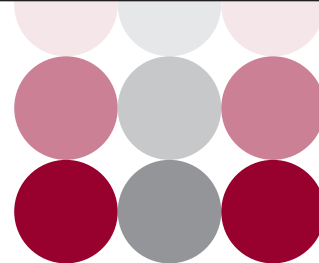


**Fight** climate change  
improve lives

nzero<sup>®</sup>

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# Global Climate Change



Climate change is arguably the most significant issue facing the global community in the 21st Century. International scientific opinion overwhelmingly supports the view that industrial emissions from human activities are causing the Earth's climate to heat up. The release of greenhouse gases (such as carbon dioxide, nitrous oxide and methane) as a consequence of industrial development creates a "blanket" around the world that effectively traps heat that would otherwise be released back through the atmosphere.

## Carbon Management

Carbon management is simply taking an active role to determine the environmental impact of your business and then doing something proactive to reduce that impact on an ongoing basis. Many organisations are focusing increasing resources in relation to carbon management and generally we find they have a need in one of five areas;

### Cost Reduction

By careful measurement of a business's total energy expenditure in terms of gas, electric, water and waste together with business travel, it is often possible to identify significant measures to reduce wastage and improve efficiency, in turn reducing the cost to the business.

### Regulation

Some customers are in an industry that is obliged by regulation to report, reduce or manage their environmental impact such as compliance under the Kyoto Protocol or the CRC Energy Reduction Scheme (formally the Carbon Reduction Commitment), which covers around 10% of UK economy wide emissions.

### Market Differentiation

Many organisations operate in a sector where market competition is strong and the product or service offered by a business needs to create a marketing proposition that differentiates them from their competitors. By marketing your product or business as CarbonZero you create the distinction that enables you to compete on real value and not simply price.

### Policy Commitment

Most large organisations have a range of policies originally designed to regulate how the company and its staff operate in the business environment. Inevitably these policies commit the organisation to some verifiable actions to show their policies are more than just words on the intranet. Implementing actions to support corporate policy can be a real issue and incur unexpected costs. The cost burden to implement significant actions in support of a policy such as Corporate Social Responsibility (CSR) or environmental programs can be reduced by proper management of resources.

Corporate Citizenship. Successful organisations recognise a duty of care placed upon them to put a proportion of their profits to good use for the benefit of the wider community. In recent years CSR activities have been a key factor in winning public and wider business support for an organisation. This is seen in the weighting such activities can have in a tender response, or in the recruitment of key staff, in particular younger graduate calibre candidates who value these things highly. However, identifying the right opportunities and putting such programs in place can be a costly and resource intensive activity.

### Personal Commitment

Business people are like all other groups in society with more than 70% interested in environmental alternatives where they are viable. Where an individual has the means and motivation to add a sustainable element to their organisation, it can often be quite difficult to figure out just where to start from. You want to get the very best value from the money you are prepared to invest, but genuinely care about how that's achieved.



### About co2balance

Established in 2003 and now a leading authority on project development particularly in Sub Saharan Africa, co2balance provides specialist professional services and products related to the carbon market. Our work helps to generate funding for the continuing development and implementation of managed offset projects in less developed countries, to the benefit of the global environment and the people in whose communities we live and work. We do this efficiently by applying the discipline of a highly successful business model.

# co2balance services

## Professional Services

co2balance have a team of experienced professionals, all trained to the highest standards to assist or advise in regard to the latest environmental legislation. Our professional services group can help you interpret the latest legislation and how it might apply to your business. Where your organisation is looking to save costs and remove administrative burden, we can offer a managed services solution in all aspects of environmental and carbon management. In addition, our extensive research and development resources enable us to produce verifiable carbon footprint calculations for almost every type of product or service you may have. A greenhouse gas audit of your organisation is often the best starting point.

## Marketing

Making your product or service stand out from the crowd is not easy. To avoid competing solely on price you need a viable product differentiator. Environmental initiatives are very popular with consumers and business customers alike, but are often open to challenge and a high degree of scrutiny. To avoid charges of "Green washing", marketing your product or service as a verified Carbon Zero alternative, is not only a cost effective promotional tool leading to increased sales, it also reflects well on the business and creates a wealth of PR and marketing possibilities.

## Policy Commitment and Corporate Citizenship

Adding a professionally managed environmental management strategy to your business enhances your reputation with your staff and customers alike. Actions such as energy or carbon reduction that form part of a wider environmental or CSR commitment can deliver on many fronts whilst the cost for such programs can easily be recovered from increased sales and employee engagement. The result is great approval ratings for employees and customer satisfaction without stretching centralised support budgets on less productive activities.

## Personal Involvement

Working with co2balance gives you a unique connection to the projects you invest in. Because we are project developers, not just a broker selling carbon credits, we can give you unrivalled access to the development process. For example, our African energy efficient stoves are all individually tracked to each household that benefits from the reduction in fuel and associated health and welfare improvements. We can even give you access to a file via Google Earth that enables you to see exactly where your money has been invested.

## Offset Concept

Carbon offsetting is a proven methodology for reducing overall emissions from a business, service, process or product. However co2balance recommend it is only considered once all other avenues of efficiency and reduction have been explored. To assess how much carbon to offset for an organisation or a specific product, co2balance firstly calculate the carbon emissions associated with the organisation or product. At that point we have a carbon foot print for the item expressed in tCO<sub>2</sub>e or Carbon equivalent tonnes. Working in partnership we can then identify a series of measures to reduce the emissions as much as possible, such as improved transport, reduced packaging etc. By reducing emissions of carbon within a properly managed project elsewhere in the world, it is possible to balance the emissions generated from the organisation or product to achieve a CarbonZero state. This is the co2balance concept.

## Standards and verification

The creation of verified or certified carbon credits takes place under a number of tightly controlled international standards. The CDM (for compliance customers) and Gold Standard (for voluntary offset) specify only the highest quality projects that deliver strong benefits in terms of social, health and welfare developments, in addition to carbon reduction, in less economically developed countries. These premium standards are the process by which co2balance in house projects are both validated and verified. Further project standards such as VCS (or Verified Carbon Standard) offer a wide range of projects from across the developing world that vary in their additional benefits. co2balance offer high quality VCS projects as a cost effective option for use as part of a blended project portfolio.

## Business benefits

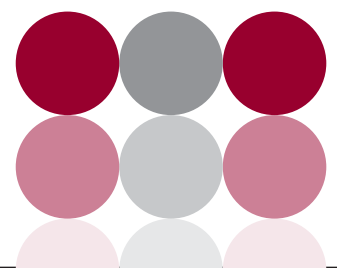
By managing the environmental impact of your business you can both reduce cost by minimising wastage and add value to your business. In general terms, co2balance look to partner with a business which aims to show leadership in a particular market sector.

## CarbonZero products and services;

Are low cost solutions, to demonstrate a company commitment to the environment and CSR.  
Improve your rating in tender responses where customers wish to "green" their supply chain.  
Improve staff engagement recruitment and retention  
Differentiate your product or service from your market rival  
Create significant PR and marketing opportunities  
Return investment to your bottom line by increasing sales.

## CarbonZero Federation

The CarbonZero Federation is an alliance of businesses with over 500 members, that work with co2balance by utilising one or more of our professional services or carbon related investments. It exists as a web based forum and directory of services with information for all of these companies to exchange, experience and to do business with like minded organisations. We organise seminars on relevant topics to keep you better informed of coming developments in legislation and carbon related issues that may affect your business, as well as providing valuable networking opportunities within the community.



# Carbo



Top Performing Retail Offset  
Clean Air - Good Planet Report



Green Apple Award winners  
Companies of Champions  
2008



The Gold Standard  
Premium quality carbon credits

Carbon Credits

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