Carbon Labelling - OBJECTIVES

The Carbon Labelling project implements several labelling initiatives in Europe focussing on products and services with low CO₂ emissions.

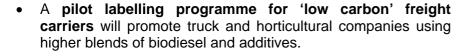
The project promotes biodiesel, fuel efficiency improvements and 'low carbon' freight services.



This first European carbon labelling initiative helps meeting greenhouse gas reduction targets of the European reduces Union, petroleum dependence and helps to combat climate change.

Carbon Labelling - ACTIVITIES

- A review of carbon life cycle studies will provide scientific backing for the quantification of carbon reductions on labels.
- An international Advisory Board of experts will be set up to provide advice and recommendations for this pilot labelling initiative.
- The German fuel distributor Q1 will implement a carbon labelling pilot programme for biodiesel (B 100) and additives at its fuel stations to provide information to consumers about environmental and economic benefits.



A concept will be developed to overcome barriers to biodiesel use in smaller EU Member States like Malta by pre-blending diesel with biodiesel.



A dissemination strategy will inform stakeholders and consumers about this labelling initiative and motivate farmers, producers and policy makers to discuss pathways for lowering carbon emissions in the transport sector.

Project Homepage: www.co2star.eu

Project Duration: October 2006 to September 2008

This Project is supported by:



CARBON LABELLING

A European Pilot Initiative on **Biodiesel and Fuel Efficiency**

www.co2star.eu



Project Partners:

WIP - Renewable Energies, Germany (Coordinator)

> Dominik Rutz, Dr. Rainer Janssen dominik.rutz@wip-munich.de rainer.janssen@wip-munich.de

Home Grown Cereals Authority, UK

Dr. Mairi Black, Rebecca Geraghty mairi.black@hqca.com rebecca.geraghty@hgca.com

Senter Novem, The Netherlands Elke van Thuijl E.van.Thuijl@senternovem.nl

Manzoil. Poland Bill Wason; willy_wason@yahoo.com

Q1 Tankstellenvertrieb, Germany Sven Bürkner; s.buerkner@q1.eu

Malta Resources Authority, Malta Simon Borg; simon.borg@mra.org.mt

