

# What is a carbon footprint?



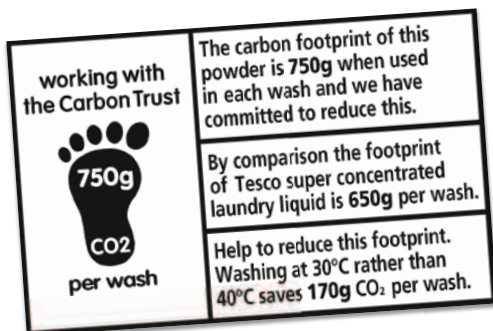
The amount of greenhouse gases that a country, business, product or person is responsible for emitting. It's usually measured in tonnes of CO<sub>2</sub>.

## What is my carbon footprint?

The average British person has a carbon footprint of around ten tonnes a year. This is split between the energy we use at home, transport, and the result of the greenhouse gases produced by creating, transporting or providing goods and services we all buy and use.

## What does a carbon label say?

We've introduced carbon labels on some of our products to make it much easier for you to compare the environmental impact of what you buy, just like you can do with nutritional information. There are already 120 products with carbon labels including milk, orange juice, washing detergents, potatoes, lightbulbs and toilet tissue – and that number is climbing all the time.



Shows how much CO<sub>2</sub> and greenhouse gases are emitted throughout a product's life

Compares the carbon footprints of similar products

Gives handy tips on how customers can reduce the product's carbon footprint

*Every little helps*