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## Demonstrate your carbon neutrality status with confidence

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### PRESS RELEASE

2 June 2010

A new standard - PAS 2060 Specification for the demonstration of carbon neutrality - has been published by BSI which allows organizations to ensure their carbon neutrality claims are correct and gain customers' confidence.

PAS 2060 has been developed in co-operation with the Department of Energy and Climate Change (DECC) and household names, including Marks & Spencer, Eurostar and the Cooperative. PAS 2060 helps to restore consumers' confidence in the credibility of carbon neutrality claims and encourages action on climate change.

PAS 2060 will help businesses:

- Reduce their greenhouse gas (GHG) emissions
- Meet their environmental and sustainability objectives
- Allow customers to know that carbon neutrality statements are true and reliable
- Allow organizations to use the same criteria as competitors
- Improve on energy performance which will reduce energy bills.

PAS 2060 gives guidance on how to quantify, reduce and offset GHG emissions from a specific subject including activities, products, services, buildings, projects and major developments, towns and cities, and events.

PAS 2060 can be used by anyone wanting to cut GHG emissions including regional or local government, communities, organizations/companies or parts of organizations (including brands), clubs or social groups, families and individuals.

At the launch of the PAS 2060 project, Rowland Hill, Sustainability Manager at Marks & Spencer, said: "Marks & Spencer has a commitment to making its store, office and warehouse operations carbon neutral by 2012 as part of our 'Plan A eco-plan'. We have found the term 'carbon neutral' highly effective in communicating and engaging our customers, employees and suppliers. To date, we have been working to develop robust measurements and to achieve the necessary improvements in efficiency expected by our stakeholders. We welcome PAS 2060 as a robust and transparent means of demonstrating carbon neutrality".

- ENDS -

### NOTES TO EDITORS

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#### About BSI Group

BSI Group is a global independent business services organization that inspires confidence and delivers assurance to over 80,000 customers with standards-based solutions. Originating as the world's first national standards body, BSI has over 2,500 staff operating in over 140 countries through more than 50 global offices. BSI's key offerings are:

- The development and sale of private, national and international standards and supporting information that promote and share best practice
- Second and third-party management systems assessment and certification in all critical areas of management disciplines
- Testing and certification of services and products for Kitemark® and CE marking to UK, European and international standards. BSI is a Notified Body for 15 New Approach EU Directives
- Certification of high-risk, complex medical devices
- Performance management software solutions
- Supply chain security solutions which identify and mitigate risks in supply chains
- Training services in support of standards implementation and business best practice.

BSI and Kitemark® were both voted UK Business Superbrands in 2010, by independent brand experts.

9/13/2010

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