



MANAGING CARBON

A Complete Solution



Energy & Carbon Management

Successful 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.

Adding the role of Energy Officer to an already busy existing employee is not the best solution and a full time Energy Officer may not be feasible. 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 - particularly useful when communicating with stakeholders.

To find out about The Business Support Programme, call Brian Blunden at Managing Carbon.

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