

# Carbon footprint CO<sub>2</sub>e of Fly Me



## Product

Fly Me lounge chair, fully upholstered, base chrome,  
designed by Geir Sætveit

## Carbon footprinting

A carbon footprint is the result of an analysis which measures the Greenhouse gas (GHG) emissions associated with an organisation, product or process. GHG emissions occur during the everyday operations of an organisation, business or enterprise and include energy use, material flows, and transportation to and from the workplace. The emissions from products, also called embodied carbon, refer to the amount of GHG produced in the manufacture and supply of the product to the point of use

The shorthand term “carbon footprint” originates from the fact that CO<sub>2</sub>, released primarily from fossil fuel burning (oil, diesel, petrol, coal, natural gas, etc), makes up the bulk of most GHG analyses (80% of total EU GHG emissions in 2000 ) and is the main contributor to global climate change.

Increasingly new research is allowing footprint studies to include the impact of other GHG, such as CH<sub>4</sub> and N<sub>2</sub>O, which have higher global warming potentials (GWP) than CO<sub>2</sub> and therefore contribute significantly to climate change even if emitted in small quantities. This study includes the impacts of GHG other than CO<sub>2</sub>, and so CO<sub>2</sub>e units are used.

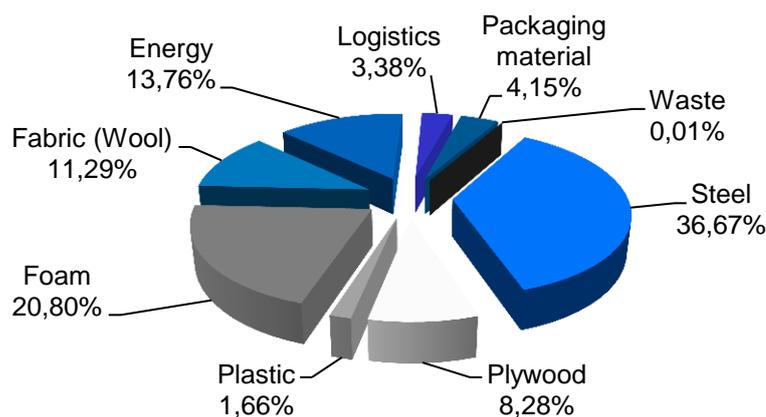
## Martela product portfolio approach to carbon footprinting

The Martela carbon footprint calculation estimates the carbon footprint created from the production of a Martela product. The calculation includes the delivery of materials, the production of a given product and the delivery of the final product to the end user.

Martela’s chosen approach is product material based footprinting, where detailed material data helps businesses and their supply chains to understand their carbon hotspots and see the big picture. The method provides a quick and easily adjustable way for calculating the carbon footprint of a broad range of products, and thus responds to a general need of information.

Martela’s total energy use in 2011 and the amount of waste created have been allocated per product. Logistics is estimated according to average delivery distances by truck in Finland from the Nummela logistics center according to product weight. Materials include the material used in the product and the transportation of the material to Nummela. The material content of each product can be found from the product’s Environmental impact assessment report. Finally, the packaging materials used by the product have been estimated based on the total reported packaging material purchases of Martela and calculated according to the weight of the product.

## Results



**30,8  
kg CO<sub>2</sub>e**