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# Reaping the most from emission reduction initiatives

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Caspervandertak Consulting

China | **Singapore** | USA | Vietnam | Netherlands

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## Copenhagen's failure belongs to Obama

The American president has been uniquely placed to lead the world on climate change and so it is his opportunity to

# CONFUSION

## Singapore Continues its Drive Towards a Green Business Economy

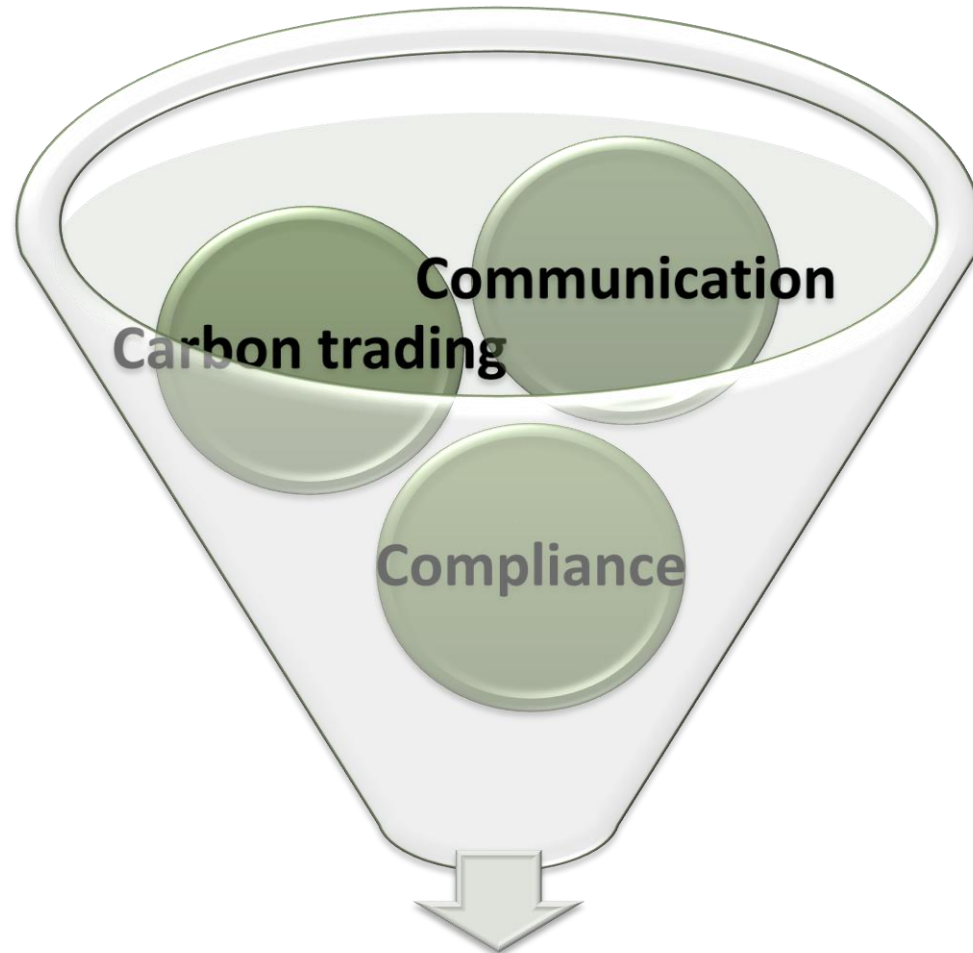
Singapore companies who increasingly adopt green business mechanisms as a means to boost their corporate social responsibility profiles, will remain viable in a market of increasingly environmentally and ethically conscious consumers.

## ecoWise First in Singapore to Successfully Register CDM Project with UNFCCC

Singapore 30 December 2008 – Mainboard-listed ecoWise Holdings Limited (“ecoWise”), a Singapore-based integrated environmental solutions provider, today announced that its wholly-owned subsidiary, Bee Joo Industries Pte Ltd (“Bee Joo Industries”), has become the first Singapore registered company to successfully register its first CDM project with UNFCCC.

How to position your business in the uncertainty of Asia's carbon future?

## The three C s



# Carbon Strategy

## Emerging carbon compliance is inevitable!

- ❖ National/Sectoral regulation
  - ❖ In which markets do I have installations?
  - ❖ Are these countries likely to accept emission caps?
- ❖ Capital markets
  - ❖ Who are my investors?
  - ❖ Which exchange is my company listed on?
- ❖ Supply chains
  - ❖ Who are my clients?
  - ❖ How do they position themselves with regard to carbon emissions?

### Singapore to pledge 16% cut in gas emissions

Jessica Cheam, Straits Times 3 Dec 09;

SINGAPORE'S leaders yesterday put on the table the country's first target to reduce greenhouse gas emissions, growing their

### Carbon Labels On Tesco Products Next Month

Carbon labels will be tested on Tesco-brand products next month, The Guardian [reports](#). The retailer will put carbon labels on varieties of juice, potatoes, energy-efficient light bulbs and detergent, stating the quantity in grammes equivalent put into the atmosphere by their manufacture and distribution and the category average. Tesco [announced](#) its intention to put carbon labels on up to **70,000 products** some 15 months ago. It has

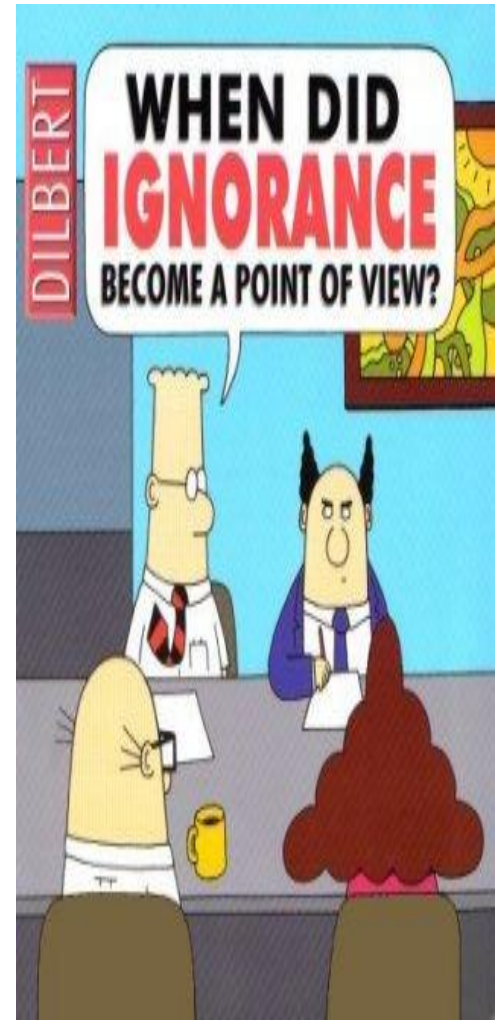
## Key driver: Preparedness, know your carbon!

- ❖ Reduce risk → potential compliance cost
- ❖ Preventive actions → Reduce compliance costs
- ❖ Include carbon pricing in investment decisions

### Case study: British Petroleum (BP) & EU ETS

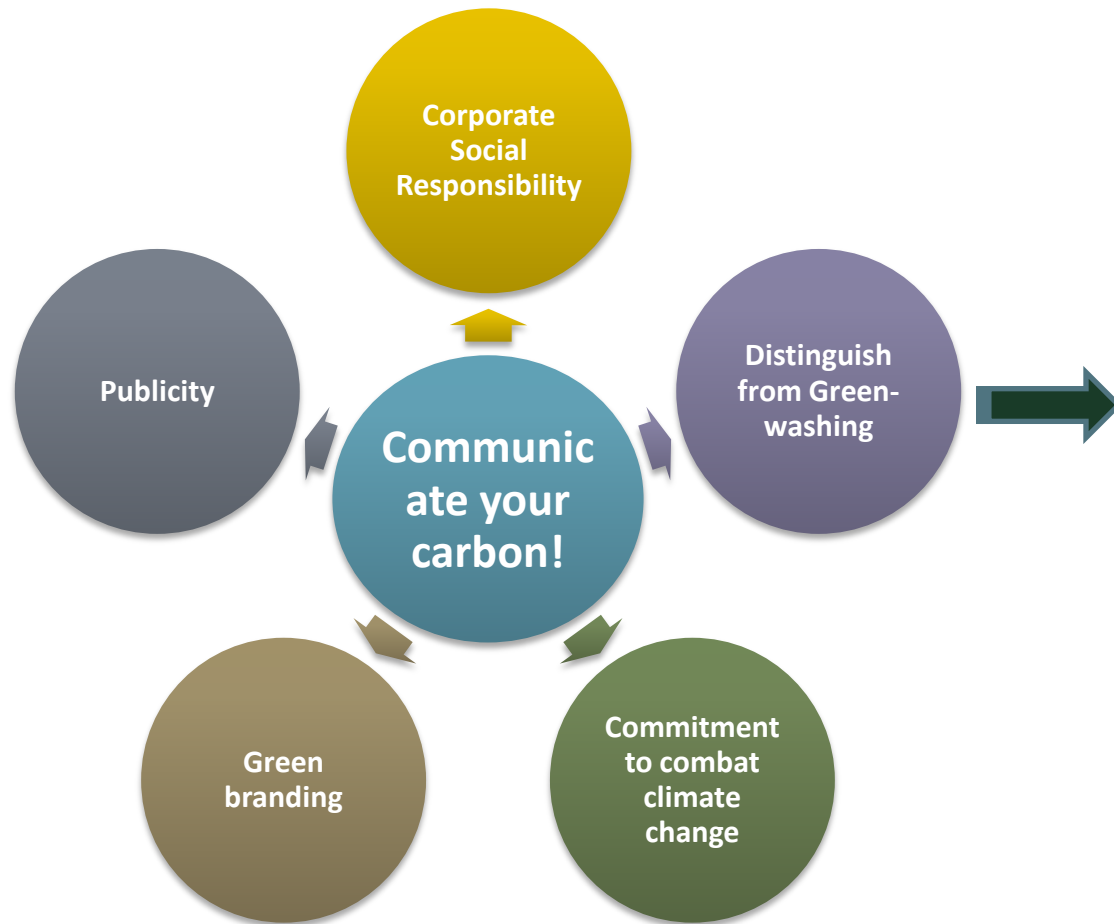


- ❖ Kyoto protocol agreed in 1997
- ❖ 320 installations with potential compliance
- ❖ Initiated footprint monitoring for its installations well ahead of launch EU ETS
- ❖ Achieved 7.5 million ton reduction through internal action



## Your message

## Considerations



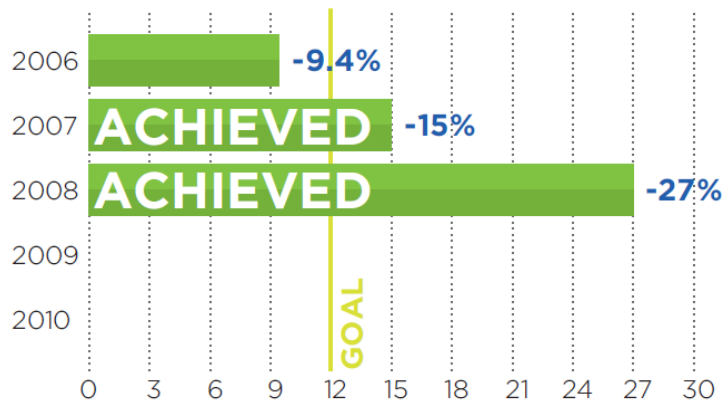
- ❖ Product vs corporate
- ❖ Emission targeting vs carbon neutral
- ❖ Carbon labeling
- ❖ Benchmarking & comparison
- ❖ Standards and scope

## Go Green!

### Measure, Reduce and Communicate

#### Corporate footprinting

#### SC Johnson



#### Product footprinting

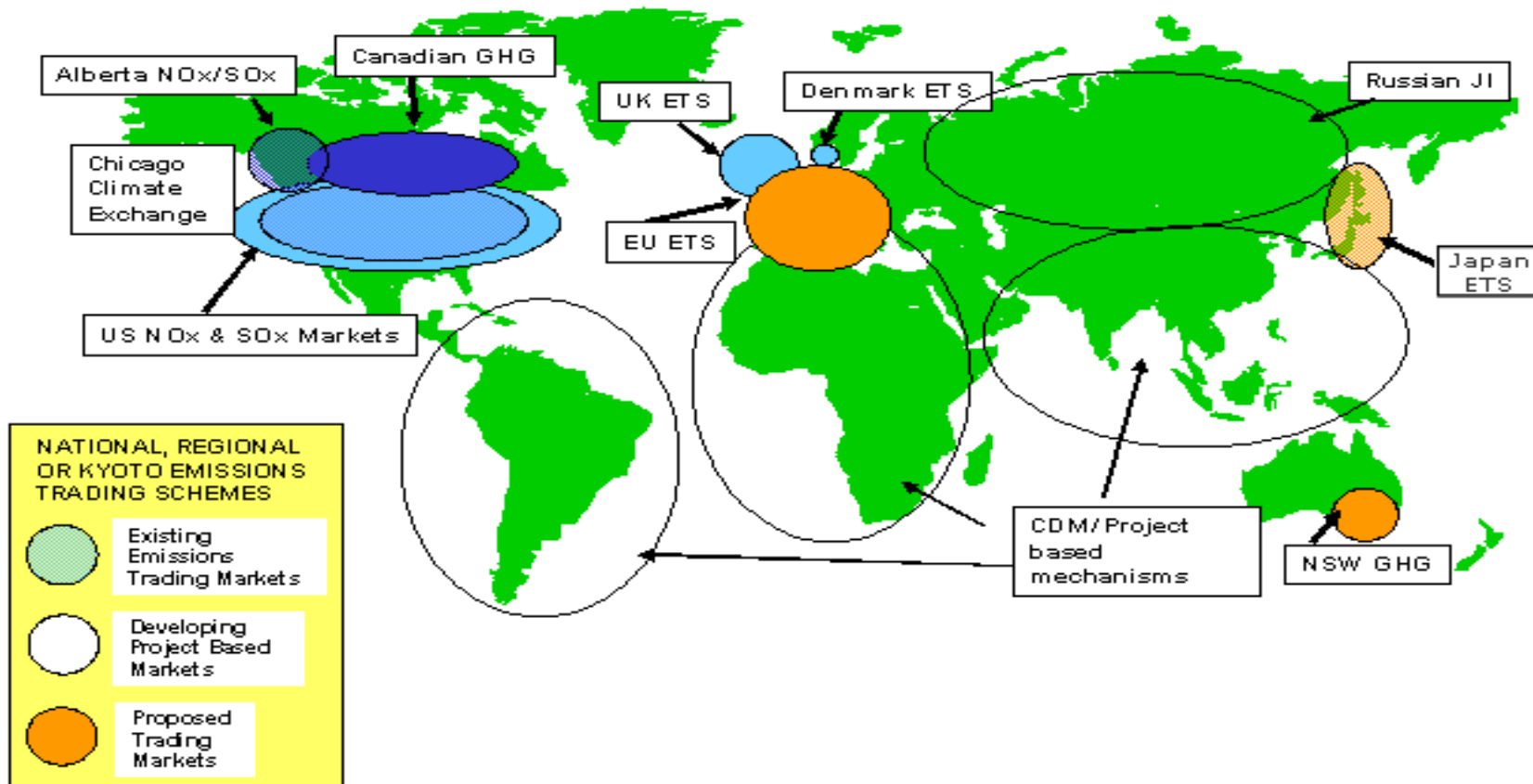
Imagine!

**Packing peanuts that do their job. Then disappear!**



Good business that's actually good for the planet!



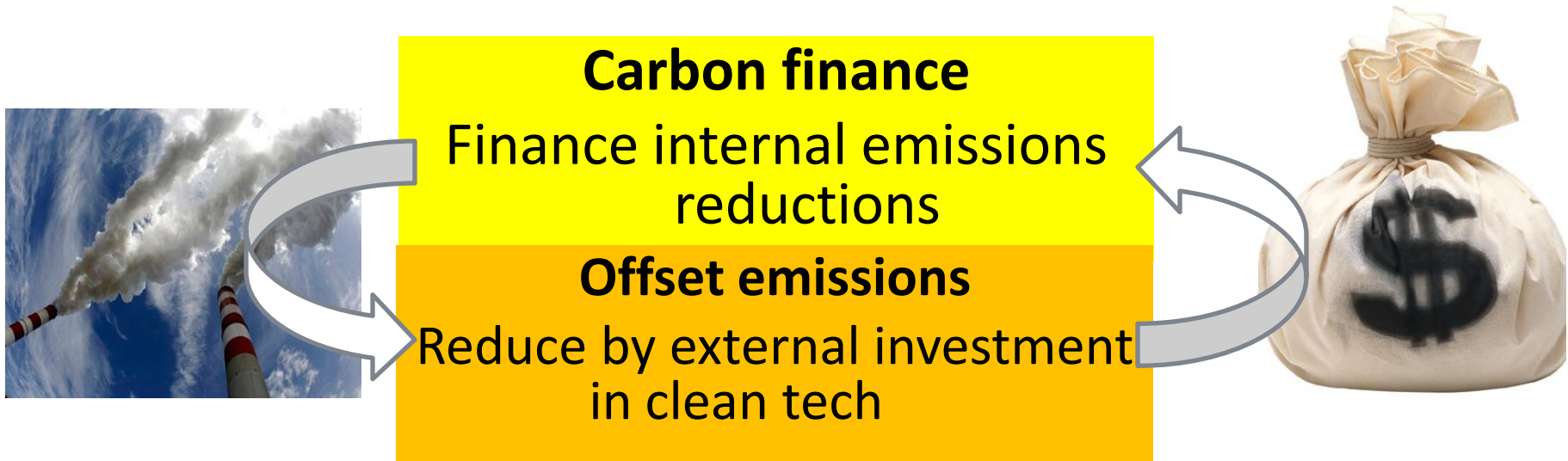


VCS

CDM

REDD

## Domestic carbon trading scheme for Singapore?

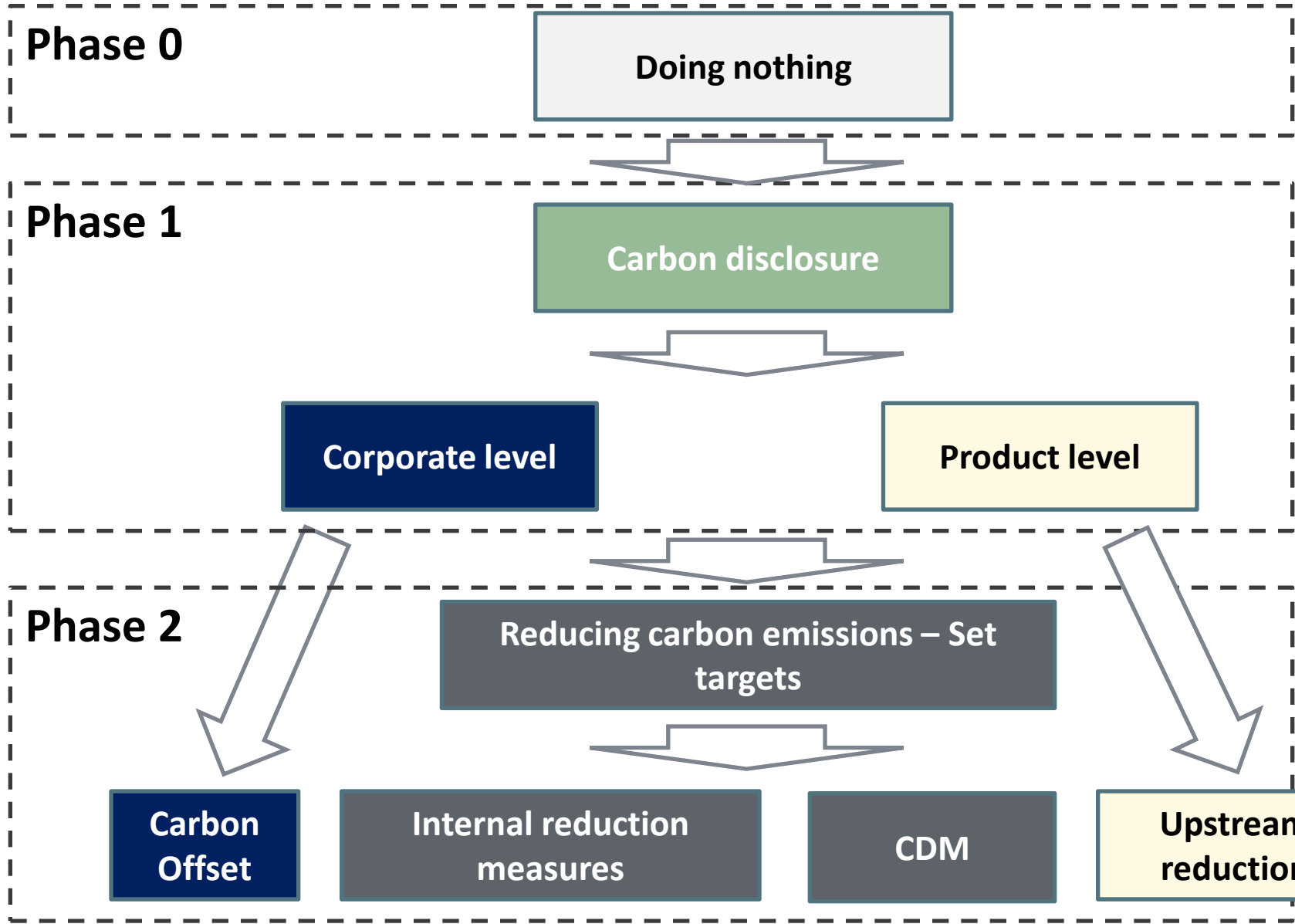


## The Holcim Case

- ❖ Compliance position in EU ETS
- ❖ Production facilities in non-Annex I countries
- ❖ Develop offset projects for internal use.



# Carbon Strategy options



Perspective	Consideration	Standards
<b>Carbon compliance</b>		
Regulatory	Gasses targeted	National reporting requirements Auditing requirements (uncertainty)
Capital markets	Exchange listing	Non-financial reporting requirements
Supply chain	Client expectations	Client specific (TESCOs), PAS2050 GHG Protocol / ISO14064
<b>Communication</b>		
Footprint	Client expectation	WBCSD/WRI GHG Protocol ISO 14064/PAS2050
Offset	Image / Price	CDM / VCS / Plan Vivo / Etc.
<b>Carbon trading</b>		
Projects	Internal use vs trade Sectors / Countries Pricing strategy	CDM / VCS / JI

## Step 1

Determine objectives of carbon reporting



Compliance, Communication or Carbon Trading  
Scope and level of reporting



## Step 2

Determine the formal and voluntary reporting requirements



Mandatory requirements  
Best fit with company message



## Step 3

Select standards and start measuring



CDM, GHG protocol, ISO14064 etc.  
Systematic inventory approach



## Step 4

Communicate and take action



Carbon reporting  
Identify reduction opportunities

Thank you very much for  
your attention

Q & A



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