



Measuring Your Carbon Footprint

About EcoAid

- **Consulting** – GHG Tracking, Project Development, Carbon Labels
- **Education** – Carbon Professional School, EcoAid on Campus, Corporate Training
- **Offsets** – Support projects that reduce carbon footprints

Carbon & Why We Are Here Today

Regulation and market drivers demand it

- EPA GHG monitoring rule
- U.S. Securities & Exchange Commission
- Supply chain demands
- Center for Environmental Quality
- State and Federal Initiatives
- President's Climate Commitment Agreement

Carbon & Your Organization

RESOURCES

RISK

REPUTATION

Climate Change

- Greenhouse Gases (GHGs) trap heat in our atmosphere
- Carbon Dioxide and Methane are examples of GHGs
- Concentrations in the atmosphere have risen dramatically since industrialization and are still increasing
- Human activity has influenced this balance

What is a Greenhouse Gas?

- Global Warming Potential (GWP)
 - Measurement of a GHGs effect on the climate
- Common GHGs
 - CO_2 CH_4 N_2O CFCs SF_6

**Your
Carbon
Footprint**



What is a Carbon Footprint?

- A “Carbon Footprint” is the amount of greenhouse gases that your organization is contributing from activities like...

Travel – Agriculture – Electricity

- Everything has a footprint - a person, business, event or product

Carbon Footprint Metrics

- Conversion Factors and units
 - MT CO₂e
- Life Cycle Assessments
- Calculators
- Scopes and Framing

Carbon Footprints: Standards

- WBCSD/WRI
- Climate Action Registry
- ISO 14064/5
- Scope 1: Direct GHG Emissions
- Scope 2: Indirect GHG Emissions (electricity)
- Scope 3: Other indirect GHG Emissions

Why are Carbon Footprints Important?



Carbon and Consumers

- **Iowa State University – Leopold Center**
 - Over 50% of consumers would like to see GHG content of a product labeled
 - 60% would pay more for the same product if it had 50% less GHG content
- **The Newcastle Business School**
 - 73% of consumers would like to see carbon labels in the UK

Climate Change Drivers

- EPA GHG Monitoring Rule
- U.S. Securities & Exchange Commission
 - Footprint disclosure
- Supply Chain demands (Walmart, etc.)
- White House CEQ
 - Supply Chain
 - NEPA
- State Initiatives

Climate Change and Business

- Risk, Resources, Reputation
- The Carbon Metric
- Private Sector leading global initiatives
- New Opportunities / New Market
- Global Business = Global Issue

Climate Goals and Savings

- Alcoa, cutting emissions of PFCs by 80% translating to \$100 Million in savings
- 3M has cut total emissions by over 12% saving \$190 million since 1990
- Dupont 72% reduction saving more than \$2 billion
- Pfizer reduced its footprint by 18% between 2002 and 2008 saving \$125 million (EPA Climate Leader)

Reducing your footprint

- Use less energy and resources, perform an energy audit at your home or building
- Consolidate travel
- Carbon Offsets
- Encourage alternative transport
- Purchase “green” or local – distance matters

Reducing your footprint = reducing your costs



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Thank you for your time!

Brendan Cook

bcook@ecoaidnow.com

www.ecoaidnow.com

