

# Target Net Zero.

**A new era in carbon footprint measurement.**



North America 2023

For more than ten years,  
Avery Dennison has been  
measuring its carbon footprint  
to provide our customers  
with transparency on the  
impacts of both our products  
and supply chain.

**What is a carbon footprint?**

*A carbon footprint is the total greenhouse gas emissions caused by an individual, event, organization, service, or product, expressed as carbon dioxide equivalent. Carbon footprints for products show the greenhouse gas emissions throughout the entire production process from raw material extraction through final disposal.*

# Target

# Zero.



As customers require more credible information for product impacts and Avery Dennison seeks more accurate ways to measure improvements within our processing and sourcing decisions, we have partnered with the Carbon Trust.

As part of this partnership, we have developed a bespoke Carbon Trust footprinting tool that offers a more thorough measurement of the impact of our products using primary data for raw materials and operations. This allows us to quantify carbon impacts on a product level with more certainty for customer product selection, new product development and greenhouse gas (GHG) accounting.

We are currently able to capture the footprint of selected products within faces, liners, and adhesives, and the range of products will continue to expand.

Carbon Trust footprinting is ISO certifiable.



**Who is the Carbon Trust?**  
The Carbon Trust is a global climate consultancy driven by the mission to accelerate the move to a decarbonized future.

Climate pioneers for over 20 years, it partners with businesses, governments and financial institutions to drive positive climate action. From strategic planning and target setting to implementation and communication, the Carbon Trust turns ambition into impact. To date, its 400 experts have helped set over 200 science-based targets and guided more than 3,000 organizations and cities across five continents on their route to Net Zero.

## Our commitment to greenhouse gas emission reduction and our commitment to our customers.

In April 2021 Avery Dennison announced our ambition to be net-zero on greenhouse gas emissions by 2050. This commitment comes as we are raising the bar on our sustainability goals with new targets for 2030. We've pledged to reduce our scope 1 and 2 emissions by 70% against our 2015 baseline, and to work with our supply chain to reduce Scope 3 emissions by 30% against our 2018 baseline.

[Learn more about Avery Dennison's 2030 sustainability goals.](#)

### ***Why is the Carbon Trust footprint tool a step forward in sustainability?***

*Carbon Trust footprinting uses primary data where possible to be able to include process changes. Primary data is gathered directly from our operations and materials.*

*Secondary data, which is what is frequently used in carbon footprinting, is factors and values taken from industry averages kept in various databases. This makes values more reflective of generic footprint for products as opposed to something specifically made at Avery Dennison.*

*The Carbon Trust also has a strong reputation globally and provides customers confidence in the credibility of the carbon footprints Avery Dennison provides.*



# Committed to providing robust and reliable information.



**How does the Carbon Trust product certification work?**  
The Carbon Trust's certification options follow the Paris Climate Agreement (and SBTi's) pathway for carbon reduction. A "Reducing" certificate must first be obtained by documenting evidence of carbon reduction efforts for a particular product.

A "Carbon Neutral" certification can be awarded when the remaining carbon impact of a product (after reduction efforts) is offset through a credible source.

[Learn more about Carbon Trust](#)

For more information about  
Carbon Trust carbon footprinting  
of Avery Dennison products, visit  
[label.averydennison.com/carbontrust](https://label.averydennison.com/carbontrust)



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