006

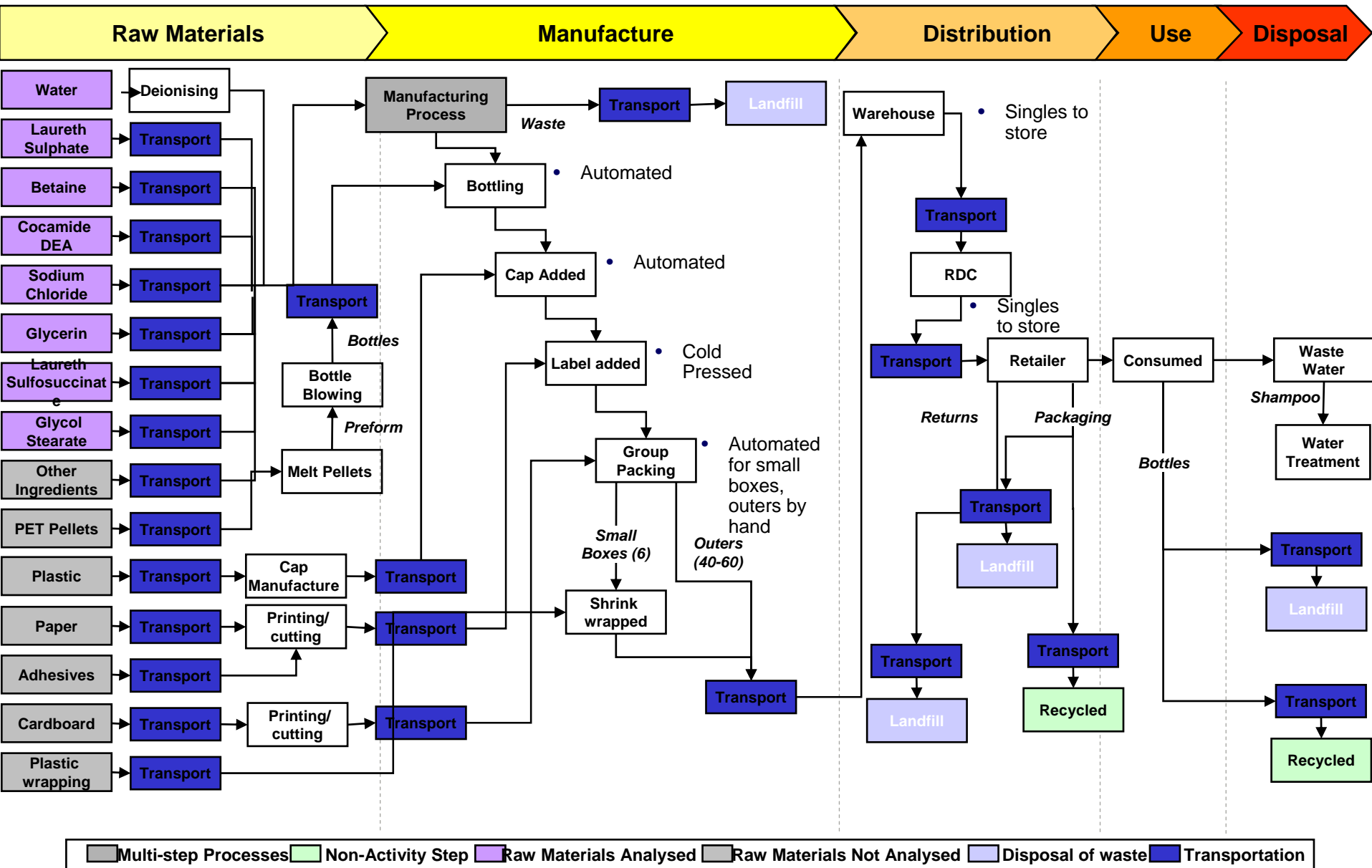
Source: Ipsos MORI / Norwich Union



The product journey

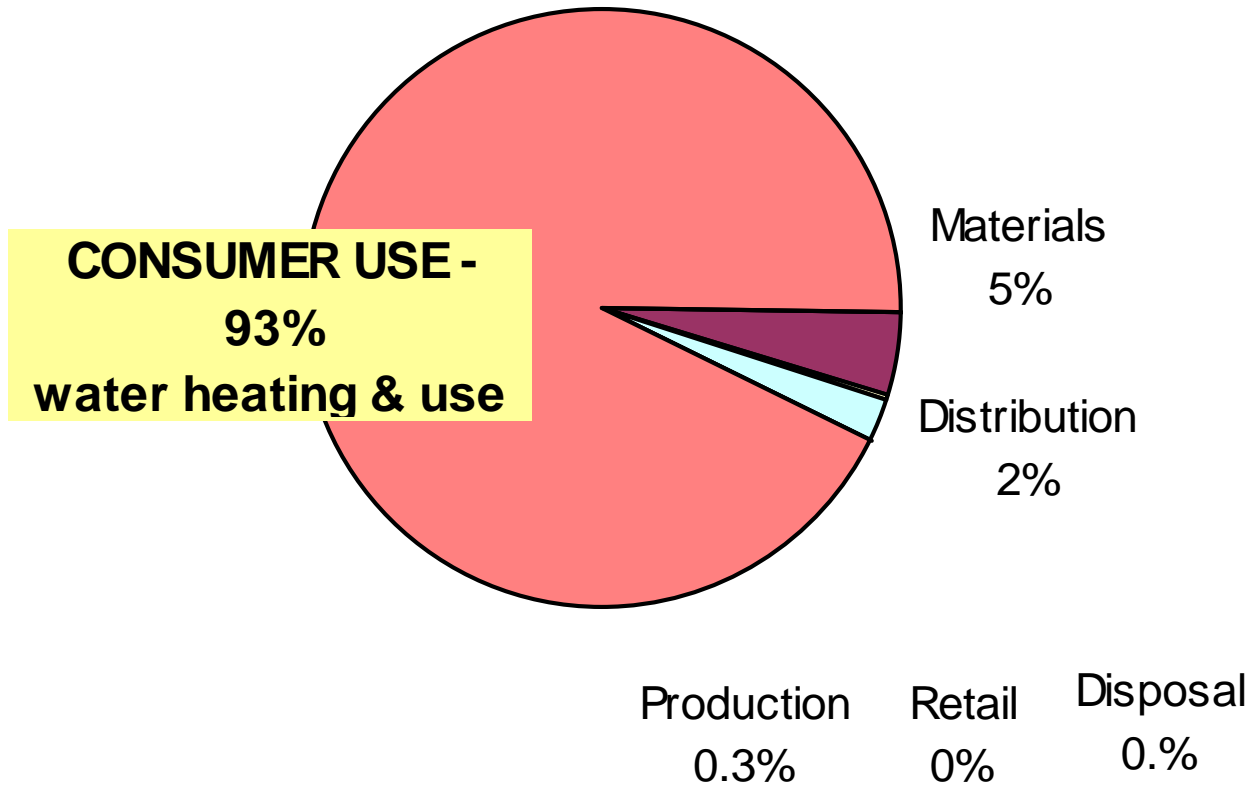


Supply Chain Process Map for Boots Shampoo Products

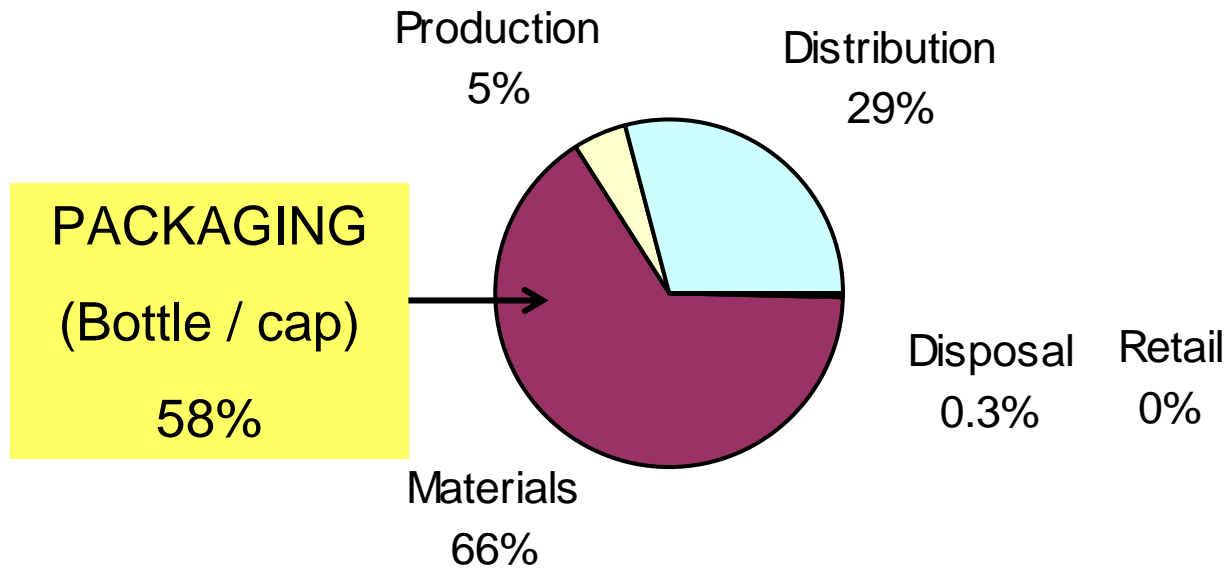


Shampoo Carbon Footprint – The results (1)

Shampoo Footprint - Overall



Shampoo Footprint - Excluding Use



We've reduced the carbon footprint of Botanics shampoo by 20%

You can help too. Using cooler water to wash your hair cuts CO₂ emissions, reduces your energy bills and is actually better for your hair.

working with
the Carbon Trust



Trust



Reducing the footprint (1)



- Use of 30% post-consumer recycled PET in bottles

– Overall footprint reduced by
10%

wrap



Reducing the footprint (2)

- Redesigning the logistics network
 - No cardboard or plastic sent to stores for around 80% of items supplied
 - Botanics distributed via reusable packaging. Overall footprint reduced by **10%**

There is more that can be done to reduce the carbon footprint!



Reducing the footprint (3) – Consumer Use

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Summary

Learnings - Measurement

- Carbon footprint must include all aspects of the Product Journey
- Options for reduction not always in the obvious places.
- Consumer use phase important (depends on product).
- Data management requires co-operation across the supply-chain



Summary

Challenges - Measurement

- Measurement is a complex process
- What tolerance levels should be set?
- Common data sets for materials / processes
- Extending the footprint to other products / services.
- A need for common standards

Challenges – Labelling

- Labelling scheme must be tangible – relate to consumer needs
- What does it cover? (store energy, Consumer use, distribution).
- Should it be a measure or reward for carbon reductions



Summary

...and a Question

How does carbon labelling fit into the bigger picture of sustainable development?

