



Welcome to the carbon economy.

Presentation to Interleasing 14 December 2007 by Dave Sag



The Arctic

Jan through Sept 2007

<http://svs.gsfc.nasa.gov/goto?3456>

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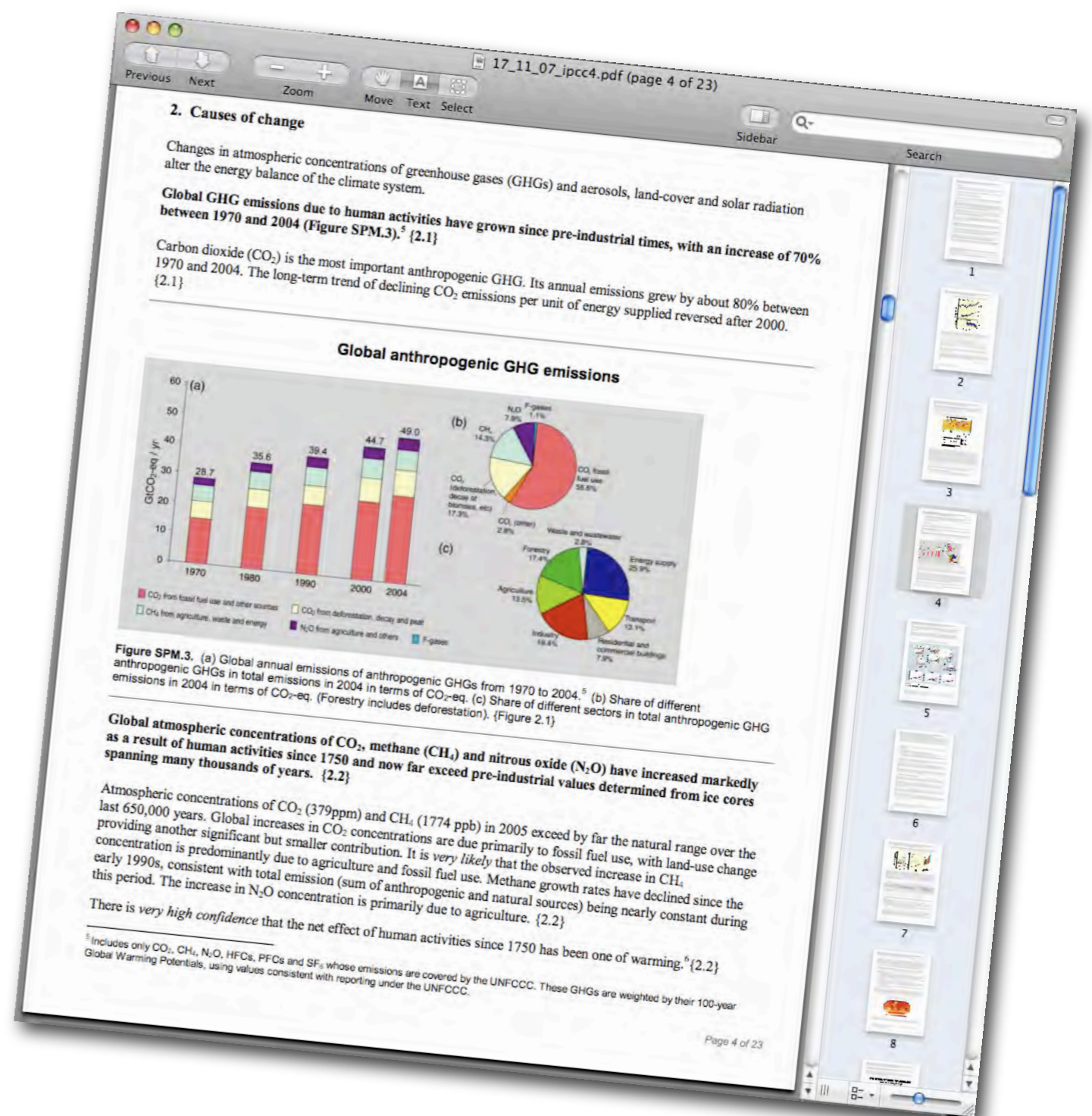
Before we start I just want to show you this from NASA's website of the arctic ice from January through September 2007.

It's important to understand that climate change is something that is affecting the world right now, and we all have to pull our weight in slowing and stopping it before the heating of the Earth reaches more than around 2° and irreversible warming sets in.

the latest IPCC report.

Causes of Change

- greenhouse gasses are on the rise.
- more greenhouse gasses = higher average temperatures.
- higher temperatures:
 - melt ice,
 - burn forests,
 - turn the oceans to acid,
 - change the climate.
- but it's not too late.



a case for immediate action

temperature change °C	CO ₂ concentration ppm	target year
2.0 - 2.4	445 - 490	2000 - 2015
2.4 - 2.8	490 - 535	2000 - 2020
2.8 - 3.2	535 - 590	2010 - 2030
3.2 - 4.0	590 - 710	2020 - 2060
4.0 - 4.9	710 - 855	2050 - 2080
4.9 - 6.1	855 - 1130	2060 - 2090

what is carbon neutral?

The Carbon Credit Mechanism



Your Business' GHG Emissions

Your Business' GHG Emissions are measured by conducting a comprehensive emissions audit that complies with the International GHG Protocol Corporate Accounting and Reporting Standards.



Your Business

After an audit has been completed, Carbon Planet advises on ways to reduce your business emissions through behavioural change. Remaining emissions are offset through purchasing fully certified carbon credits from Carbon Planet

Your business purchases fully certified carbon credits from Carbon Planet that can guarantee 1 tonne of CO₂ is either sequestered from, or prevented from entering the atmosphere



Sources of Accredited Carbon Credits

Carbon Planet transfers ownership of the credits to your business

Carbon Planet purchases carbon credits in bulk



global trends.



There are as many stories about global warming and climate change as there are about Brittney Spears.

A thresh-hold has been reached.

green consumerism

Early Adopters
Interface Carpets
WalMart
Tesco and Sainsburies food miles.
Soon everyone

3 phases of the carbon economy.
supply chain pressures

where does the money go?

Offsetting with carbon credits is outsourcing your environmental improvements.

This is a cost to business.

Internal emissions reduction may also cost. Make a business decision about what is better to reduce and what to offset.

Money goes to fund reforestation (removing), renewable energy and energy efficiency programmes.

Unlike a tax, money for offsets goes to projects. A tax typically goes to general revenue.

vehicle makers

Saab accused of green-washing because their carbon neutral program was not properly accredited.

Clipsal 500 V8 super-cars and other carbon neutral high-performance car races will inspire and provide pressure for innovation.

Toyota have had successes with the Prius although you pay a lot more for your carbon than if you'd just offset it.

5 tonnes per year to run, around 30 tonnes to make a typical car.

band-aid or genuine carbon saving?

Externalities coming onto the balance sheet – a watershed moment for capitalism. I call it Capitalism 2.0.



CarbonPlanet®

thank you

dave sag