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The Carbon Friendly Business Guide

ZeroGHG Inc. (www.zeroghg.com)



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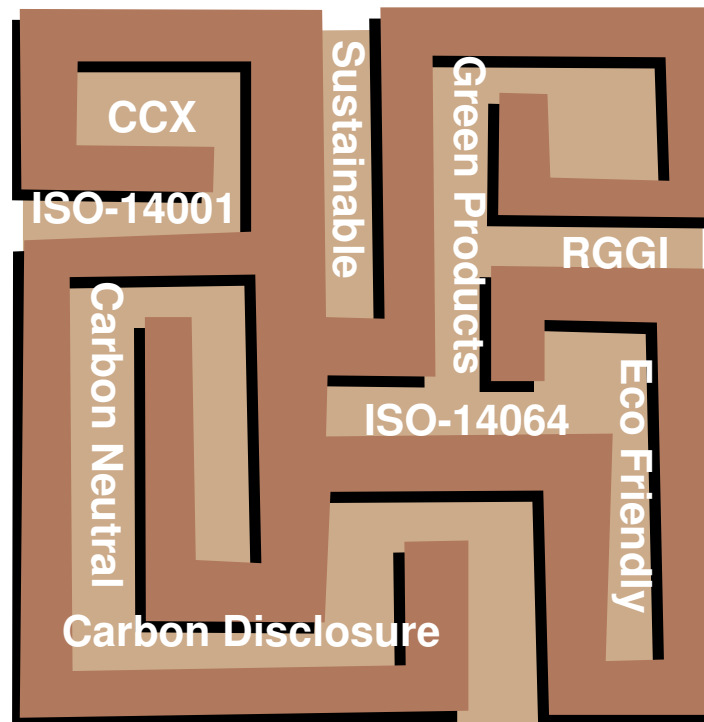


What's in it for my business ?

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- Creating competitive advantage through differentiation
 - Improving the bottom line
 - Facilitating customer relationship
 - Identifying new markets
 - Responding to the green consumer
 - Fostering a desirable workplace for top employees
 - Increasing access to capital
 - Government and regulations



Creating a Carbon Strategy

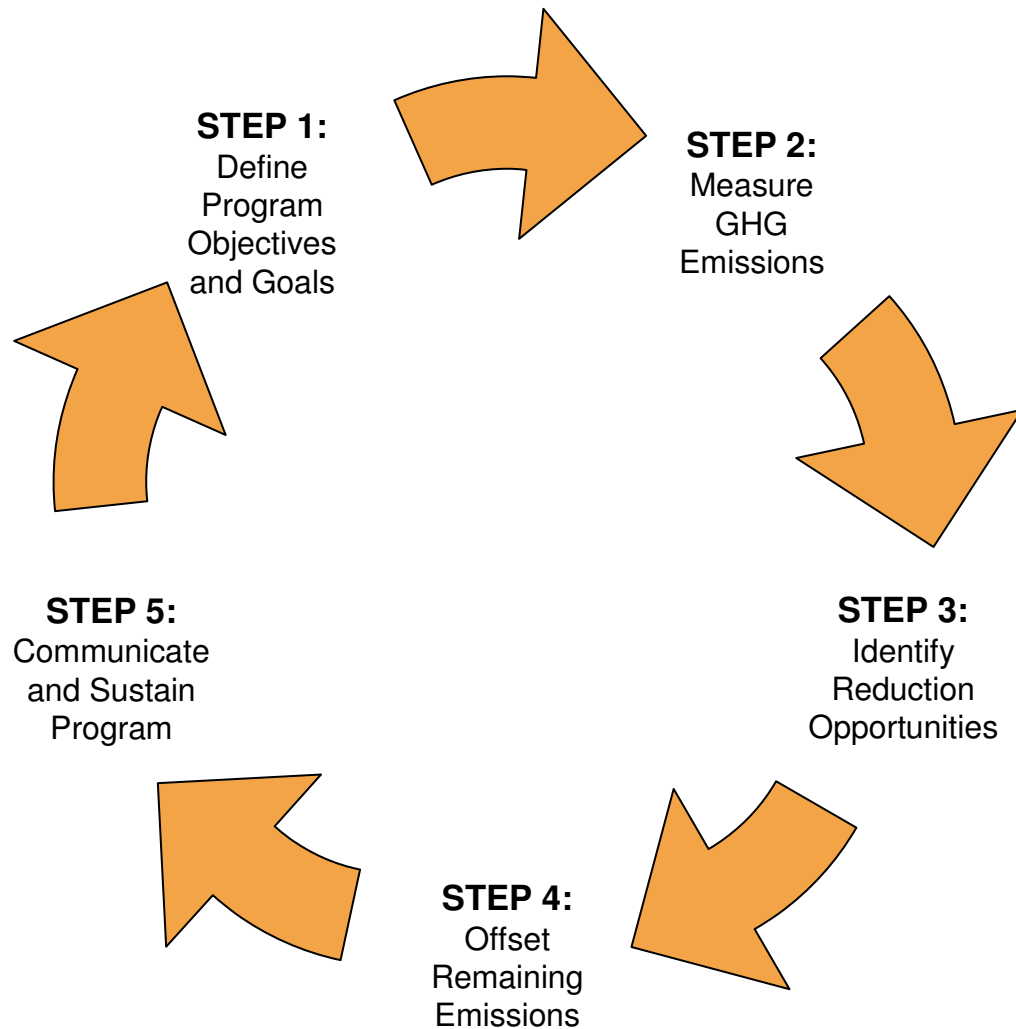


Navigating the Green Product maze

A successful program requires a genuine effort to understand, quantify and reduce emissions.



The 5 step GHG Management Process



STEP 1: Define Objectives and Goals

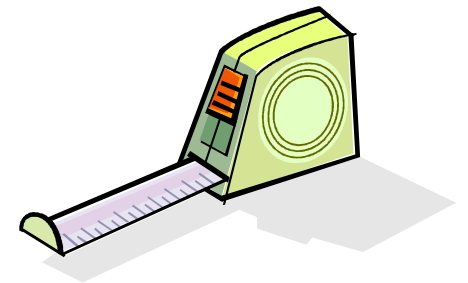
- Develop a business case
 - Why are we doing this?
 - Establish program scope (business unit, department, single product)
 - Perform opportunities and risk analysis
- Set program objectives
- Secure management approval
- Consider fit with existing programs
- Establish leadership team and secure funding





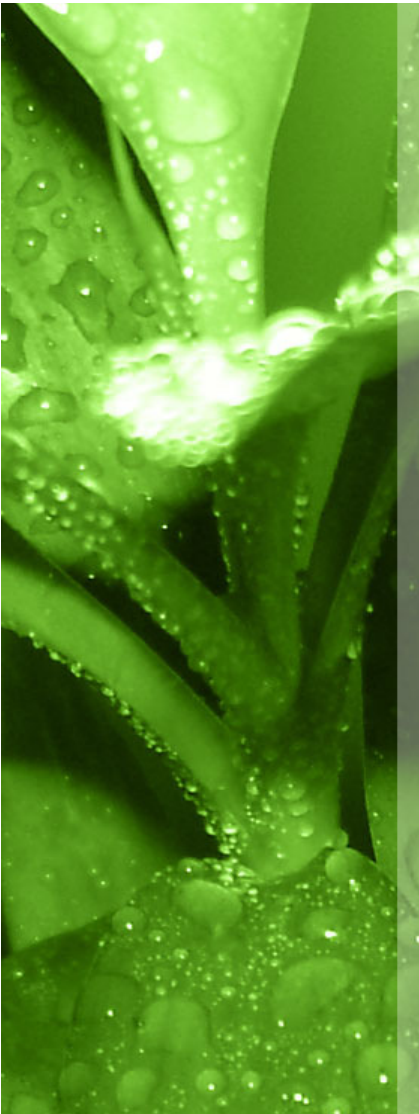
STEP 2: GHG Emissions Measurement

- Establish organisational and operational boundaries
- Select an accounting system
- Implement data collection system
- Identify and calculate GHG emissions
- Establish GHG baseline
- Set GHG reductions targets
- Establish GHG reporting system
- Manage inventory quality





STEP 3: Reduce GHG Emissions

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- Identify reduction opportunities
 - Lighting
 - Heating
 - Energy efficiency programs
 - Transportation
 - Focus on direct operational activities, expand to include suppliers and downstream activities.
 - Track GHG and cost reductions

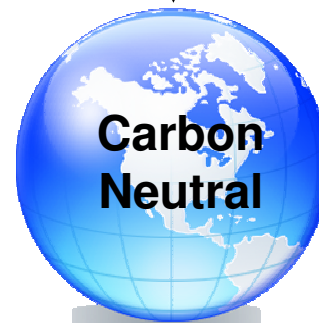


STEP4: Offset Remaining Emissions

GHG
Emissions

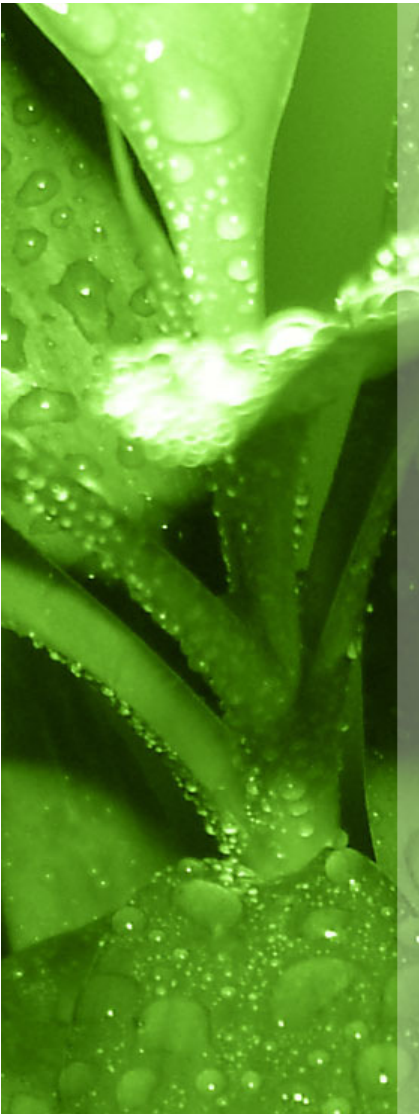


Carbon
Offsets





STEP4: Selecting Carbon Offsets

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- Understanding project quality
 - Incremental impact or additionality
 - Documentation and registration
 - Benefit leakage
 - Secondary environmental benefits
 - Geographical or technological preferences



STEP 5: Communicating and Engaging Stakeholders

- Develop an effective communication plan
- Establish target audience
 - Clients
 - Employees
 - Investors
 - Media
- Engaging your organisation
 - Encourage participation
 - Publicise and train
- Consider joining public programs





Regulations, Standards and Programs

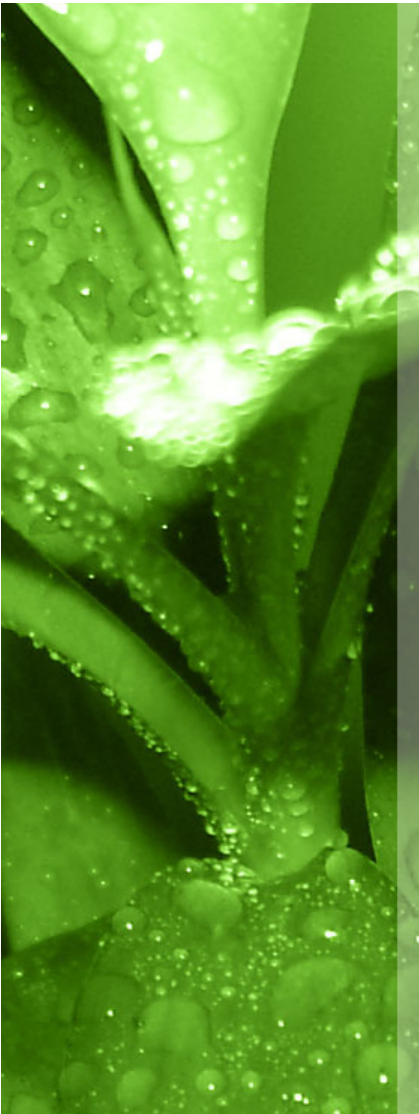


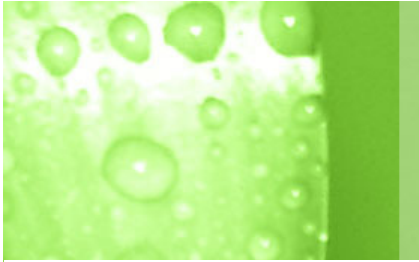
REGULATIONS	<p>In early development in NA</p> <p>More mature in Europe</p> <p>Generally based on Kyoto Protocol framework</p> <p>Project and trading offsets covered under CDM and JI</p> <p>Various carbon credit exchanges in Europe</p>
STANDARDS	<p>Framework standards cover overall GHG accounting practices (eg. ISO-14064-1, GHG Protocol)</p> <p>More specific standards may apply to specific areas such as project accounting and offsetting (Gold Standard, VCS, ISO-14064-2)</p>
PROGRAMS	<p>Private, Semi-Private or Public programs that bind voluntary members to certain reduction or rules</p> <p>Examples: Regional Greenhouse Gas Initiative, Chicago Carbon Exchange, Climate Registry, Carbon Disclosure Project,</p>



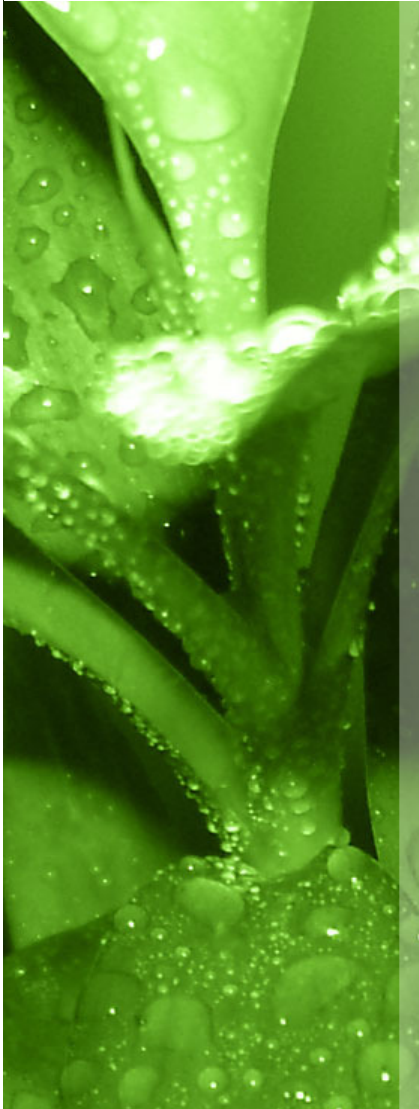
About ZeroGHG Inc.



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- Founded in 2007 our mission :
 - Provide individuals with information on the emission of GHGs and their impact on climate change as well as to provide ideas on reducing carbon footprints.
 - Provide consulting services to corporation seeking to understand, quantify and reduce their carbon footprints.
 - Allow individuals and corporation to invest in voluntary offset projects by providing access to high quality CDM, Gold Standard and VCS approved initiatives.
 - Promote GHG awareness in the Canadian market.



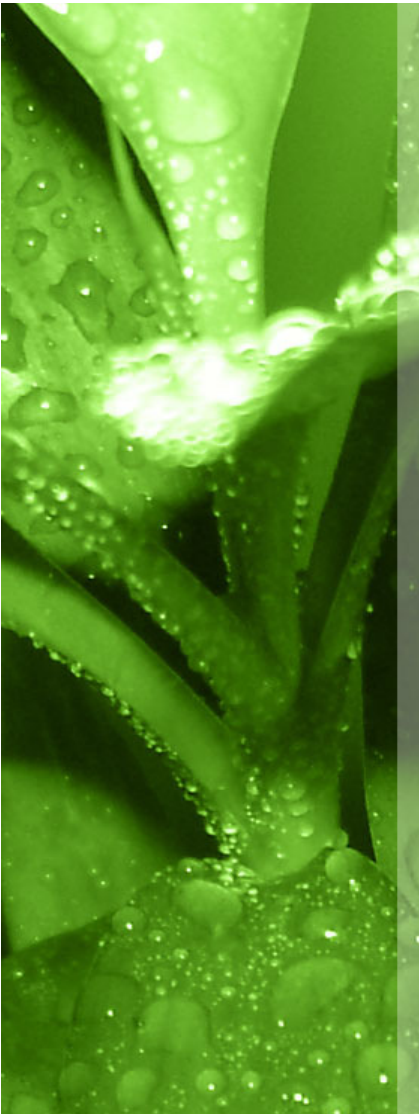
Background



- Two founding members are chemical engineers with combined 25+ years experience in petrochemical, ethanol and food industries
- Pertinent projects
 - Implementation of ISO-14000
 - Wastewater treatment facility
 - Particulate and odour scrubbers
 - Recycling and waste programs
 - Ethanol production plants



Getting Started and Next Steps

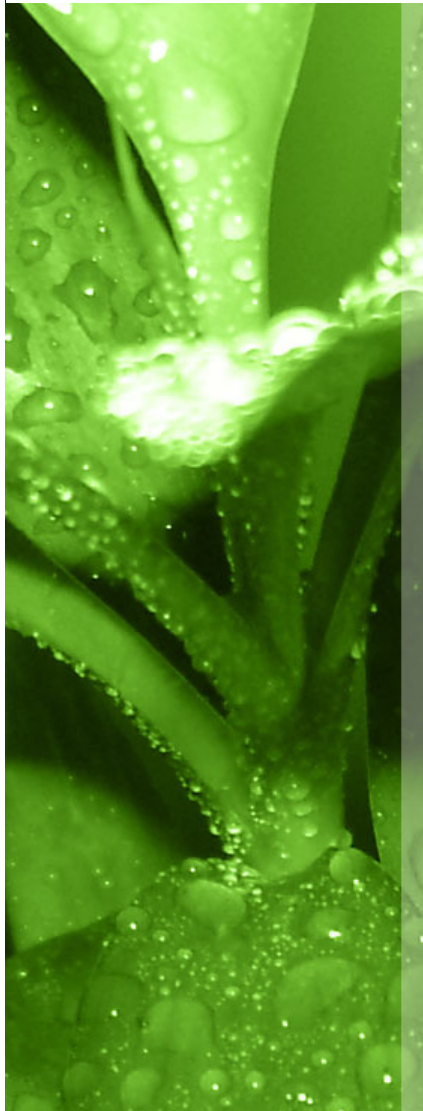
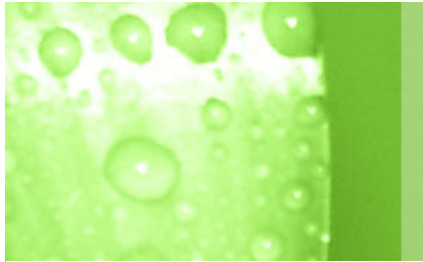
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- Establishing program objective
 - Interview key stakeholders
 - Top line GHG inventory and sources
 - Evaluate programs already in place
 - Risk and opportunities assessment
 - Produce program statement and establish budget
 - Establish steering team
 - GHG inventory and reduction targets
 - Establish boundaries
 - Full inventory and footprint calculation
 - Reporting and tracking tools
 - Establish roles and responsibilities
 - Identify reduction opportunities



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THANK YOU

Our website: www.zeroghg.com
contact@zeroghg.com