



For Immediate Release

Bluehorse Associates Receives Accreditation From Carbon Council

The Supply Chain Carbon Council bestows its first product lifecycle analysis software accreditation to Bluehorse Associates for its Carbonostics LCA Tool

Dublin Ireland 18/10/2011. Bluehorse Associates, a leader in Sustainability Metrics and Lifecycle Analysis has received Accreditation from the Supply Chain Carbon Council for their Carbonostics Lifecycle Analysis (LCA) solution.

Established in 2007, The Supply Chain Carbon Council works in partnership with global innovators from the technology and strategic advice sectors to tackle the issues surrounding carbon emissions management and reduction.

Bluehorse Associates joins the Council as a Preferred Supplier within the program promoting the application of LCA software and methodologies to Product Level Carbon Footprinting.

“If You Can Measure It You Can Manage It.” This is the key to a Sustainable Supply Chain. Industry needs to apply more, not less Information and Communications Technology (ICT) to the problem of Emissions Management. To realise its full business and environmental value, Product Level Carbon Footprinting will need to leverage ICT that enables efficient dynamic emissions monitoring and decisions support.

The ability of Lifecycle Analysis to bring a high level of visibility to a product’s emissions output at all stages in its design and manufacture is unrivalled and should be harnessed on a global scale.

“To have a clear picture of a product’s carbon emissions output at all stages in its design and manufacture is invaluable and will allow organisations to identify where reductions can be achieved and ultimately provide this information to the end user”, comments John Connors CEO Supply Chain Carbon Council.

The accreditation of the Carbonostics LCA Tool recognises its ease of use, functionality and transparency. In particular Carbonostics due to its ease of use and implementation will open up LCA methodologies to all organisations regardless of size and industry.

"Carbonostics represents the cornerstone of a vision within which business leaders have comprehensive, actionable, affordable and credible information with which they can make intelligent decisions affecting the long-term sustainability of the company. We are delighted to have the endorsement and accreditation of the Supply Chain Carbon Council and look forward to working with its members in their efforts to reduce carbon emissions and increase operational efficiency and profitability", Bluehorse President Sara Pax comments.

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About Bluehorse Associates

Bluehorse Associates is a pioneer in the field of sustainability metrics. Our mission is to bridge the gap between environmental science and business sustainability objectives by building web-based environmental measurement tools that are practical to use and affordable to implement. Bluehorse developed Carbonostics, an innovative product-level lifecycle assessment and screening tool that measures the impacts of any food product or menu along three key criteria: cost + carbon + nutrition. Carbonostics delivers a practical approach to product-level LCA allowing users to screen products for hotspots, model product development with scenarios or process a full lifecycle analysis.

Bluehorse is headquartered in Neuilly-sur-Seine, France and has offices in the US, Canada, the UK and Belgium. For more information, please visit <http://www.bluehorseassociates.com> or www.carbonostics.com.

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Editor's Note

The European Supply Chain Institute, ESCI, is a member body that researches areas that have a direct and positive impact on supply chain operations. The Supply Chain Carbon Council is administered by the Institute. The Membership of the Institute is predominantly at Senior Management level and represents cross-industry disciplines.

All parties interested in the activities of the Carbon Council or wish to be considered for participation should email John.Connors@Escinst.org or call +353 646685831