

## NEPCon releases new carbon management standard

01.10.2013, Copenhagen: Today, the non-profit sustainability organisation NEPCon launches its ambitious Carbon Footprint Management (CFM) Standard. The Standard makes carbon accounting accessible for companies of all sizes whilst incentivising carbon reductions and credible public communication.

NEPCon launches its new CFM Standard to provide businesses – and in particular SMEs – with a credible and accessible tool to measure and systematically lower their carbon footprint year on year. "The purpose of our Carbon Footprint Management Standard is to create a strong incentive for carbon reductions and consolidate carbon as a key performance indicator in the private sector", explains NEPCon CEO Peter Feilberg.

"Combined with our existing focus on responsible land-use through, among others, FSC and Rainforest Alliance/ SAN certification, we are able to tackle major sustainability issues in the production of forestry and agricultural consumer goods – now helping to also tackle energy efficiency and carbon emission from field to final product".

### Simple yet ambitious

The carbon market includes a vast number of comprehensive but complex standards resulting in uptake by mostly larger businesses. NEPCon's new standard is based on international best-practise and aims to make this accessible for smaller businesses. It builds on, integrates and unites core elements of established schemes that cover different aspects of carbon footprint management. It provides a single benchmark for conducting carbon footprint calculations and, importantly, communicating emission reduction efforts in a credible way.

The Standard requires companies to not only measure upstream and downstream emissions, but also to continuously reduce their carbon footprint. A key focus is placed on identifying emission hotspots within production and along the product value chain, making reductions a realistic and profitable option.

Despite its ambitious scope, a recent pilot test in Spain confirmed that the Standard is feasible to apply also for a small-sized business. Spanish timber producer Maderas Siero is the proud holder of the world's first NEPCon Product CFM Certificate, resulting from a successful pilot test of the NEPCon CFM Standard. "We were surprised at how feasible it is to manage our carbon footprint", says Susana Martínez Prieto, Deputy Director of Maderas Siero, who especially commends the emissions hotspot approach.

The certification proves that effective carbon footprint management is no longer restricted to large-scale companies, but can be beneficial for small-to-medium sized companies that wish to take their climate responsibility seriously.

### A push beyond carbon accounting

Measuring carbon emissions is not enough if companies want to lower their impact on the global climate and differentiate themselves on the market. The Standard puts great emphasis on the companies' ability to actively reduce their carbon footprint; in return they may experience significant cost savings and brand recognition. Only companies that make demonstrable efforts to reduce their emissions are permitted to use NEPCon's carbon labels and communicate their climate mitigation efforts in public together with their CFM certification.

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FSC®, SmartLogging, and forest carbon verification services are provided in collaboration with the Rainforest Alliance. NEPCon is accredited for PEFC Chain of Custody certification (DANAK reg.no.7029).

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Ms Gertrud Kümmel-Birk, NEPCon CFM Programme Manager says: "Governments, consumers and investors increasingly expect the private sector to take strong climate initiatives. Larger companies in particular are already scrutinising their value chains, mitigating reputational risks and raising their sustainability profile. Armed with our free, practical tool, it's time for smaller businesses to step up to the opportunity. Carbon efficiency has already become a strong performance indicator and will become increasingly important in the years to come".

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## About the NEPCon Carbon Footprint Management Standard

The standard is aligned with key requirements of leading corporate and product carbon footprinting standards, integrating ambitious GHG accounting with reduction requirements and offsetting possibilities. Applicable to either product or company, the Standard serves as the basis for certification and may be used to evaluate progress towards reducing climate impacts.

It builds upon core elements of the GHG Protocol standards developed by the World Resource Institute (WRI) and the World Business Council for Sustainable Development (WBCSD), the PAS standards developed by the British Standard Institute (BSI) as well as the climate element of the EU Guidelines for Organisational and Product Environmental Footprinting.

The Standard has been developed through an extensive stakeholder engagement process, including two rounds of public consultation. NEPCon is a [subscriber](#) to the ISEAL Alliance and has developed the Carbon Footprint Management Standard in line with the ISEAL Code of Good Practice for Setting Social and Environmental Standards.

## About NEPCon

NEPCon is an international, non-profit organisation that delivers sustainability services and engages in innovation projects to facilitate the transformation of business practices and promote the responsible use of natural resources. NEPCon offers tools and services designed to meet the needs of businesses that seek to reduce their carbon footprint. All standards, guidelines and tools are offered to organisations free of charge. Learn more at [www.nepcon.net](http://www.nepcon.net).