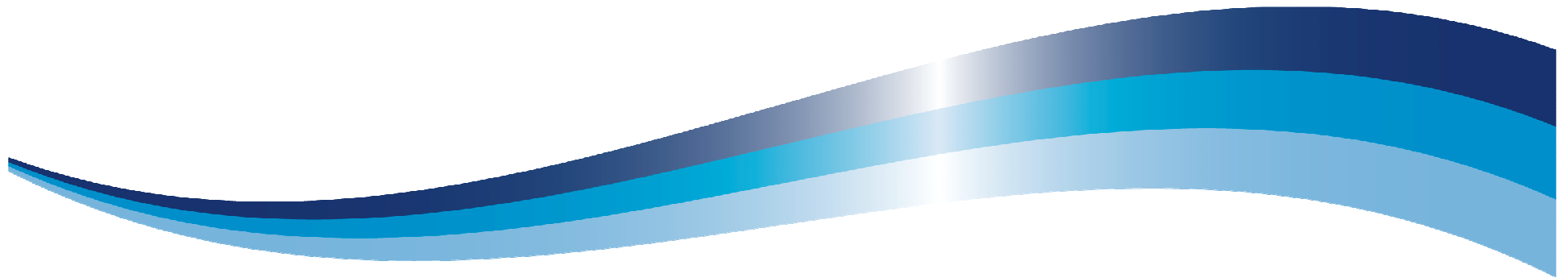




Recognition for real carbon reduction



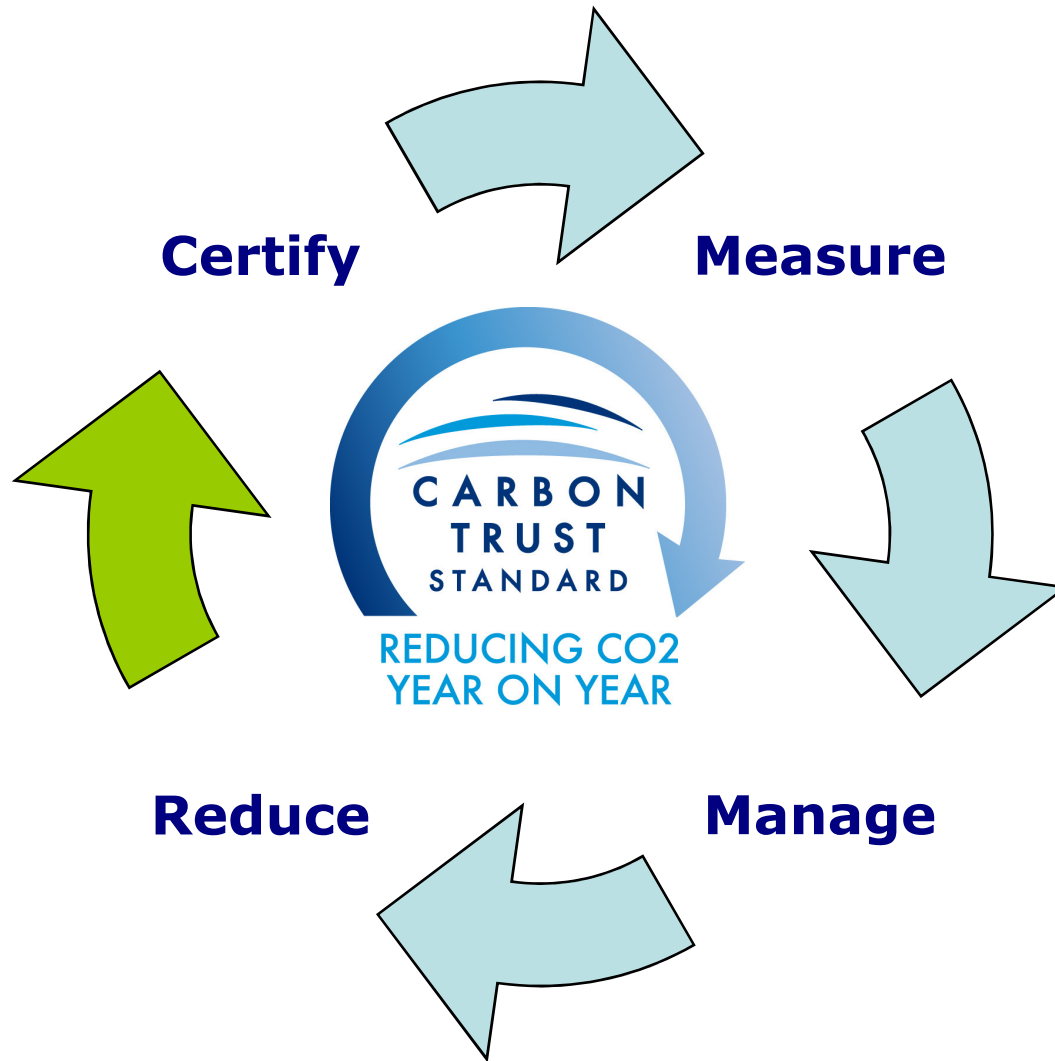


➤ Introducing the Standard

➤ Benefits of the Standard

➤ Meeting the Standard

The Carbon Trust Standard: demonstrating ongoing reduction year-on-year



The Carbon Trust Standard makes it possible for organisations taking real action to tackle climate change, by reducing their carbon emissions, to get the recognition that they deserve



Why is it necessary?



- Increasing public concern about climate change
- Increasing public demand for organisations to take action (66% of consumers would prefer to buy from companies that can prove they are acting responsibly)
- Increasing confusion between good intentions and real action and scepticism about green claims



There is a real need for a real standard recognising real action delivering real results

How is it different?



Approach:

- Independent certification of organisations that are taking direct action and delivering tangible results
- Rigorous but realistic methodology built on recognised carbon footprinting principles
- Transparent and objective criteria with one standard for all

Relevance:

- Relevant for all organisations of all sizes in all sectors
- Applicable to a whole organisation (UK and international) part of an organisation or site specific

Practicality:

- Complementary to other climate change initiatives – e.g. CDP
- Designed with real organisations in mind:
 - Different levels of support to meet different organisational needs
 - Tiered costs to reflect organisations' circumstances



➤ Introducing the Standard

➤ Benefits of the Standard

➤ Meeting the Standard

Tangible commercial benefit



- Meet your customers' requirements:
 - Demonstrate that your organisation is genuinely environmentally responsible
 - Meet B2B procurement requirements
- Create sustainable competitive advantage through continuous improvement of energy efficiency and cost saving
- Improve your standing in the eyes of your investors
- Attract and retain the best employees
- Improve your CRC league table position – improving financial position

Communicate your achievements



- Use the Standard on all appropriate internal and external communications
 - Corporate publications, letterhead
 - Advertising
 - Corporate buildings and property
- Capitalise on the high awareness and credibility of the Carbon Trust brand
- Publicly acknowledge the good work taking place in your organisation
 - Support your CSR objectives with tangible results
 - Demonstrate that you live your brand values
- Motivate your employees to continue to take action and deliver results



- Introducing the Standard
- Benefits of the Standard
- Meeting the Standard



Meeting the Standard - assessment process and service options



Assessment is undertaken by an independent 3rd party carbon and energy consultant.

	Service	
Step	Certification Only	Assisted Certification
Application	<ul style="list-style-type: none"> • Applicant collects data • Applicant compiles assessment form and footprint spreadsheet 	<ul style="list-style-type: none"> • Applicant collects data • Assessor supports completion of assessment form and footprint spreadsheet
Assessment	<ul style="list-style-type: none"> • Independent 3rd party Assessor undertakes site visit and marks assessment form 	
Moderation	<ul style="list-style-type: none"> • Assessments are moderated by the Energy Institute 	
Certification	<ul style="list-style-type: none"> • Successful assessment results in certification by the Carbon Trust • Certificate issued – standard holders can display the certification mark 	

Meeting the Standard – 3 part assessment



1. Measurement – of your carbon footprint

- Accurate footprint calculation, based on the GHG protocol

2. Reduction – of your carbon footprint

- Year on year reduction, on an absolute or relative basis

3. Management – of your carbon footprint

- Good practice governance, accounting and carbon management



Meeting the Standard – next steps



- Check your data availability
- Contact The Carbon Trust Standard Company
 - Agree certification scope and timetable
 - Agree costs and proposal letter

0800 019 1443

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