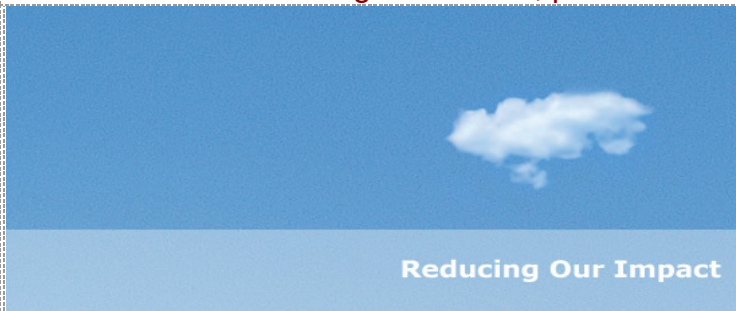


Welcome to Click-On Logistics News, please read on....



## Are you managing and measuring your Carbon Footprint in the Supply Chain?

Our current marketing campaigns are focussed upon Carbon Management in the Supply Chain, it just seems to make a whole lot of sense when one considers rising fuel and energy prices. Solutions are wide and various and the challenge ahead is a journey, we are at the very early stages of that journey.

There are multiple awareness campaigns of Carbon Footprint Management in Industry today, much of which is being driven by consumer pressure. Evidence is provided from a recent Nielsen survey where 42% of respondents declared that:

*"I would change to another brand or owned label if I thought - the alternative product had a lower carbon footprint"* (Source Nielsen Homescan Survey July 2007)

Companies are competing for the "green space" and within their Corporate & Social Responsibility programmes they are obliged to include environmental statements, both awareness of carbon footprints and plans for it's reduction as part of their strategies moving forward.

One of the UK's leading supermarkets set-out to measure its carbon footprint in 2007 and has now released its commitment to consumers by printing 'green scores' on selected goods to show the environmental cost of producing them. The carbon-footprint labels reveal how much carbon dioxide is used to make, use and dispose of a product and will initially appear on 20 items ranging from orange juice, potatoes, washing detergents and lightbulbs.

Click-On Logistics have developed a methodology that addresses each of the key challenges that an organisation will face in their supply chains, in both setting out the first steps of measurement through to follow-up stages of defining and implementing strategies for improvement, which its overall aim is to reduce carbon emissions and can result in a reduction in costs.

Click-On Logistics have already worked on a number of Carbon Footprint Management assignments within different industries with encouraging results. Some clients are ready to progress to the next

stage where we are discussing changes to operations and to their strategy considerations.

A series of regional Breakfast Forums covering the topic of Carbon Management in your Supply Chain were hosted by Click-On Logistics in April. Their objective was to share their knowledge out in the market place close to a client location. Please visit [www.clickonlogistics.com](http://www.clickonlogistics.com) to see a summary of the presentation. If you would like more information or discuss further how we can help you, please contact us on [marketing@clickonlogistics.com](mailto:marketing@clickonlogistics.com).

Click-On Logistics will be hosting a new series of Breakfast Forums on the subject of 'Lean Logistics'. To register your interest please email [marketing@clickonlogistics.com](mailto:marketing@clickonlogistics.com).

## DIARY DATES

### May:

#### Exhibition:

Click- On Logistics attended the:  
**World Trade Group 10th Annual Supply Chain & Logistics Forum**,  
 Dusseldorf, Germany on 13, 14 & 15th May.



#### Exhibition:

20, 21, 22 May  
**SustainabilityLive 2008** at NEC, Birmingham 20, 21 & 22 May 2008.



### About Us:

Click-On Logistics is an established and innovative management consultancy who focus on logistics and supply chain management. We work with a wide range of clients in the UK and on mainland Europe, in providing business solutions to meet client needs. Our Carbon Management methodology has been carefully developed to help companies with their corporate and social responsibility programmes in a pragmatic way that engages logistics operations and helps them to implement change.



### Registered Office:

Click-on Logistics Ltd., The Innovation Centre, Mewburn Road, Banbury, Oxon. OX16 9PA.  
 Telephone: 01295 817654

To unsubscribe or change your details click here

Forward to a friend

[To unsubscribe or change your details click here](#)

[Forward to a friend](#)