



# Preferred by Nature Carbon Footprint Support and Verification Programme

## Manage your carbon footprint

Take strategic action to manage the carbon footprint of your organisation or product.

Preferred by Nature Carbon Footprint Management (CFM) Support and Verification Programme is developed to help any organisations seeking to implement credible and responsible climate actions.

### Manage your carbon footprint

Management of carbon footprint for organisation or product can be a challenging task. The required level of effort depends on your specific situation and the complexity of your operations, product range, or supply chains.

We have an integrated support and verification programme that will help you to manage your carbon footprint effectively and gain rewards through public claims, if desired.

Preferred by Nature Carbon Footprint Management Support and Verification Programme is aligned with internationally recognised standards such as GHG Protocol, PAS standards and ISO 14064. It is designed to allow your organisation to systematically manage your carbon footprint, realise GHG reductions and targets, and navigate carbon offsetting options.

### Global solution tailored to your needs

Our CFM Programme takes a value-added approach towards supporting customers. Unlike traditional certification services, we aim to work more closely with companies seeking to reduce their climate impacts.

Based on your needs, we can provide a range of services to help guide you through the CFM process and achieve your climate goals. Preferred by Nature's service portfolio includes tailored trainings matching your business and activities, advisory functions concerning implementation of carbon CFM activities, support with carbon footprint calculations and data identification, as well as CFM verification. As our customer, you will be assisted to determine which services are most suitable, considering your in-house expertise and ambitions.

### Specific service areas

- Capacity building and trainings
- Tailored evaluation of carbon footprint calculation tools, products, or entities
- Preferred by Nature Carbon Footprint Management (CFM) Verification for corporate, product, service or event
- Life cycle assessment of products and services



### Why choosing Preferred by Nature Carbon Management Programme?

- Expert support to establish and apply a carbon management system
- A wide range of services focusing on your needs and engagement
- Third-party evaluation that inspires confidence among your customers and stakeholders
- Use of claims and labels upon successful verification
- Global solution with representatives across many regions





## Capacity building and advisory services

Building competencies of your staff helps you better understand the opportunities and challenges related to carbon footprint management and ensure a credible transparent system is in place. Our team provides the knowledge and skills your staff requires to secure appropriate carbon footprint calculations and reductions. This includes understanding applicable requirements of your business and our CFM Standard, calculation methods, emission factors, and use of carbon footprint tools.

We offer a wide range of advisory services including guidance to help your organisation reach carbon neutrality, on the selection of appropriate carbon offset projects, regarding inseting projects, or on developing appropriate reduction targets strategies for the organisation or product.



## Preferred by Nature Carbon Footprint Management (CFM) Verification

If your aim is to manage and reduce your carbon footprint on a continuous basis and you would like to use public claims to communicate your efforts, you may choose to join our verification programme. This option verifies your corporate, product, service, or event footprints to the Preferred by Nature Carbon Footprint Management Standard. It allows you to communicate your actions through the use of on- and off-product claims and logos. For continued use of the claims, an annual verification audit will be required.



## Tailored evaluations

If you are interested in verification with specific scope, such as validation of carbon emissions connected with your product, supply chain, organisation or even evaluate specific carbon footprint calculation tool, we can provide the sufficient level of support and third-party expertise. Although this type of service does not allow you to use our verified claims or trademarks, your business can still gain the assurance that your reported emissions are appropriate, complete, and credible.

## Life cycle assessment of products and services focused on GHG emissions

We provide insights to help you calculate and manage the climate impacts of products and services. Our integrative approach to life cycle greenhouse gas emissions includes support to identify organisational goals aligned with global LCA best practices, collecting data, and reporting on and reviewing your CFM system. LCA tools can be leveraged to support supply chain decision-making, compliance reporting, as well as facility and supplier management.

## Managing conflict of interest

While the aim of the Preferred by Nature CFM Programme is to support your carbon management efforts and to help you achieve climate objectives, we want to ensure that our verification is still credible. We have thus defined specific types of support that we are not offering. This includes developing your internal procedures; development of your carbon footprint management plan; establishing reduction plans and targets, or completing templates, including carbon footprint data on your behalf.

## Contact us

For more information:



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