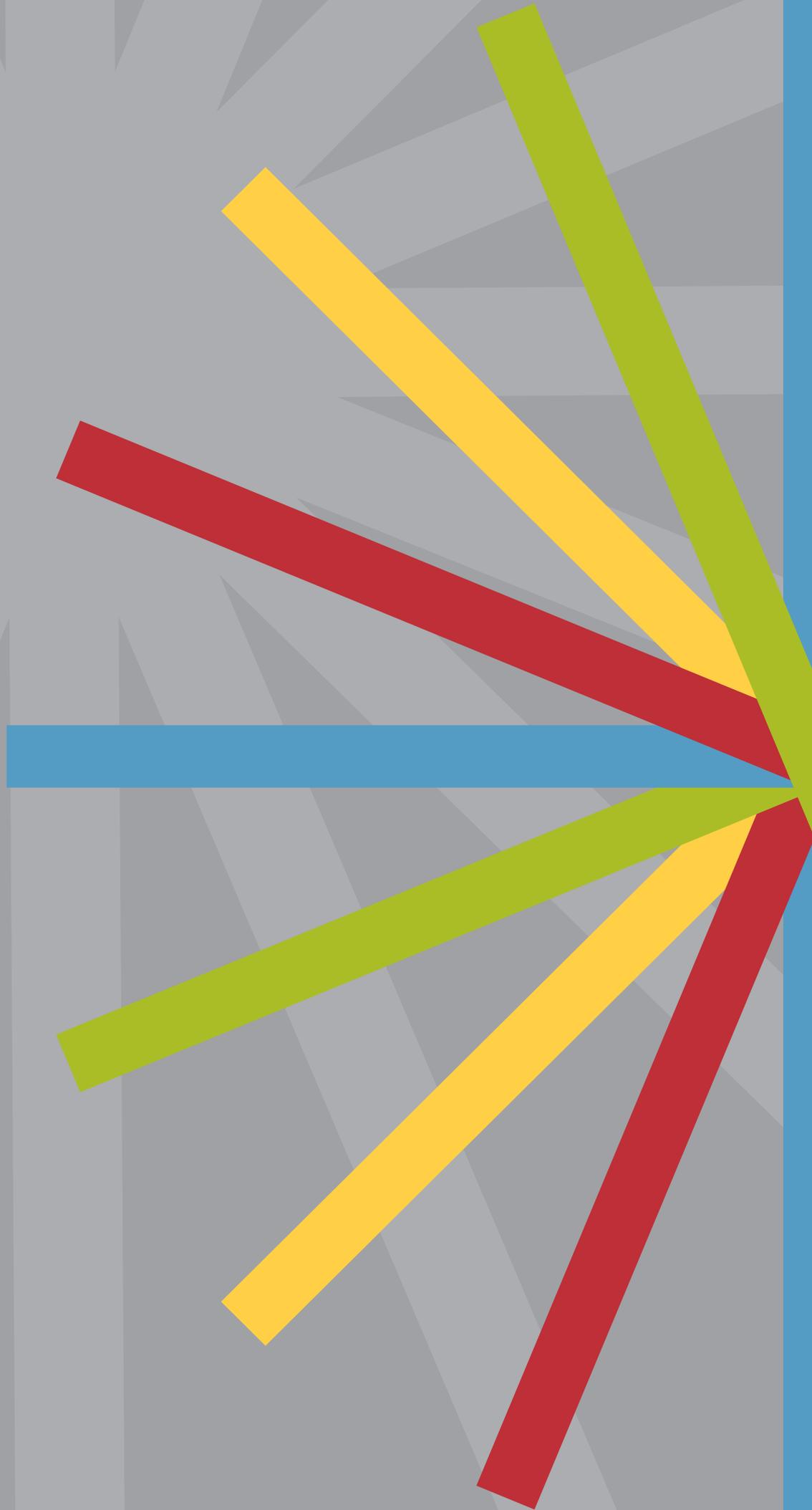


# Cool Carpet™

Carbon Neutral Modular Carpet

*Interface* FLOR



# Offsetting the CO<sub>2</sub>

## Offsetting the carbon we can't yet avoid

Every organisation and individual has, like it or not, a carbon footprint. At InterfaceFLOR we have reduced our greenhouse gas emissions by 38%, per unit of production, since 1998\*. This is quite an achievement, but we haven't come to zero emissions yet. That's why we have Cool Carpet™.

Cool Carpet™ offsets the entire life cycle carbon footprint of our products - from the raw materials harvested by our suppliers, to manufacturing, transport, maintenance after installation, and end of life or disposal.

The Cool Carpet™ scheme is unique to InterfaceFLOR and enables us to make Australia's only 100% carbon neutral carpet.

\* 2010 Ecometrics

“For those who are doubtful about carbon offsets, I have only one question: when you've done everything you can to reduce your own carbon footprint through changing your lifestyle and being super efficient at home, work and play, what are you going to do about the rest? Ignore it - or deal with it by finding the best possible offset product on the market?”

JONATHON PORRITT,  
FOUNDER DIRECTOR,  
FORUM FOR THE FUTURE

## Neutralising the Carbon Footprint



**EMISSIONS**

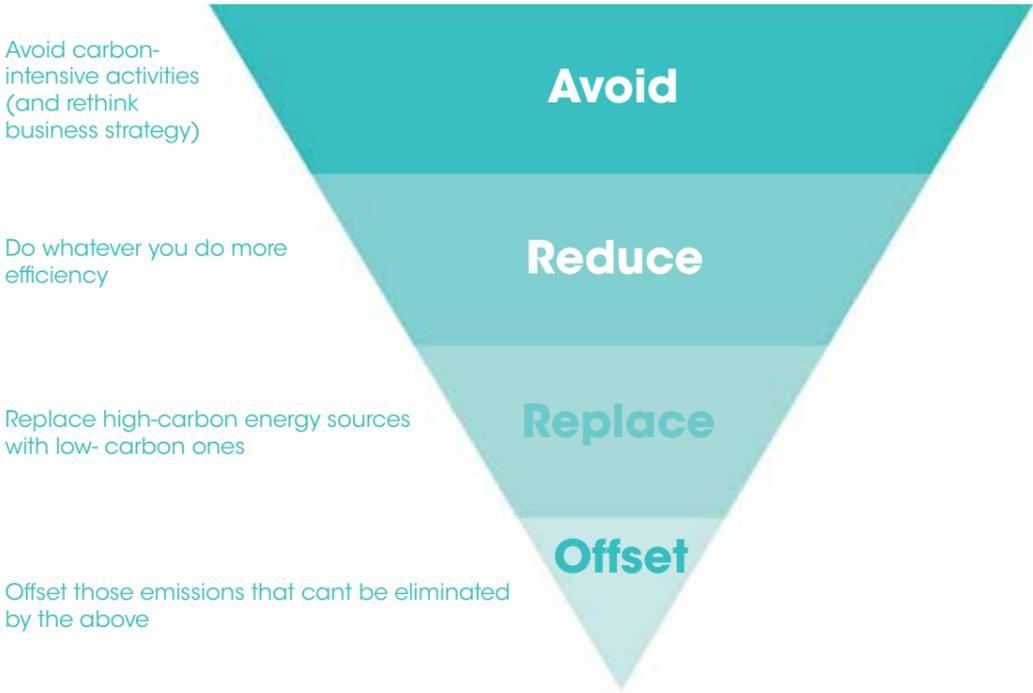
**CREDITS**

Carbon offsets balance the total emissions by financing carbon-reducing projects around the world. These include those which:

- produce renewable energy without adding carbon to the atmosphere
- actually remove carbon from the atmosphere
- increase energy efficiency by reducing reliance on fossil fuels

# Taking Action

The Carbon Management Hierarchy



We do all we can to reduce greenhouse gas emissions during the entire life cycle of our products. This is a major part of our strategy to be fully sustainable in all aspects of our business. We follow **The Carbon Management Hierarchy** developed by Forum for the Future, and use carbon offsets as the last resort in our climate change strategy. Here are some examples of our actions:

**Avoiding:** We have re-designed our modular carpets to use less material, and we have invested in recycling technology to harvest recycled materials from more than 100,000 tonnes of carpet.

**Reducing:** We have reduced total energy use in Australia by 70%, per unit of production, since 1998.

**Replacing:** 36% of our local energy comes from renewable sources. In Australia our factory uses 100% green electricity.

**Offsetting:** In Australia, we introduced our carbon neutral Cool Carpet™ program in 2004. Since then, more than 13 million square metres of Cool Carpet™ has been sold, and more than 224,000 tonnes of verified emission reduction credits have been purchased and retired.

# High Quality Offsets

## Full product life cycle

Many companies make claims about corporate carbon neutrality but often the main impacts happen outside the company's own scope. Cool Carpet™ includes the full life cycle of our modular carpets; from gathering of raw materials, manufacturing, transport, use and maintenance, through to final disposal or recycling.

## Recognised standards

Cool Carpet™ projects are certified according to the Voluntary Carbon Standard (VCS) as a minimum, to ensure the carbon credits we purchase are validated and verified by an accredited third-party; that the credits are real, additional, measurable, permanent, not subject to double-counting, and retired in a public registry.

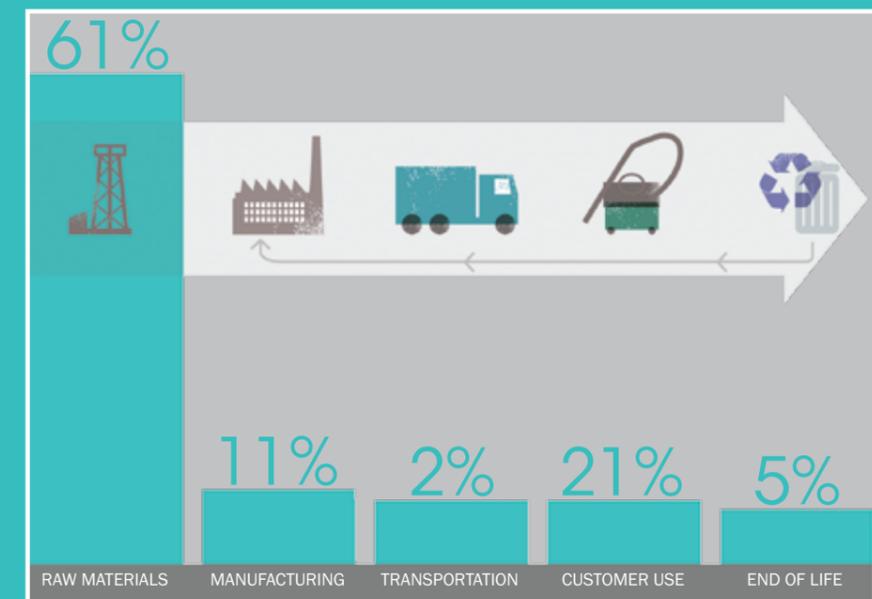
## Third-party verified

The Cool Carpet™ program is verified annually by SGS, a leading company in the fields of inspection, verification, testing and certification. SGS verifies the LCA methodology used to calculate greenhouse gas (GHG) emissions associated with the full life cycle of the carpet and also verifies that the carbon offsets are retired.

## Adding to your green building

When you purchase a Cool Carpet™ product, we will issue a certificate to document the resulting CO<sub>2</sub> saving. So whatever other steps you may be taking towards sustainability, choosing InterfaceFLOR products will support them.

**Cool Carpet™ covers the full product life cycle rather than just our company emissions, which only account for 11%**



Example – Life Cycle Assessment (LCA) of a typical carpet tile

# What's your impact?

A 1,000 square metre installation of InterfaceFLOR Cool Carpet™ generates environmental benefits equivalent to:



**5 cars off the road  
each year**



**Annual household  
energy use for 16  
homes**



**8 return trips from  
Sydney to Perth - by  
air**

# Cool Carpet™



## Biomass Power in India

The use of waste bagasse from the sugar manufacturing process substitutes electricity from the grid (based on fossil fuels) and generates steam and power for a local sugar processing factory in India. The new installations not only produces enough green energy for the sugar plant's steam and electricity needs, but enables the plant to export some green electricity to the grid.



## Small scale hydro project in China

Through a "run-of-river" hydro project in Southern China clean electricity is generated for the region to displace the predominantly fossil fuel based power grid generation. Projects such as these attract entrepreneurs to invest in the region resulting in more local employment.



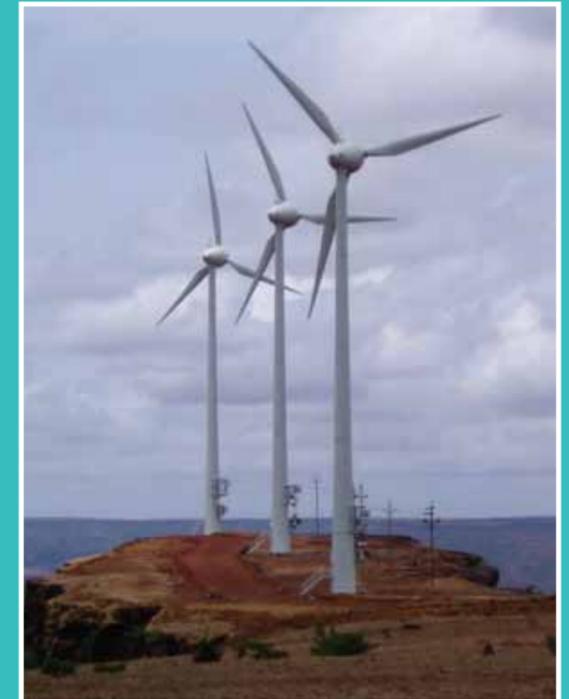
## Fuel-efficient stoves in Cambodia (Top)

90% of the Cambodian people depend on fuel-wood daily for cooking. This threatens available forest resources in the country. By developing a market for more efficient charcoal stoves instead of inefficient earth mound kilns, the project saves charcoal, and therefore non-renewable forest resources (as well as reducing greenhouse gas emissions).



## Fuel switch programme in Brazil (Bottom)

Renewable biomass sources like sugar cane bagasse, sawdust and peanut shells are used as fuels instead of wood from local ecosystems in a local ceramics factory. This project also incorporates the SocialCarbon™ attribute which provides assurance and evidence of its social benefits to workers in the affected facility.



## Wind Turbine Project in India

The development of a wind energy project in Southern India generates clean electricity for the region where typically the primary fuel source for electricity generation is coal. The project attracted entrepreneurs to invest in this technology in the region, resulting in more local employment, and ultimately leading to overall development. The project has not deprived the area landowners of their livelihood and has not resulted in any resettlement.

