

# Carbon Labelling - The Concept

1<sup>st</sup> Carbon Labelling Workshop

*'Biodiesel and other Biofuels for smaller EU Member States'*

11 December 2007  
Floriana, Malta

Dominik Rutz, Dr. Rainer Janssen  
WIP – Renewable Energies, Munich



## Background



### European Target:

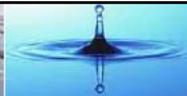
Reduction of passenger car emissions to **120 gCO<sub>2</sub>/km**

→ **Manufacturers** for Passenger cars: **130 gCO<sub>2</sub>/km**

→ **Other measures**: **10 gCO<sub>2</sub>/km**

→ **Biofuels**



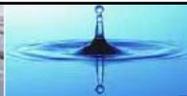


## Carbon Labelling - Objectives



Increase demand for **biodiesel**, and for **efficient fuel and lubricant products** by *creating a system of CO<sub>2</sub> labels for*

- Fuels
- Lubricants
- Freight services



## Project Details



- Program: **Intelligent Energy for Europe**

Intelligent Energy  Europe

- Contract No.: **EIE/06/015**

- Project Duration:

**1st October 2006 to 30 September 2008**



## Project Partners

- **WIP Renewable Energies**, Germany
- **Home Grown Cereals Authority**, UK
- **Senter Novem**, The Netherlands
- **Manzoil**, Poland
- **Q1 Tankstellenvertrieb**, Germany
- **Malta Resources Authority**, Malta












[www.wip-munich.de](http://www.wip-munich.de)

1<sup>st</sup> Carbon Labelling Workshop

5



## Carbon Labelling - Main Activities

- **Methodology** for the quantification of **carbon life cycle reductions**
- **Pilot labelling** for **biodiesel**
- **Pilot labelling** for **fuel and lubricant additives**
- **Pilot labelling** for **freight carriers**
- **Pilot pre-blending** of biodiesel for **smaller EU Member States**
- **Consumer survey** on labelling initiatives
- **Dissemination**





[www.wip-munich.de](http://www.wip-munich.de)

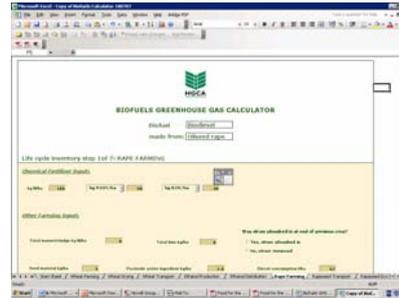
1<sup>st</sup> Carbon Labelling Workshop

6

## Carbon Life Cycle Analysis



- Development of **carbon life-cycle numbers** for biodiesel
- Involvement of recent and on-going **activities and methodologies**
- Cooperation with **European and worldwide experts**
- Set up of an **Advisory Board**



## CO<sub>2</sub> and Efficiency Label for Biodiesel

- Development of a **CO<sub>2</sub> label for B100**
- Set up of a **Consumer Information Website**





## CO<sub>2</sub> and Efficiency Label for Lubricants

- **Development of a CO<sub>2</sub>/Efficiency label for lubricants**
- **Set up of a Consumer Information Website**  
with detailed information about lubricants and lubricant additives and their impact on CO<sub>2</sub> reduction, air quality and fuel efficiency improvements



## Labelling Program for Freight Services

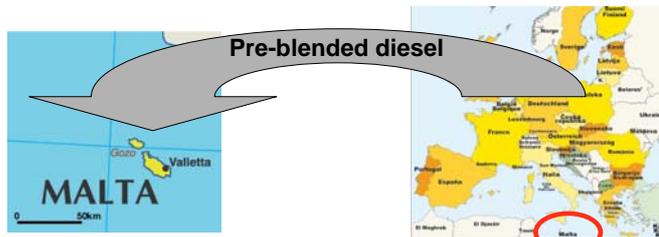
- Promote companies as **'low carbon' freight carriers** through labels
- **Set-up a pilot initiative in The Netherlands**





## Pre-blending Biodiesel & CO<sub>2</sub> Labels for Malta

- Facilitate compliance with EU Biofuels targets in smaller EU Member States
- Deliver pre-blended diesel with 5% biodiesel to Malta
- Monitor the interest in carbon labelling program in Malta



© Europäische Gemeinschaften, 1995-2007



## Consumer Survey



Assessment of the **impact of CO<sub>2</sub>/efficiency labels** on awareness and interest to use biodiesel or efficiency improvements





**Website: [www.co2star.eu](http://www.co2star.eu)**




**www.wip-munich.de**      **1<sup>st</sup> Carbon Labelling Workshop**      **13**



**THANK YOU VERY MUCH FOR YOUR ATTENTION!!**

**Dominik Rutz: [dominik.rutz@wip-munich.de](mailto:dominik.rutz@wip-munich.de)**  
**Dr. Rainer Janssen: [rainer.janssen@wip-munich.de](mailto:rainer.janssen@wip-munich.de)**

**[www.co2star.eu](http://www.co2star.eu)**




**www.wip-munich.de**      **1<sup>st</sup> Carbon Labelling Workshop**      **14**