

What is the 'Carbon Footprint' of Products that promotes a better understanding of CO₂ emissions?



I'm your navigator.



Carbo



Dad



Mom



Sister

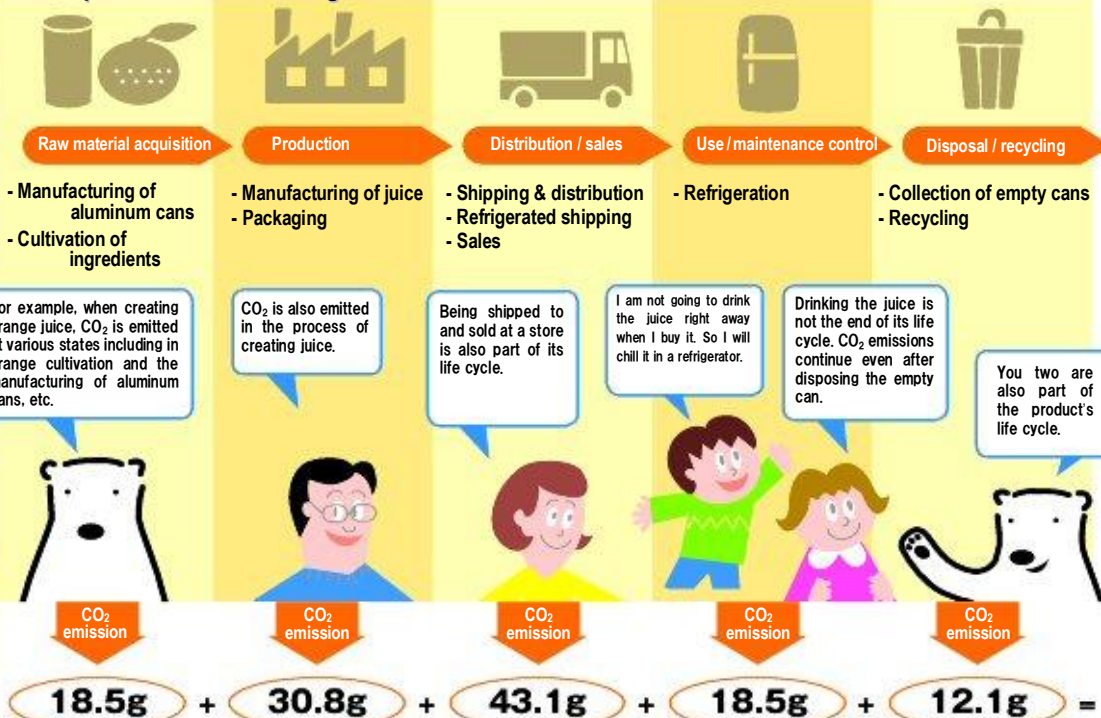


Manabu

What is the Carbon Footprint of Products?

Products and services support our convenient lifestyles, but they emit CO₂ that causes global warming throughout their life cycles, from manufacturing to disposal. The carbon footprint of products is an indicator of the CO₂ emissions equivalent to the sum of all GHG (greenhouse gas) emissions throughout a product's life cycle.

Example of a canned beverage ...



Carbon Footprint of Products
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 Amount of CO₂ emissions of the product
 123 g

*These are all hypothetical values.



How was Carbon Footprint of products started?

In the Kyoto Protocol, Japan promised to reduce the country's CO₂ emissions by 6% from the 1990 level by 2012. The carbon footprint of products was created as one of the ways to promote "optimization of CO₂". The life cycle of a product involves not only manufacturers but also many businesses in different phases such as the acquisition of raw materials, production, distribution and sales, and disposal and recycling. We the consumers are also involved in the life cycle in the use phase and the disposal and recycling phase.

The carbon footprint of products is a tool to promote businesses and consumers to think about and work toward the reduction of CO₂ emissions of products.

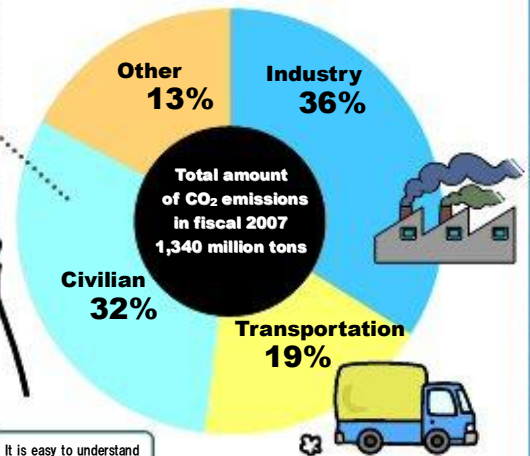
All of us are needed to do what we can do for the earth.



The amount of CO₂ emissions from households is fairly large.

It is easy to understand when CO₂ is optimized.

Breakdown of the total amount of CO₂ emissions (fiscal 2007)

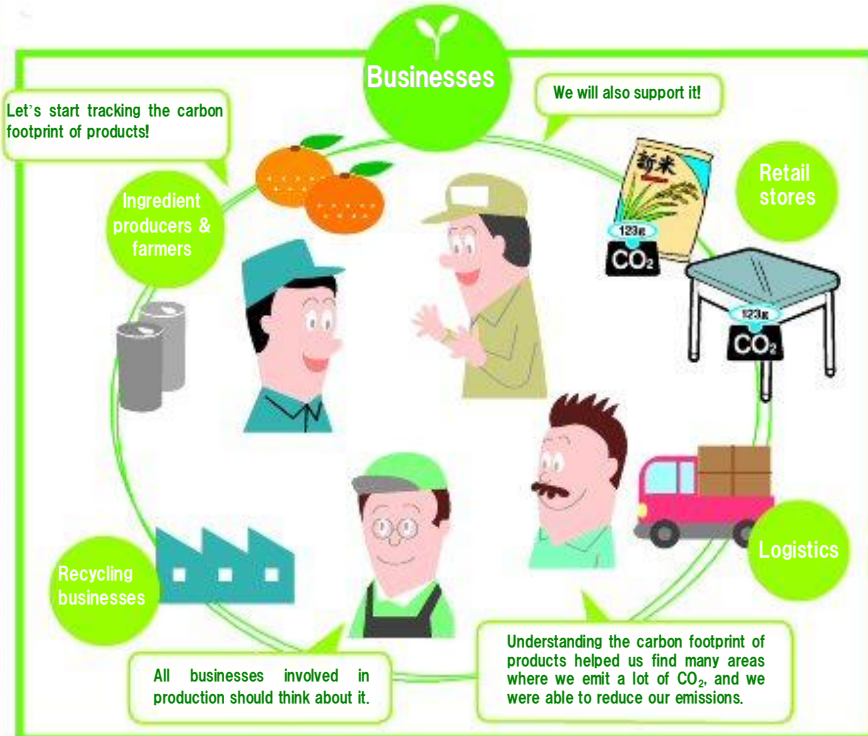


Source: Ministry of the Environment



What are the effects of the Carbon Footprint of Products?

Carbon footprint labeling enables us to select products based on a new indicator, the "environment". It will also make us think about the impacts of products on the environment. We now have a new option to switch to more eco-friendly lifestyles in addition to carrying eco-bags and more frequently turning off lights.



It also works as a support for businesses that actively participate in environmental protection.



Consumers

Switch to eco-friendly lifestyles

Consumers can select products based on a new indicator called the "environment".

Product selection



Consumers can become aware of the impact on the environment in the processes of using and disposing of products.



Let's show this leaflet to your friends and family and think about what you can do.

Visit this website for the information on carbon footprint of products!!

<http://www.cfp-japan.jp/>

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