

## Carbon Labelling - OBJECTIVES

The Carbon Labelling project implements several labelling initiatives in Europe focussing on products and services with low CO<sub>2</sub> emissions.

The project promotes biodiesel, fuel efficiency improvements and 'low carbon' freight services.



This first European carbon labelling initiative helps meeting greenhouse gas reduction targets of the European Union, reduces petroleum dependence and helps to combat climate change.

## Carbon Labelling - ACTIVITIES

- A review of **carbon life cycle studies** will provide scientific backing for the quantification of carbon reductions on labels.
- An international **Advisory Board** of experts will be set up to provide advice and recommendations for this pilot labelling initiative.
- The German fuel distributor Q1 will implement a **carbon labelling pilot programme for biodiesel (B 100) and additives** at its fuel stations to provide information to consumers about environmental and economic benefits.
- A **pilot labelling programme for 'low carbon' freight carriers** will promote truck and horticultural companies using higher blends of biodiesel and additives.



- A concept will be developed to overcome barriers to biodiesel use in smaller EU Member States like Malta by **pre-blending diesel with biodiesel**.
- A **dissemination strategy** will inform stakeholders and consumers about this labelling initiative and motivate farmers, producers and policy makers to discuss pathways for lowering carbon emissions in the transport sector.



Project Homepage: [www.co2star.eu](http://www.co2star.eu)

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# CARBON LABELLING

A European Pilot Initiative on Biodiesel and Fuel Efficiency

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



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