



# GLOBAL GREENTAG<sup>®</sup> CARBON RATE



## Product carbon labelling and metrics with influence

A unique peer reviewed Embodied Carbon Certification Program that scientifically identifies carbon impacts and benefits, builds brand trust and, facilitates climate positive purchases and procurement processes.

[www.globalgreentag.com](http://www.globalgreentag.com)



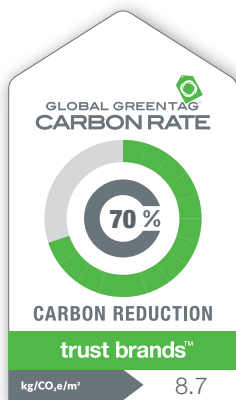
## How to influence companies & projects that have low carbon and zero carbon policy targets:

Once a CarbonLCA has been completed, Global GreenTag's CarbonRATE™ assessment and TAGs provide products with high visibility carbon performance graphics that include real carbon metrics, instantly communicating the climate performance of your products.

This is especially beneficial in countries (like UK, EU, Japan, China and other countries or States that have made the 'Under2' climate commitment) or for companies with rapidly expanding levels of renewable or clean energy in their energy supply chains who are looking to make 'Carbon Net Zero', 'Carbon Positive', Paris Agreement, or 'Under2' Climate commitments.

### CarbonRATE™ gives instant visibility to your Products' Climate Performance:

- Identifies how your products are reducing climate impacts or providing net climate benefits.
- Helps quantify carbon offset needs required for specific carbon claims.
- Provides ISO compliant data for robust carbon claims using detailed life cycle analysis (LCA).



### CarbonRATE™ also enhances your product sales prospects for:

- Australia, EU, UK, USA, China and other 'Under2' committed countries and States with Government Procurement;
- China Building Procurement to assist their industry meet Low Carbon Targets and mandatory carbon metrics for all new and refurbished residential building products for sale in China from 1st December 2019;
- Corporate Sustainable Procurement processes like ISO 20400;
- Companies and projects with Low Carbon and Carbon Net Zero targets;
- Individuals committed to reducing their lifestyle impacts in this declared #ClimateEmergency;
- Architects, Designers and Engineering Practices that have signed their respective professions' Climate Emergency Declarations: #ArchitectsDeclare (Australia, UK, Canada, France) and #EngineersDeclare (Australia, Canada, France, ) and the AIA's +2030 program (United States).



WORLD  
GREEN  
BUILDING  
COUNCIL



ADVANCING  
NET ZERO

Global GreenTag International is a signatory to the World Green Building Council's (WorldGBC) bold new #AdvancingNetZero program's **Bringing Embodied Carbon Upfront** vision for how buildings and infrastructure around the world can reach 40% less embodied carbon emissions by 2030, to achieve 100% net zero emissions buildings by 2050. CarbonRATE™ was launched in 2018 to facilitate organizations' and individuals' move to a Low Carbon Future by providing embodied carbon labelling on products backed by robust ISO 14040 & 14044 LCA derived data.

Global GreenTag International Pty Ltd

☎ 1300 263 586

🌐 +617 3399 9686

✉ manufacturers@globalgreentag.com

🌐 globalgreentag.com

