Inspiring trust for a more resilient world.

BSI Kitemark™ for Carbon Neutral Products
Client guidance


bsi
Carbon
Neutral
Product

KITEMARK™

Contents

Foreword

What is the BSI Kitemark™ for Carbon Neutral Products, and what does it mean for shoppers?
Many shoppers of all ages are looking to make more sustainable buying choices and are specifically seeking carbon neutral products. In fact, 1 in 3 shoppers across the globe would pay more for a carbon neutral product, compared to a similar product that wasn't produced to a carbon neutral standard[1]. Moreover the study found that 85% of global consumers have become 'greener' in their purchasing behaviors, and 63% of consumers have made moderate to significant changes to their consumption behaviors overtime in order to live more sustainably. Crucially, the majority of consumers also want to know that the claims on products are genuine, and validated by a third party[2], to avoid the ever increasing trend of 'greenwashing'.
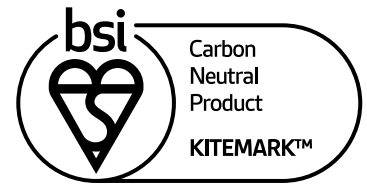
A symbol you can trust
For more than 100 years, the BSI Kitemark™ has been recognized as a symbol of outstanding quality, safety and trust across a wide range of products and services. Kitemark certification confirms that a product or service's claim has been independently and repeatedly tested by experts, meaning that you can have trust and confidence in products and services that are BSI Kitemark certified.

The Kitemark for Carbon Neutral Products, like BSI's other Kitemarks, is there to reassure you. "It's a promise that the product has been assessed against high quality standards, and has passed the assessment criteria to achieve the BSI Kitemark status for Carbon Neutral Products."

Independent certification – for your peace of mind
Independent and impartial certification is an effective way to validate the validity of the carbon neutral status of products. For a Kitemark for Carbon Neutral Product certification to be awarded, specific criteria outlined in this document and defined by international publicly available standards must be met.

BSI Kitemark certification for Carbon Neutral Products – Client Guidance
This document has been created to enable you to understand the details of this programme and identify how BSI will assess your organization and achievements. It contains details of the checklists, based on existing standards, protocols, and good practice guidelines that we will use.

We also include details about managing your ongoing Kitemark certification, alongside information on tools available from BSI to help you communicate your success with customers and consumers alike.

> **For a Kitemark for Carbon Neutral Product certificate to be awarded, all the relevant requirements detailed within this document shall be met. There will only be 1 Kitemark certificate awarded, no other statements or certificates will be issued under this scheme.**

1. Source – Simon-Kucher & Partners | Global Sustainability Study 2021 | Consumers are key players for a sustainable future | Sample 10,281 adults across 17 countries
2. Source – YouGov on behalf of BSI Group | Kitemark Tracker 2021 | Sample 12,635 adults across 12 countries

1 | Scope

A client's product for scope purposes is defined as the recognized brand name which would appear on the market, including size, model, or any other unique identifiers.

Each individual stock keeping unit (SKU) claiming carbon neutral product status shall go through the Kitemark certification process and be referenced in the certificate.

The BSI Kitemark™ for Carbon Neutral Products is applicable to products (goods) from the following categories:

- Processed material (e.g. bottled drinks, clothes)
- Unprocessed material (e.g. agricultural product).
- Software (e.g. computer program);
- Hardware (e.g. mechanical parts, machinery and equipment);

> **The term assessment in this document is defined as a holistic approach of both verification and validation activity of the product's carbon neutrality. Thus, the term assessment will be used throughout this document from here onwards.**

Emissions
The carbon footprint of the product must include all scope 1, 2 and 3 emissions within the product's system boundary. Reasonable level of assurance to be provided for Scope 1 and 2 emissions whereas limited assurance level to be provided for Scope 3 emissions.

For products that have demonstrated verified measurement, offset and/or inset to achieve carbon neutrality, an on-going commitment to reduce carbon footprint as defined by the requirements of the most recent versions of standards ISO 14067 and PAS 2060, plus the continual assessment of your carbon footprint management plan is necessary to achieve and maintain certification.

> **Note: organizational level and service-provider carbon neutrality certification claims are outside of the scope of this scheme.**
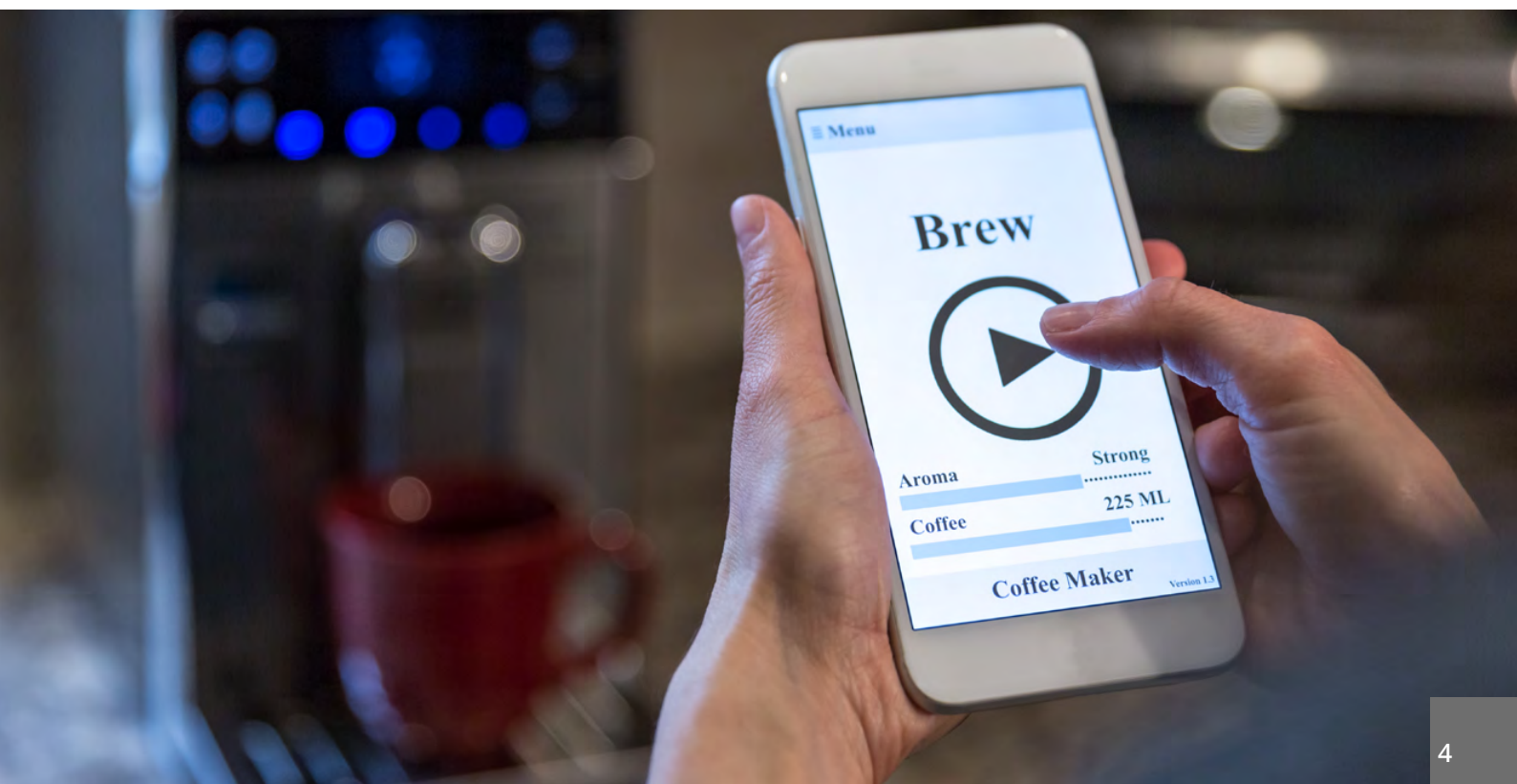
2 Product specifications

The following specification forms the basis of the assessment criteria for this Kitemark scheme:

The assessment of this Kitemark product certification is based on the following standards and documents.

1. ISO 14067 – Carbon footprint of products – Requirements and guidelines for quantification

The ISO 14067:2018 helps client in calculating their product's carbon footprint employing a standardized methodology that is consistent and accurate through incorporating life cycle assessment for their product.

2. PAS 2060 - Specification for the demonstration of carbon neutrality

The PAS 2060:2014 then helps the client to reduce and offset/inset the product's calculated carbon footprint.

3. Carbon footprint management plan (CFMP)

The Carbon Footprint Management Plan (CFMP) which is an element from PAS 2060 goes further where it requires there to be a reduction either in absolute terms and/or reduction in emission intensity for the product claiming carbon neutrality for every subsequent periods.
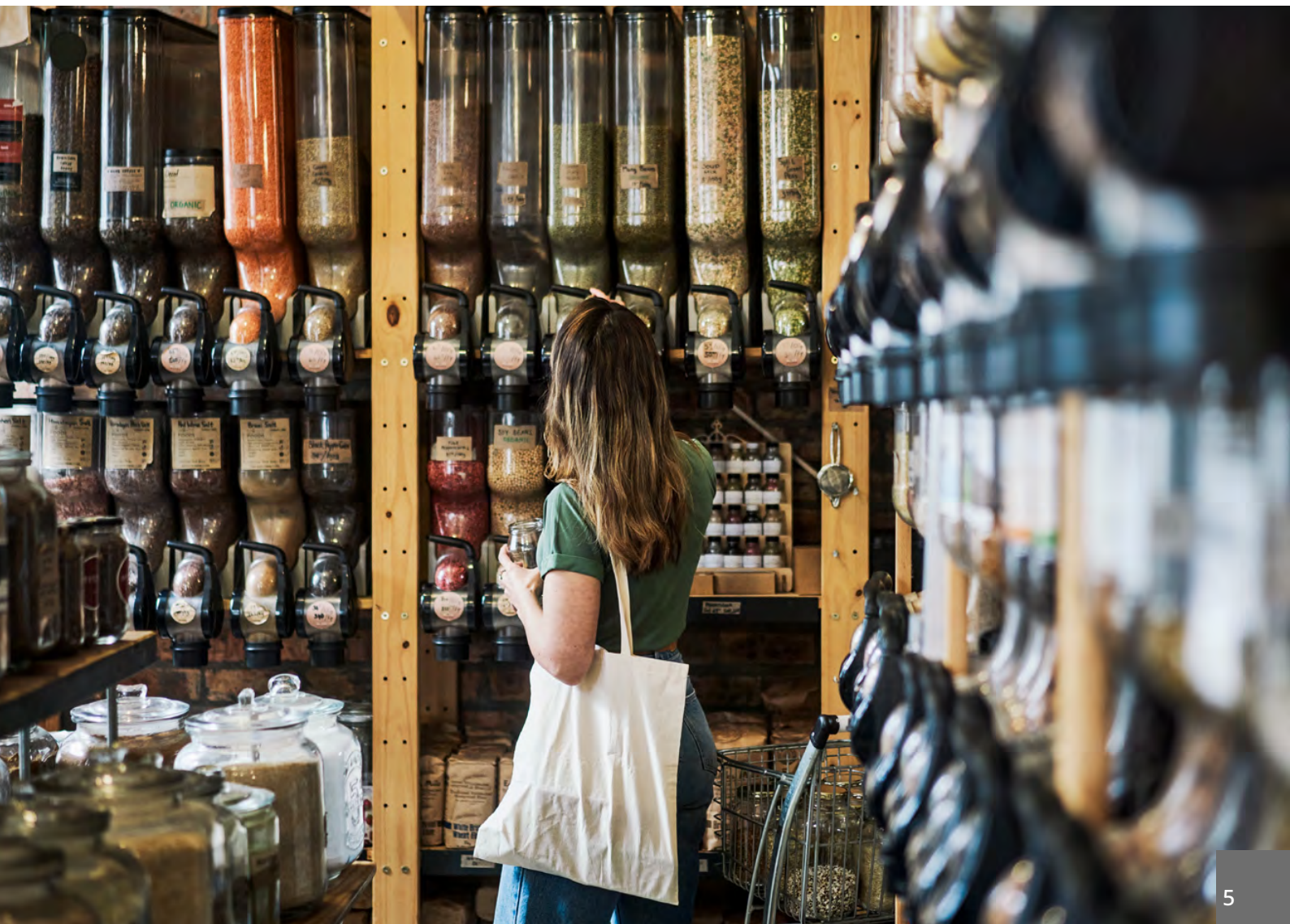
To achieve and maintain BSI Kitemark™ for Carbon Neutral Products certification, organizations will commit to ongoing carbon reduction which is evidenced through the CFMP.

The CFMP will generally include

- A statement of commitment to carbon neutrality for the defined product
- A timescale for achieving carbon neutrality of the defined product
- Targets for carbon reduction for the defined product appropriate to the timescale for achieving carbon neutrality
- The planned means of achieving and maintaining carbon emissions reductions
- The offset strategy to be adopted- including an estimate of the quantity of GHG emissions to be offset, the nature of the offsets and the likely number and type of credits.

The client shall have a process in place for undertaking periodic assessments of performance against the plan and for implementing corrective actions to ensure targets are achieved.

The organization must update the CMFP at least every 12 months.

The CFMP should be in line with the principles and requirements defined in PAS 2060.

Locations and testing regimen
During the application process BSI will determine audit locations as a representative sample, and product assessment requirements for the Kitemark scheme. All locations that are involved in the Kitemark claims will be visited across a three-year period.

Stage 1
At a Stage 1 review, BSI will carry out an assessment on site in the form of a 'readiness review' establishing that the organization has understood the requirements and sufficiently implemented a structure and processes to proceed to stage 2.

Stage 2
Stage 2 is an assessment visit (remotely/physical) designed to:

- Review and verify the missing data or sections of data trails
- Explain variations in the emissions data, or revise calculations, or adjust reported data
- Conduct on site verification to verify carbon source, sinks and reservoirs, if needed.

Technical Review
Upon completing the assessment activities and BSI producing the assessment report. An independent technical review shall be conducted by BSI before a Kitemark certificate is to be issued to the client. The purpose of this technical review is to assess whether:

- Sufficient and appropriate evidence has been gathered to issue the Kitemark certificate
- The verification activities have been completed in accordance with the contract and criteria of the scheme.
- The BSI procedures have been followed according to the scheme
- The risk to BSI of issuing the Kitemark certificate is sufficiently low
- The verification team held the appropriate competencies to conduct the verification
- Decisions and conclusions by the verification team were appropriate

Annual Surveillance
CAV (Continuous Annual Visit) is required in this certification scheme, and it is to be every 12 months. The objective of the CAV is to ensure continued compliance to the requirements of this scheme and the standards.

NCR close-out visits
If a major non-conformity is raised during a Stage 2 or Surveillance assessment, an additional close-out visit will be required. During this close-out visit the effective implementation of corrective actions will be reviewed. Following a major non-conformity, the next surveillance assessment will be an unannounced visit, and will take place within six months of the previous surveillance assessment. If no major non-conformities are raised, then the program will continue as scheduled.
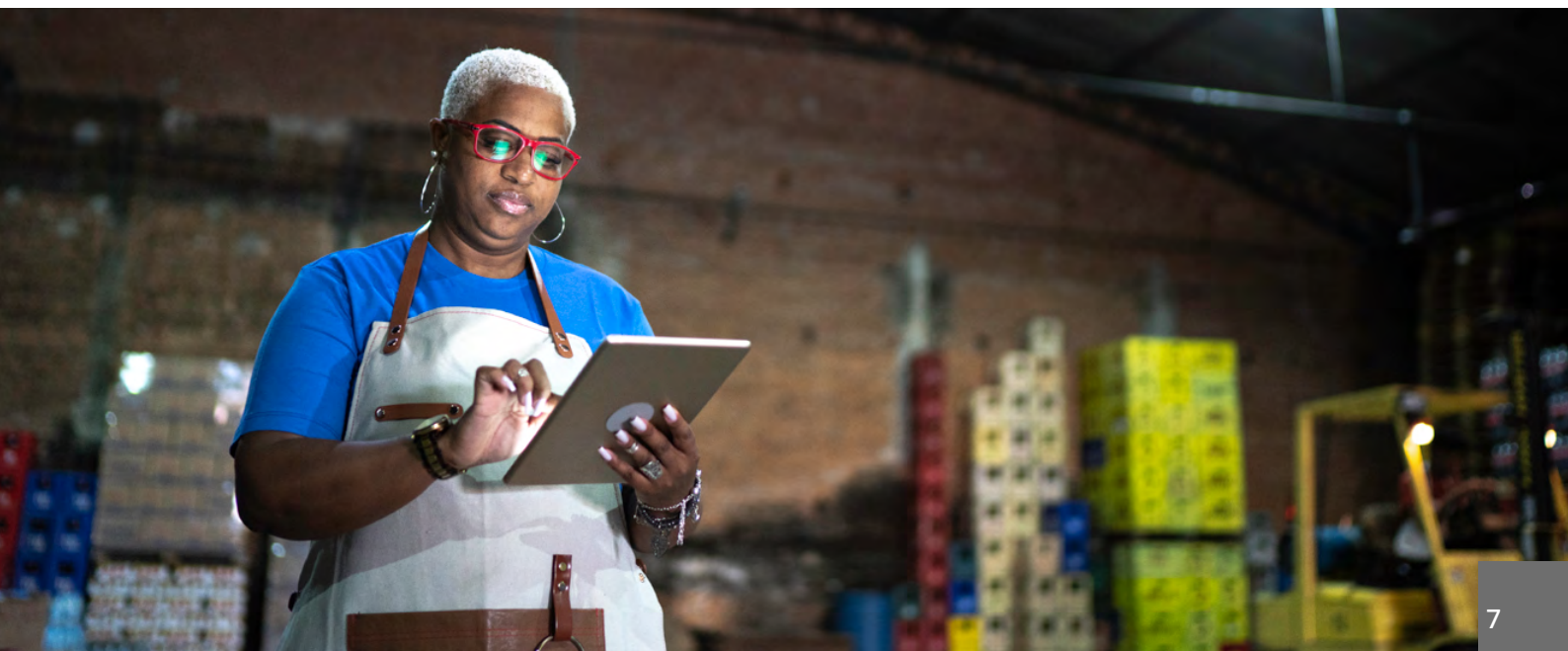
Following a successful initial assessment, the Kitemark certificate will be awarded enabling the organization to display the BSI Kitemark on the relevant product/ product packaging. It is recommended that organizations that achieve Kitemark certification display the BSI Kitemark and accompanying QR code or weblink on their product / product packaging and online listing to demonstrate their achievement. The organization's customers can verify the validity of this though the BSI certification and verification online directory.

In addition, a marketing toolkit is available from BSI for all organizations who have achieved certification to help promote their achievement.

You will also gain access to the BSI Assurance Portal. This is a convenient way for you to interact with us as your certification body. With 24/7 access to essential information, such as your next 12 months of visit dates (unless they are unannounced), audit reports, and certificates, it gives you great support to effectively manage your BSI assessments.

The certificate may be suspended immediately where:

- A major non-conformity has been raised during a surveillance visit. The certificate can be reinstated following closure of the major non-conformity through a Corrective Action Plan (CAP) and a Non-Conformity Review (NCR) close-out visit.
- A test sample failure
- A visit is refused

For more information visit www.bsigroup.com