



NXP Collaborates with Carbon Council to Track Carbon Emissions

NXP Semiconductors, the world leader in Radio Frequency Identification (RFID) and Near Field Communication (NFC) chip technologies has just joined the work of the European Supply Chain Institute (ESCI) 'Supply Chain Carbon Council'.

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.

NXP are joining the Council as a Lead Sponsor of the multi-year program promoting the application of wireless technologies, such as RFID and NFC to the problem of accurately tracking emissions through the supply chain to product level. The program will also be highlighting the application of supporting Data Management technologies.

The ability of RFID and NFC-enabled applications to bring a high level of visibility to a products emissions output at all stages in the Supply Chain is evident and should be harnessed on a global scale.

“To have an interrogatable label on all products that gives the true real time ‘Emissions Footprint’ of the product is invaluable to business and ultimately the consumer” comments John Connors, CEO of the European Supply Chain Institute.

“NXP is fully committed to preserving the environment and so we are pleased to join the Supply Chain Carbon Council“, said Chris Feige, General Manager, tagging and authentication, NXP Semiconductors. “Based on our advanced RFID and NFC IC solutions we can provide substantial system know-how to further improve the visibility of product emissions in the supply chain on a global level. The RFID tagging of printed circuit boards, for example would enable businesses and consumers to clearly determine the environmental footprint of consumer electronic products.”

“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 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.

About NXP Semiconductors

NXP Semiconductors provides High Performance Mixed Signal and Standard Product solutions that leverage its leading RF, Analog, Power Management, Interface, Security and Digital Processing expertise. These innovations are used in a wide range of automotive, identification, wireless infrastructure, lighting, industrial, mobile, consumer and computing applications. Headquartered in Europe, the company has about 27,000 employees working in more than 25 countries and posted sales of USD 3.8 billion in 2009.

Contact

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

Editors 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.