

HOW DO YOU NAVIGATE THE CARBON FOOTPRINT HYPE?

Purpose

Sempre Avanti Consulting has prepared this Position Paper to assist you in understanding the issues around the current hype surrounding carbon footprints and environmental sustainability. This brief introduction is only an overview on the importance of understanding the issues you will have to consider when starting or navigating through the process of assessing and measuring your carbon footprint, reducing the carbon footprint and mitigating any unavoidable emissions. Please contact Sempre Avanti Consulting for an assessment personalised to your own particular needs.

Introduction

There has been a lot written about organisational sustainability. It has been said that a sustainable organisation is one that behaves in a sustainable manner, whilst focussing on achieving its business goals and outcomes.

But what does sustainability really mean? There is no definitive answer. However, a business must be able to establish sound policies and practices. These must then be delivered in a manner that meets best practice standards and ethical requirements. Legislative and other legal requirements and public expectations must also be met. If you can do this then you are well on the way.

The Carbon Footprint Debate

Becoming carbon neutral has become all the rage. But is it just pure marketing hype?

We suggest to you that it is not all hype. For example we can provide you with evidence on how you can make positive benefits to the bottom line by measuring your emissions/carbon footprint and looking at business processes that reduce the footprint that will save you money and increase economies of scale.

Strategic Direction

Does your organisation have a strategic approach to environmental sustainability? If it does not then it should be thinking about one. Carbon taxes will become a business reality. Organisations that embrace the reduction of carbon emissions as early adopters will steal a competitive advantage over their competition.

Assessment and Analysis

The first step on this carbon neutral journey is to analyse and make an assessment of the current state of your organisation. Sempre Avanti Consulting can assist with methodologies that assist with a current status review. This would include a broader environmental scan, gap analysis, development of a future state view and strategy recommendations

Measurement

The next step is to measure the current state of carbon dioxide emissions. Measuring CO₂ emissions raises awareness of climate change impacts provides a basis for identifying opportunities to reduce emissions and provide cost savings.

Sempre Avanti Consulting can assist you with the measurement of your footprint and to produce a carbon footprint report, which becomes the basis for strategies to offset and reduce the measured footprint. Measurement can take the form of travel demand planning audits, energy audits, fleet efficiency audits and waste management audits.

Carbon credits

For any unavoidable emissions the option is to purchase carbon credits to offset these emissions. Carbon credits create funding that is invested in projects such as forest regeneration and renewable energy development.

Sempre Avanti Consulting recommends that New Zealand based carbon credit schemes are considered first. We can assist you with the selection of appropriate carbon credit schemes. For example carbon credits derived from forest regeneration projects make for a good option and can integrate into your organisation's corporate responsibility programme.

Sempre Avanti Consulting recommends that your organisation takes the lead and considers using carbon neutrality to gain competitive advantage while making a worthwhile as sustainable positive impact on the environment.

Sempre Avanti Consulting can help you to start this process and assess and analyse the impact of environmental sustainability on your organisation. We have dedicated and experienced consultants who are able to assist your organisation with this task.

For more information on this topic and to receive your 30 minute free assessment please contact Sempre Avanti Consulting.

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