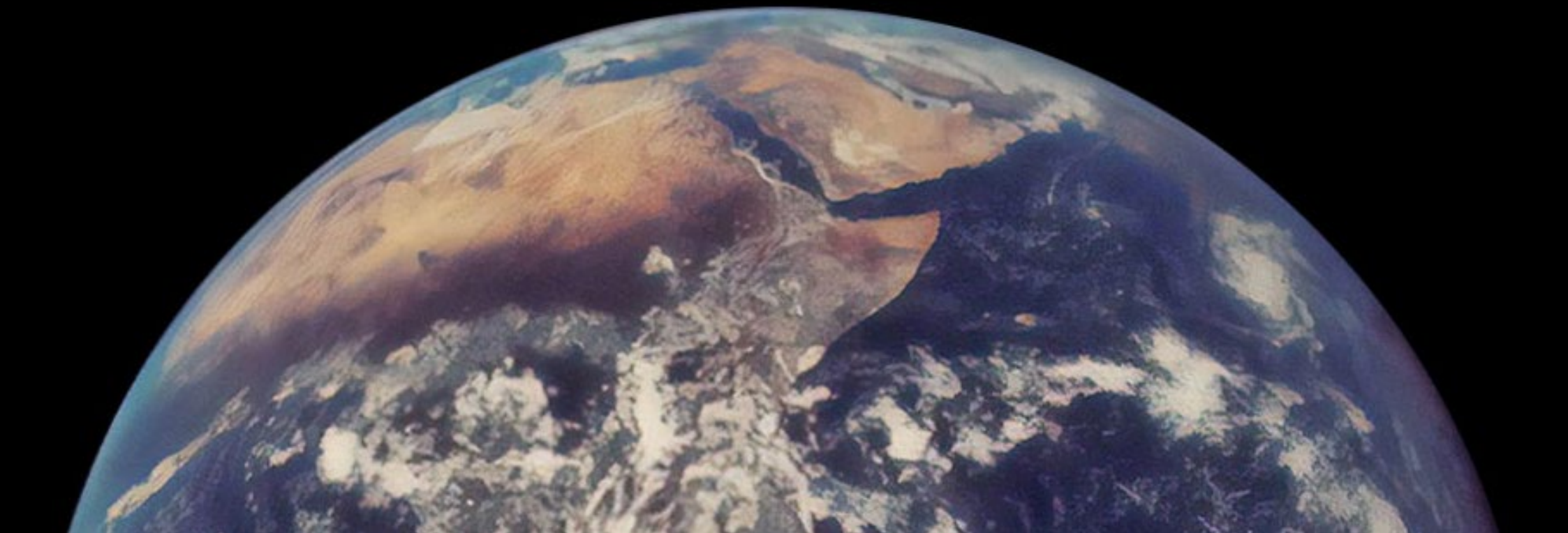
CARBON CALORIES

WHAT GETS MEASURED
GETS MITIGATED



Consumer-centric product carbon statements for responsible brands

SUBSCRIPTION OFFER

These are Carbon Calories' exclusive subscription terms for early subscribers through ReCLothe.

1. Brands must sign up to become subscribers of Carbon Calories' SaaS to be released in 2023.
2. Brands will get one Product Carbon Footprint and product page as detailed herein (next page).
3. Brands that sign up *and* execute the non-binding Subscriber LOI will get early access to the SaaS.

PRODUCT CARBON FOOTPRINT

Brands get ten carbon assessment when they sign up to be early subscribers of Carbon Calories' SaaS (previous page).

1. **Download** the Apparel Compilation or Redacted Model inked in Guidance
    a. Apparel Compilation itemizes compilation by sheet/tab (we think this may be easiest);
    b. Redacted Version has only direct field inputs;
    c. Neither generates real-time results
2. **Enter** product-specific inputs[1]
    a. Refer to the Guidance for instructions regarding data compilation for the Carbon Calculator
3. **Custom emission factors?**
    a. You can enter your own emission factors for raw materials, if you have them
4. **Send** to Carbon Calories
    a. The turnaround is five to ten days if and when all inputs are complete
5. **Receive** your PCF Report and product page with Carbon Statements on Carbon Calories' website[2]

---

1. Including fabrics, components, origin locations, final sale destinations, mode(s) of transport, packaging, waste-handling, etc.
2. Including an icon, high-resolution PNG, QR code, and a product-page on Carbon Calories' repository (CS × Sampler) for a single (one) Carbon Statement for the associated product (it will not include Low/Base/High scenarios nor a Collation).

BRAND BENEFITS

Be a trendsetter in transparency.

Increase Sales

Acquire — engage new customers by building trust

Retain — 70% of customers support carbon footprint labels

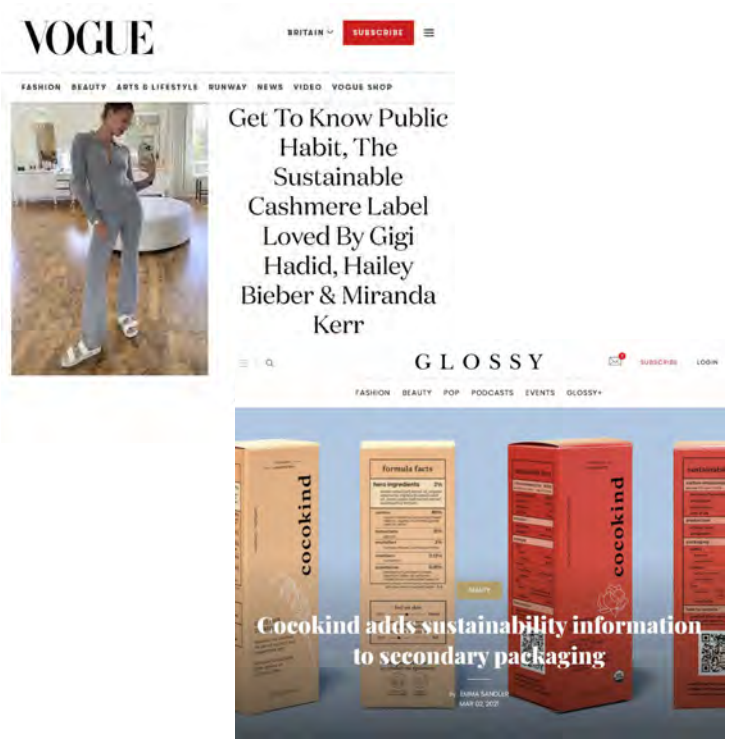
Build — brand loyalty with Gen Y/Z (30% will pay more)

Win Customers

Differentiate — your brand versus non-disclosing brands

Share — progress on your sustainable, low-carbon journey

Bank — trust with your customers



CARBON STATEMENT COMPARISON

T-SHIRT

GENERAL SPECS	HIGH	BASE	LOW
Fabric	Conventional Cotton	Organic Cotton	Minimum-/Zero-till Cotton
Washer	Conventional	Energy Star Certified	Energy Star Certified
Electricity	Gas/Diesel Oil	Natural Gas	Renewable
Use	Machine wash/dry	Machine wash/dry	Machine wash/hang dry
Lifespan	10 wears	25 wears	50 wears
CARBON EMISSIONS PER USE (CO_2e*)	**560 g**	**228 g**	**70 g**
PRODUCTION STAGES	**373 g**	**105 g**	**64 g**
Pre-manufacturing	157 g	19 g	21 g
Product manufacturing	167 g	67 g	33 g
Product distribution	49 g	19 g	10 g
CONSUMPTION STAGES	**187 g**	**123 g**	**6 g**
Transport (retail to home)	2 g	1 g	0 g
Washing	45 g	17 g	5 g
Drying	134 g	103 g	0 g
End-of-life (trucking to point of disposal)	6 g	3 g	1 g
DAILY CARBON QUOTA**	**3.4%**	**1.4%**	**0.4%**

* Carbon dioxide equivalent (CO_2e). Other greenhouse gas (GHG) emissions, if any, are converted into CO_2e using global warming potential (GWP) conversion factors. For more information see: The Carbon Compendium.
** In the year 2020, the Daily Carbon Quota per #GlobalCitizen is 16,668 gCO_2e. For more see: The Carbon Budget.

CARBON CALORIES

Using data from WikiCarbon
Streamlined assessment | Publicly disclosed | Follow the QR code for more information
Disclaimer: www.carboncalories.com/terms | 2020.00003.03.GPCF.202004.STRM-PUB.321085.1

CO_2e
CARBON STATEMENT
RUNNING SHOES (LOW)
GENERAL SPECS
Shoe: Size 9"
Distribution: Freight ship / lorry
Customer delivery: Pick-up by foot
Number of washes: 6x hand wash cold
Use: Running 5 km
Lifespan: 1,000 km
CARBON EMISSIONS PER USE (CO_2e*) 59 g
PRODUCTION STAGES 57 g
Plastics (Polyester PET and Polyurethane PU) 4 g
Other Materials 3 g
Manufacturing (use of coal) 24 g
Manufacturing (use of electricity) 21 g
Product distribution 5 g
CONSUMPTION STAGES 2 g
Customer delivery 0 g
Washing 0 g
End-of-life recycling and disposal 2 g
DAILY CARBON QUOTA** 0.4%
CARBON CALORIES
59 g
THE ROOT COST
OF THIS PRODUCT

Carbon Statement

CARBON STATEMENT

T-SHIRT (BASE)

GENERAL SPECS

Fabric: Organic Cotton
Washer: Energy Star Certified
Electricity: Natural Gas
Use: Machine wash/dry
Lifespan: 25 uses

CARBON EMISSIONS PER USE (CO_2e*)	**228 g**
PRODUCTION STAGES	**105 g**
Pre-manufacturing	19 g
Product manufacturing	67 g
Product distribution	19 g
CONSUMPTION STAGES	**123 g**
Transport (retail to home)	1 g
Washing	17 g
Drying	103 g
End-of-life disposal	3 g
DAILY CARBON QUOTA**	**1.4%**

* Carbon dioxide equivalent (CO2e). Other greenhouse gas (GHG) emissions, if any, are converted into CO2e using global warming potential (GWP) conversion factors. For more information see: The Carbon Compendium.
** In the year 2020, the Daily Carbon Quota per #GlobalCitizen is 16,668 gCO2e. For more see: The Carbon Budget.

CARBON CALORIES

Using data from WikiCarbon
Standard compliant | Publicly disclosed | Follow the QR code for more information
Disclaimer: www.carboncalories.com/terms | 2020.00003.02.GPCF.202004.STRM-PUB.321085.1

TRANSPARENCY

Every single product has a quantifiable carbon footprint.

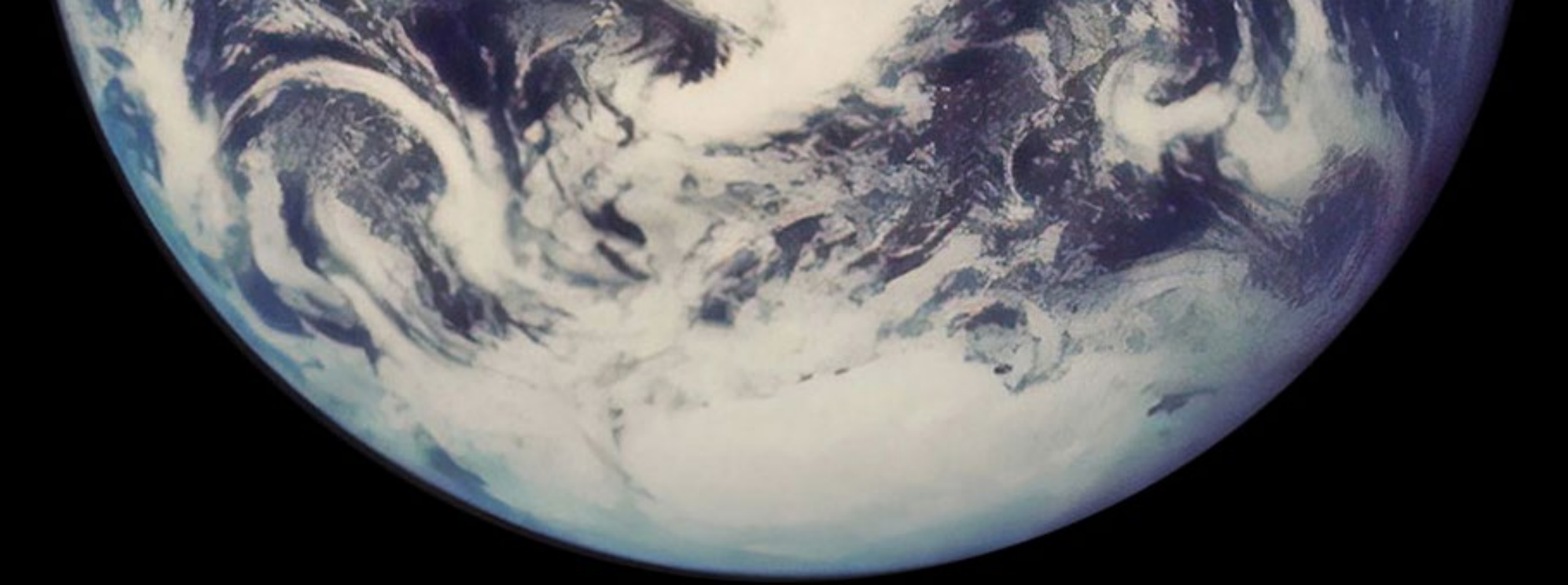
AGENCY

Our statements empower both consumers and producers to mitigate their carbon-emissions impact.

MEANING: WHAT IS 228g?

Our statements contextualize the carbon footprint of products:
- They exist within the framework of a yearly Carbon Budget for the entire planet, meaning there is a direct relation between the carbon footprint and how it impacts our Planet
- They allocate this budget to you individually, on a daily basis: the Daily Carbon Quota
- They show you what fraction of your daily quota the product consumes

Our statements are cross-comparable:
- Our calculation methodology allows us to compare any kind of product on equal footing



CARBON CALORIES

WWW.CARBONCALORIES.COM
CONTACT@CARBONCALORIES.COM
NEW YORK - (201) 375-3588