

Talking Energy & Carbon Management



by Brian Blunden
Accredited Energy
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My name is Brian Blunden and my company is Managing Carbon. We help businesses and organisations increase their profitability through energy and carbon management. We also advise our clients on making the most of the resulting opportunities so as to maximise sales and market share.

Significant changes will occur over the next decade. Many businesses, if they are to survive, will need to change and those that prepare and embrace the changes will thrive. Managing Carbon helps organisations to make the transition to the low carbon economy. We make businesses more sustainable.

Careful consideration and appropriate action will be required, which is where Managing Carbon can help. Our services include:

- **The Reducing Carbon Audit**
- **Seminars and workshops**
- **Carbon Footprint measurement**
- **Energy assessments**
- **Staff awareness and involvement programmes**
- **Energy efficiency and reduction**
- **Sustainable energy implementation**
- **Carbon Offsetting**
- **CSR and environmental policies**
- **Marketing strategy and initiatives**

Successful energy & carbon management will:

- **Improve profitability**
- **Help change how a business operates**
- **Retain existing customers**
- **Attract new customers**
- **Help win tenders**
- **Create a more sustainable business**
- **Ease the burden of carbon legislation**
- **Attract and retain good employees**
- **Enhance corporate and brand reputation**
- **Help the environment.**

Rising energy costs, increased carbon-related legislation and concern for the environment by stakeholders, means that businesses will need to pay more attention to their energy usage and carbon emissions.

This should be viewed positively by organisations. Indeed by being proactive in the area of carbon management and using this as a vehicle for changing the way the business operates and thinks, companies can create significant competitive advantage.

Changes in any business and especially carbon management need to be tailored to each specific business yet will broadly proceed along the following path:

- **An initial Reducing Carbon Audit, including a certified carbon footprint**
- **A Business Energy Survey**
- **Development of a carbon strategy including change in the business**
- **Development of suitable targets and a plan of action for change**
- **Commitment from the board**
- **Involvement of staff to create a new culture and implement change**
- **Implementation of carbon, energy and fuel reduction measures**
- **Implementation of sustainable energy technologies**
- **Working with suppliers, customers and the community**
- **Integration of marketing, sales and Community Social Responsibility (CSR) programmes**
- **Carbon Offsetting**

Throughout this process the emphasis is focussed on business improvements.

Partnering with independent consultants who have extensive business and marketing experience and an in depth knowledge of carbon matters brings credibility and expertise to your carbon strategy.

Over the coming weeks we will be covering various issues surrounding energy & carbon management. If you have a topic you would like me to discuss please let me know.

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