

ABSTRACT

Project title	"Provision of methodology and analysis services for the purposes of the "Enhancement of business branding through the development of a carbon footprint evaluation system in the cross border area" (CB CARBONFREE)"
Activity 3	Develop an analysis of market entry requirements and apply a developed methodology to reduce the carbon footprint
Result no	D3.2.3 of the project
Beneficiary	Haskovo Chamber of Commerce and Industry
Artist	Center for Testing and European Certification Ltd
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The report presented our work and achievements in relation to the Product Carbon Footprint (PCF) importance and how companies are engaging with it. Ways of communicating with the end user, labelling products according to the PCF and different types of labelling and ways of presenting information were also explored. To complement the topic, the concept of eco-design was also considered. As a result, the following findings were made:

1. PCF objectives are related to reducing the carbon footprint of products throughout their life cycle. This includes greenhouse gas emissions, production of raw materials, transport, use and provision of final processing and solution of the product.
2. Companies commit to PCF for several reasons. First, the carbon footprint is becoming increasingly important to consumers, who are expressing interest and preference for products that are environmentally friendly and have a lower carbon footprint. In addition, companies realize the importance of sustainability and environmental protection for their future competitiveness and sustainability.
3. Companies can perform various activities to reduce their product carbon footprint. This can include investments in clean energy and energy efficiency, optimisation of production processes, improvement of supply chain and transport solutions, and increasing energy efficiency in the use of products.
4. PCF efforts to the end user, clear and easy-to-understand messages must be used. Communication can be done through labels, markings or certificates that indicate the carbon footprint of the product as well as the benefits of its use.
5. Product labeling according to PCF is an important tool for informing the end user about the carbon footprint of the product. This allows consumers to make informed choices and support products with a lower carbon footprint.

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6. PCF product labelling may include various types of markings and symbols. Some of these can be standardized to make it easier to understand and compare the carbon footprint between different products. Carbon footprint information may also be provided in supplementary materials or on electronic platforms.
7. Ecodesign is the process of developing products that are environmentally sustainable and have a lower carbon footprint. This includes using environmentally friendly materials, optimizing design for more efficient use of resources and reducing waste during the production and use of the product.

In the second part of the study, the results of the application of a methodology for calculating the carbon footprint of a company - participant from the food sector were analyzed, including the definition of system boundaries, impact assessment, measurement and management of carbon emissions, application of renewable energy sources, the principles of the circular economy and cooperation with other enterprises and organizations. After analyzing the data, the following more important aspects were determined:

The first step in calculating a company's carbon footprint is to define system boundaries. This includes identifying all carbon emissions generated by the company's activities throughout its life cycle, including the supply chain, manufacturing processes and product use. Defining clear boundaries is essential to ensure accurate and comparable data.

Once the system boundaries have been defined, the impact assessment follows, which involves calculating the carbon emissions generated by the company's various activities, allowing the company to identify the main sources of emissions and indicate areas for improvement and optimization.

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After successfully measuring carbon emissions, the company can proceed with their management. This may include setting targets for reducing emissions and introducing energy efficiency measures, implementing renewable energy sources and optimizing production processes. By managing carbon emissions, the company not only reduces its negative impact on the environment but can also achieve economic benefits by reducing energy and resource costs.

In addition, the company can apply circular economy principles that support sustainable resource management and waste reduction. This can include the recovery of materials and resources from waste, precise production planning and optimization of waste treatment.

Cooperation with other businesses and organizations is also an essential aspect of applying the carbon footprint calculation methodology. By sharing good practices, research and experience with other actors in the sector, the company can benefit from joint efforts and achieve more significant results in the fight against climate change.

In conclusion, the application of a methodology to calculate the carbon footprint of a company in the food sector gives positive results. This allows the company to identify and optimize carbon emissions, direct its efforts towards sustainable production and contribute to reducing the carbon footprint and protecting the environment. By applying renewable energy sources, circular economy principles and cooperation with other enterprises and organizations, the company can achieve not only environmental benefits but also provide competitive advantage and business sustainability.

It is necessary to note that the implementation of the carbon footprint calculation methodology is a long-term and continuous process. The company must be committed to continuous monitoring and improvement of its practices, as well as being attentive to new scientific and technological developments in the field of sustainability.

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After all, applying a carbon footprint calculation methodology is an investment in the future of the company and our planet. The pursuit of sustainability and carbon reduction not only contributes to the achievement of global goals to reduce climate change but also to create a more sustainable and favourable business environment for us and future generations.

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