Quotes

Steve Leffin, Director of Global Sustainability, UPS

"A consistent approach to measure and report GHG emissions in the corporate value chain and product life cycles are in great demand. These new standards will help us respond to customer demand for environmental information and make it easier for us to communicate the environmental aspects of our products and the efforts that our company is making to successfully manage our emissions."

Kevin Anton, Chief Sustainability Officer, Alcoa

"The new GHG Protocol Product Standard gives us a globally consistent approach to measure and manage our product emissions that will help us innovate and improve our products over time. This knowledge may bring us savings in both carbon and cost, but it is also exciting to think what this might mean for the future of customer education and purchasing. In a world where knowledge is power, the GHG Protocol Product Standard gives us and our customers the information needed to make informed decisions."

Robert ter Kuile, Senior Director Environmental Sustainability, PepsiCo

"The broad scope and diversity of our operations means that having a common method to measure and understand the emissions across our value chain is essential. The GHG Protocol standards provide us a globally applicable method for quantification as well as guiderails to adapt and identify the best opportunities for efficient and effective emissions management. This is an economically, as well as an environmentally valuable tool."

Kelly Semrau, Senior Vice President of Global Corporate Affairs, Communication and Sustainability, S.C. Johnson

"The new Greenhouse Gas Protocol Corporate Value Chain Standard provides a much needed harmonized global methodology for businesses to measure value chain greenhouse gas emissions. Our road test of the new Scope 3 standard provides us with key data to drive our strategic business decisions regarding greenhouse gas reductions. We encourage other businesses to similarly employ this effective method to measure, and subsequently address, greenhouse gas emissions from the entire value chain."

**GREENHOUSE
GAS PROTOCOL**

Helen Fleming, Director Climate Change for Tesco, Leading the work of the Consumer Goods Forum (CGF) on Measurement

"As part of the CGF work to establish common carbon and sustainability measurement systems to support carbon reduction and better resource use, the CGF Board is recommending that its members adopt the same standards and systems. For product carbon measurement, the Board has agreed to encourage all CGF members to adopt the new GHG Protocol Product Standard."

Jeff Rice, Director Sustainability WalMart, Co-leading the Consumer Goods Forum work

"We believe that by adopting the same standards, we can move ahead faster with confidence to tackle product emissions. CGF represents more than 400 members in the Consumer Goods Sector with annual sales of more than $3 trillion."

Dan Pettit, Associate Director of Sustainability for Research Development & Quality at Kraft Foods

"Our work with the GHG Protocol, a collaboration of the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD) — was instrumental in guiding our first efforts towards environmental footprinting. In 2010 Kraft Foods participated in the GHG Protocol Corporate Value Chain (Scope 3) Standard 'road test'. Our Scope 3 inventory results are the backbone that informed our future footprint work. For GHG Protocol, the feedback from Kraft Foods informed the final Scope 3 standard WRI will be launching around the world this October."

Harry Morrison, Director of Certification, Carbon Trust

"Internationally-recognized standards; against which organizations can measure and reduce product carbon footprints are vital to addressing climate change. We welcome this new standard which builds on the work we have done to certify the carbon footprints of over 5,000 products against PAS 2050. This is an important step in globalizing the approach to product carbon footprinting that we have been using with our customers over the last four years."

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