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The Low Carbon Agenda

No.4 / May 2008

Cutting Your Carbon Footprint

With oil prices soaring, there has never been a better time to start cutting your carbon footprint. This edition of the Low Carbon Agenda gives you an outline of the different ways of tackling this challenge - each of these will be described in more detail in future editions.

And, please don't forget to forward this newsletter to anyone you think might find it of value.

All the very best,

Gareth

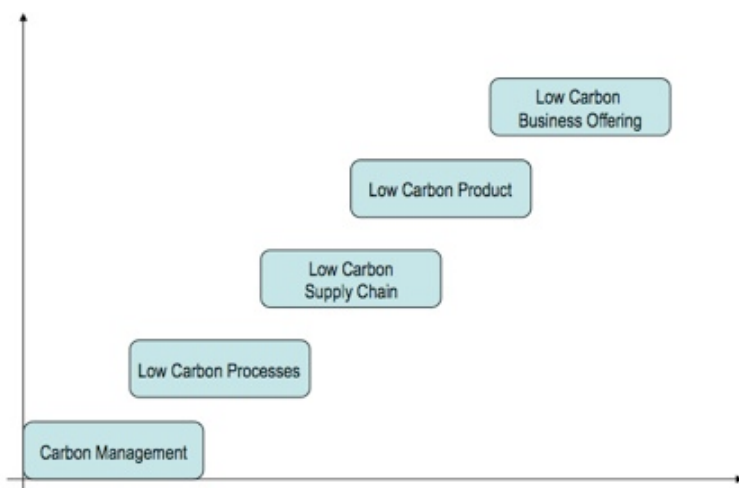
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Carbon Cutting Strategies

So far we have looked at how to measure carbon footprints, but measurement is pointless without action being taken as a result. The diagram below shows the different carbon cutting strategies you can implement:



The axes of the chart can represent any of the following variables:

- Carbon reduction potential;
- Innovation;
- Risk;
- Business disruption;
- Implementation costs;

- Potential economic benefits.

We'll be going through each strategy in turn in coming editions of the Low Carbon Agenda, but here's a quick overview:

- Carbon Management: low or no cost things you can do now to save energy and cut costs. This has been the main focus of free or low cost Government services such as the Carbon Trust.
- Low Carbon Processes: changing your internal processes, equipment and/or buildings. Obviously this will require investment and thus risk.
- Low Carbon Supply Chain: changing your supply chain to reduce its carbon footprint (which remember is part of your company footprint) and/or to find win/win solutions with suppliers.
- Low Carbon Product: redesigning your product or service to reduce its carbon footprint across its whole lifecycle.
- Low Carbon Business Offering: developing innovative products/services to provide a low carbon alternative to the norm (eg car clubs, e-books, MP3s). This is obviously the highest risk strategy as it requires customer acceptance of a new way of fulfilling their wants and needs.

So, next month we'll be looking at Carbon Management, or how to cut carbon emissions and costs without having to make any significant investments.

News

There are still places left on my seminar on developing, marketing and selling low carbon products and services at the Low Carbon Innovation Network at London Olympia on 26 June. [Click here for more information and to register.](#)

At the time of writing, the price of crude oil had hit \$135 a barrel, with Goldman Sachs predicting it could top \$200. [Gordon Brown is being lobbied](#) to hold off on the proposed 2p tax increase on road fuels. Interestingly we are way, way above the fuel prices that triggered the fuel crisis back in 2000, yet the protests are only just starting.

MEPs have voted to bring the airline industry into the [EU Emissions Trading Scheme a year early](#). The rising oil prices have already hit the industry hard with many business-only small airlines going to the wall in recent months.

The [ENDS Report](#) is, um, reporting that [UK Green Building Council](#) is in debate with the Government over the definition of a 'zero carbon' building. The main bone of contention is whether 'zero carbon' energy generated off site can be counted. The current definition excludes such energy which limits opportunities such as using waste heat from industry.

Tip of the Month

Waste heat is usually free heat - and is generally rated 'zero carbon'. Opportunities range from the heat emitted by refrigeration equipment to the vast quantities of waste heat from power stations. Why not look at where you can capture and use this source of energy? It will often make the 'donor' system work more efficiently into the bargain.

The small print:

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