

Scoop

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CONSUMER & PRODUCTS

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SGS Launches Environmental Claim Verification Mark for Product Carbon Footprint

Climate change has been a priority agenda for global leaders. More and more nations are setting ambitious targets to achieve climate-neutral in the coming decades. **Product Carbon Footprint (PCF)** has become essential in the collaboration between parties to achieve the mutual climate goal. PCF provides a way to identify emission hotspots at the product level, compare climate impacts of different design options, find opportunities for reduction along a supply chain, and demonstrate climate commitment to consumers before purchasing a product.

PCF measures the greenhouse gas emission and removal associated with a product within its life cycle, expressed in carbon dioxide equivalent (CO₂e). The footprint is quantified in accordance with international standards, such as ISO 14067:2018 or the Product standard issued by the Greenhouse Gas Protocol, using a life cycle assessment (LCA) approach.

Having the PCF verified by a third party allows the publication of the information to the consumers, buyers, and any other interested parties. The verification gives assurance that the stated carbon footprint and/or related attributes have been accurately quantified and reported according to set standards.

For enquiries, please contact us for details!

HONG KONG

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SGS Environmental Claim Verification Scheme (ECVS) is a credible third-party verification mark to demonstrate a verified PCF and other related attributes.

Making claims is easy, but substantiating them is not. Globally, marketplaces are contaminated by 'greenwashing' (claims that communicate environmental benefits but are false, misleading, irrelevant, or exaggerated), creating confusion and reducing consumer trust. The SGS **Green Mark** helps you build trust in your product's sustainability claims:

- Third-party verification is an independent and objective assessment of your PCF quantification report by a qualified verifier. The verification strictly follows ISO 14064-3 – Specification with guidance for the verification and validation of greenhouse gas statements, which gives several major benefits:
- Ensures that the PCF information is accurate, complete, consistent, transparent, and in compliance with the relevant standards and methodologies.
- Adds credibility to your PCF study and mitigates the risk of greenwashing and subsequent reputational damage.
- Helps with accurate communication of your environmental performance to the stakeholders and differentiates your product from the competitors. Gain access to schemes and environmental marks that require verified PCF reports.

To cope with the market need for a credible way to exhibit verified PCF studies, SGS extended their **Green Mark** line-up to cover Product Verification on **Product Carbon Footprint** and **Carbon Footprint Reduced**. Products verified under our program will gain global recognition and can be used on the product, packaging, promotional materials, and advertisement to show end-users that the claim is verified by SGS. Both marks have a QR code that allows consumers to confirm the authenticity of the mark and claim. Additionally, a link to a summary of the specification of the verification will be provided.



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