

ECOSUMMIT



5th June
2013





You Tube

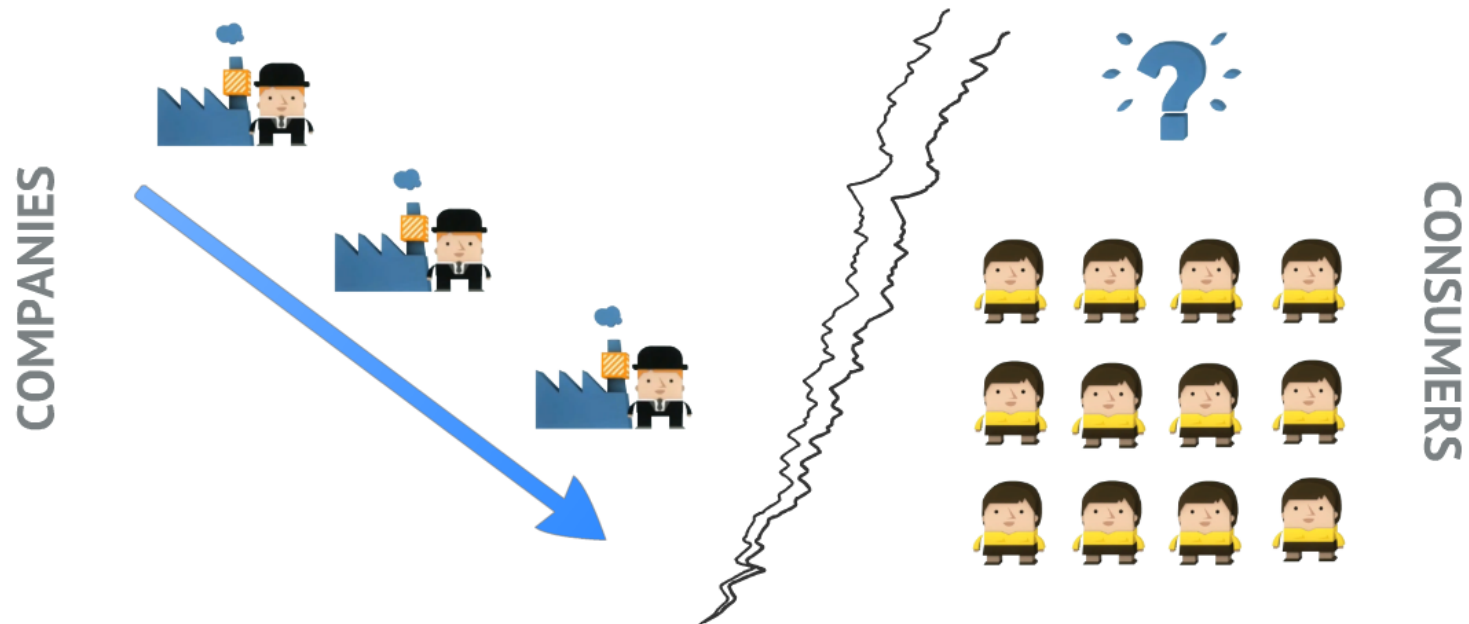
Target



Problem

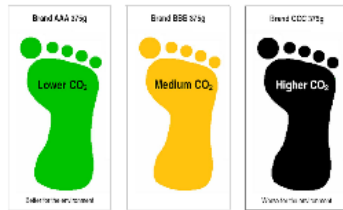
“86% of consumers want to purchase from companies that are combating climate change.”

IPSOS MORI



“76% of consumers cannot name one company that is controlling their environmental footprint”

IPSOS MORI



Awarded to:
Telehouse



CarbonNeutral.com



Carbonfund.org

working with
the Carbon Trust





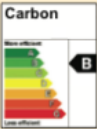


The carbon footprint
of this product is 19kg
of CO₂ and other greenhouse
gases emitted during
its life including
production, use and disposal.

We have committed to
halving this
carbon footprint.



Example format	Label format type	What consumers liked	What they didn't like
	Traffic lights	<ul style="list-style-type: none"> simplicity (particularly time-poor shoppers) familiarity (because of its use in nutritional labelling) intuitive 	<ul style="list-style-type: none"> does not provide detailed information that some wanted unclear what 'good' (green) compares to, e.g. to another similar product or a product in a different category?
	Guideline Daily Amount ("GDA")	<ul style="list-style-type: none"> familiarity (again from nutritional labelling) puts things in context 	<ul style="list-style-type: none"> provokes questions about how the GDA was derived less intuitive – would need further explanation/ education
	Sliding scale	<ul style="list-style-type: none"> easily recognised simple and informative 	<ul style="list-style-type: none"> requires more time to interpret information
	Absolute numbers	<ul style="list-style-type: none"> clear and simple allows direct comparisons between products (like calories) potential to make comparisons with other actions, if helped with wider communications, e.g. cars (grams of CO₂ per kilometre) 	<ul style="list-style-type: none"> numbers are useless without context: value in isolation means nothing difficult for consumers to understand what a gram of carbon relates to and whether it is good or bad
	Stamp of approval	<ul style="list-style-type: none"> noticeable / distinctive if consistently branded suggests 'this claim can be trusted' 	<ul style="list-style-type: none"> currently no trusted voice for consumers in this space

Source: Check-out-carbon, the role of carbon labeling in delivering a low carbon shopping basket. Tom Berry, Dan Crossley, Jemima Jewell. www.forumforthefuture.org.uk

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Key Benefits

COMPANIES

- Rewards
- Increases sales
- Assures stakeholders
- Reduces energy costs

CONSUMERS

- Empowers you
- Guarantees compliance
- Ensures a greener future



How can a company be awarded the mark?

Commit to minimise CO2 emissions by implementing a CO2 Emissions Management Strategy drawn up in consultation with and approved by CARBON CONTROL™

€ = Annual subscription license fee

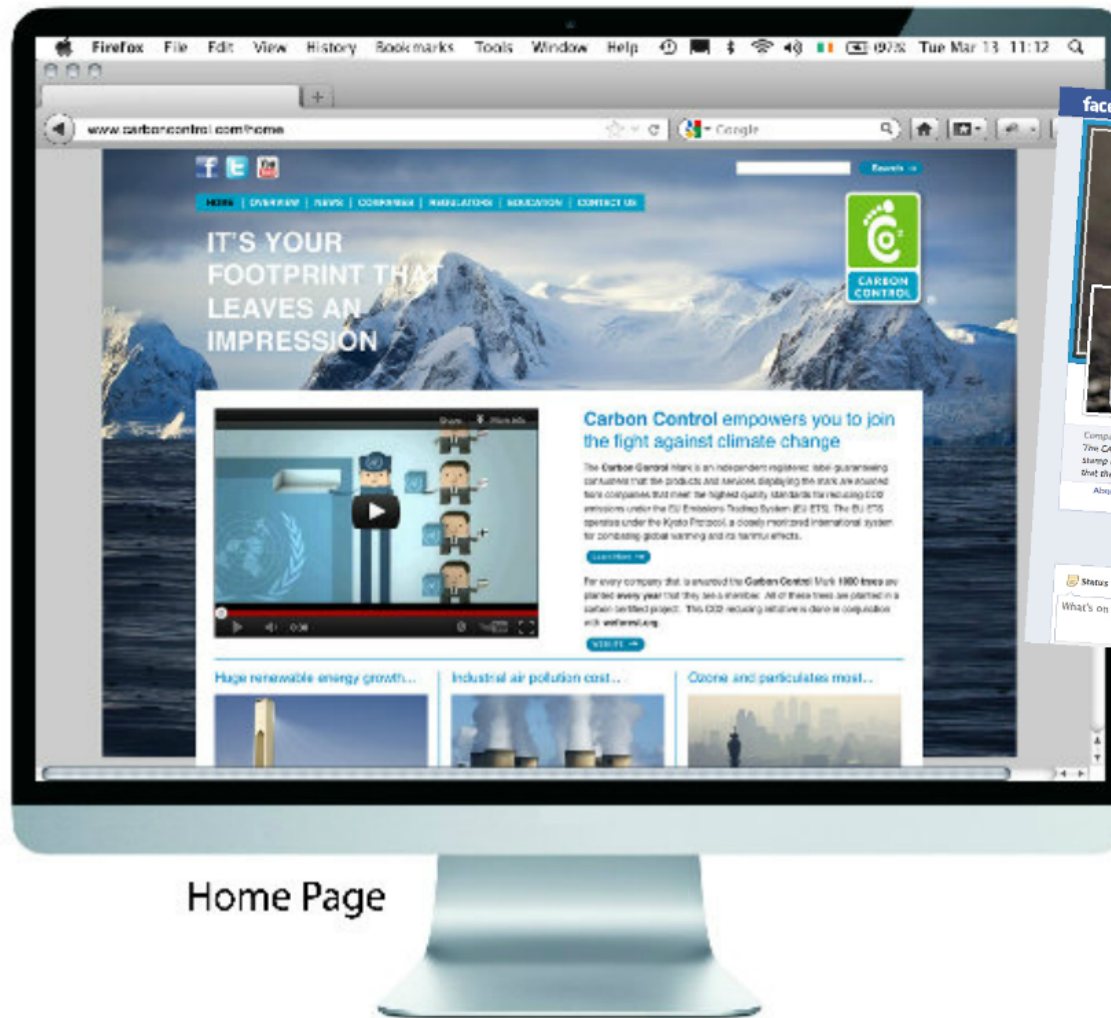


Brand Building





Online



Home Page



Offline



Co-branding



BEN & JERRY'S.



Kerry Group plc

KERRY

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Welcome

Welcome to the world of Kerry, a leader in the global food industry. We develop, manufacture and deliver technology based ingredients, flavours and integrated solutions for the food and beverage industry worldwide.

Our Values

- || Kerry is committed to the highest standards of business and ethical behaviour and to fulfilling our responsibilities to the communities we serve.
- || We are committed to the creation of long-term value for all stakeholders on a socially and environmentally sustainable basis.

Latest Share Price (ISEQ)

Kerry Share price
Last updated
5 July 2012, 17:30

Price: **€34.55**
Change: **0.00**

Latest News

3 July
Kerry Group delighted at award of Carbon Control mark.



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Partners

*a world you like
with a climate you like*



EUROPEAN
COMMISSION



Team

Co-founders



Darragh Kirby, CEO
M.A. in Sustainability



Shane O'Sullivan PhD, CTO
PhD. Carbon Emissions

Advisors

Dr. Sarah Miller
Environmental Expert

Dr. John McKeown
Allergy Standards Label

Tim O'Sullivan
Legal

Denise Doran
Marketing Expert

Clive Curran
Finance

Liam Birkett
Intellectual Property

Shane Murphy
Web development

Funding



Thank you

