

## PRESS RELEASE (May 2008)

### Are you managing & measuring Your Carbon Footprint?

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, including 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.

Once corporate statements have been made, it is up to operations management to implement change and to deliver the promise, often made by others. When we get to the point of taking action, whether it is to actually measure the carbon footprint in a meaningful way, or whether it is to take action in reducing it, there are relatively few companies who are well advanced in this regard. The reason is 'Supply Chain Complexity' and a lack of awareness of the practical steps to take in the first instance.

Supply Chains in any sizeable organisation are increasingly complex, and involve many suppliers who also have their own upstream supply chains. A key challenge for most organisations is to figure out how to take the first step forward, in what is a potentially political and very sensitive subject area which could compromise business effectiveness if carbon measures are quoted out of context.

Click-On Logistics have developed a methodology that addresses each of the key challenges that an organisation will face, 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", commented Kevin Zwolinski, Managing Director of Click-On Logistics.

Click-on Logistics have recently completed an assignment with the Unidrug Distribution Group (UDG), who are specialist providers of warehousing and distribution services to the pharmaceuticals sector in the UK. Russell Atkinson, Business Development Director commented: "As a major player in the distribution industry we felt it was our responsibility on behalf of our clients to look at our carbon emissions in our operations, which is effectively their Supply Chain. The results have enabled us to provide helpful information around which constructive discussions can take place regarding the potential for carbon reduction, and in some cases cost reductions at the same time".

We are continually on the lookout for ways in which we can add value to clients and carbon emissions are high on their agendas, as well as ours" Atkinson continued.

Please visit [www.clickonlogistics.com](http://www.clickonlogistics.com) for more information or email [marketing@clickonlogistics.com](mailto:marketing@clickonlogistics.com).

The End.