
Q & A

Q: What is the Carbon Reduction Label?

A: The Carbon Reduction Label is an independent Label from the Carbon Trust. It shows the carbon footprint of a product and also displays a commitment to reduce that carbon footprint over the next two years.

Q: What was the carbon footprint of a packet of Walkers Crisps when the Carbon Reduction Label first launched?

A: Walkers first signed up to the Carbon Reduction Label in 2007. At that time, the standard to measure carbon footprints was still being developed. We used a draft version to calculate the carbon footprint of a standard bag of Walkers Crisps. Using that draft version, we calculated a figure of 75g.

The requirements for calculating a Carbon footprint are now specified by the PAS 2050, which is a British Standards Institute guidelines for Product Carbon Footprinting. Using this final standard, we now find that the original 2007 carbon footprint figure for a standard bag of Walkers Crisps was 85g.

Q: Why was the 75g number rebased as 85g?

A: In addition to the PAS 2050 improvements in methodology, we've also worked with our supply chain to gather data directly from them in order to make our calculations.

We also included new data on carbon intensity (emission factors) and improved our model.

Q: What is the carbon footprint of packet of Walkers crisps now?

A: Factoring in the 7% reduction in carbon emissions achieved since 2007, the carbon footprint of a packet of Walkers crisps is now 80g.

Q: How do you calculate the carbon footprint of a packet of crisps?

A: The methodology, known as PAS 2050, is a technically rigorous method of measuring the greenhouse gas emissions of goods and services across their lifecycle, from the production of the raw materials, through to use and disposal of any packaging and waste.

Q: Is the new methodology sound?

A: The new methodology is the most widely consulted upon method for calculating product carbon footprints. It is rigorous and reliable, It was developed by the British Standards Institute (BSI), the UK Government Department for Environment, Food and Rural Affairs (DEFRA) and the Carbon Trust, with extensive consultation from more than 1,000 stakeholders from business, NGOs and government. The process has benefited from input from expert work groups; support via commissioned research; and insights that arose from testing the draft standard with pilot companies, including Walkers.



Q: How did Walkers achieve the 7% energy reduction?

A: Walkers reduced its direct footprint in several ways, including:

- Switching to 100% British potatoes to lower food miles
- Training drivers to drive in the most fuel efficient way
- Running our delivery trucks on biodiesel containing 5% used cooking oil
- Reducing gas and electricity consumption by:
 - Improving production line efficiencies
 - Introducing new technology – such as low energy lighting
 - Educating front-line employees to be more energy-aware
- Reducing the weight of packaging

Walkers has worked closely with suppliers to achieve results in reducing the overall carbon footprint of its crisps. Since the end of 2007, Walkers has brought together key suppliers through a series of Sustainability Summits and become a founder member of the Carbon Disclosure Project's Supply Chain Collaboration.

