Training Outline

GEM
Green Enterprise Movement

Carbon Footprinting 101
Preparing to Compete and Win in a Low Carbon Economy

Description

This full-day, interactive workshop provides the know-how for developing the carbon footprint of an organization, one of the first steps in a green transformation. It provides a simple and systematic process for efficiently and effectively putting together the carbon footprint of a company according to internationally recognized standards. The completion of a carbon footprint will better enable organizations to meet the rising demands of customers and shareholders, reduce exposure to regulatory risks, help identify areas for improvement that will lead to cost savings and increase opportunity to receive future recognition for past voluntary action.

The practical and hands on design of this workshop provides attendees with first-hand experience as they work through creating the carbon footprint of the Greanco corporation. The step by step process used breaks down what can seem like a daunting task into bite size, manageable chunks. Supporting tools, resources and data required for the completion of an organizations footprint are provided as part of the course handouts.

In the new era of a low carbon economy, it is quickly becoming a necessity to track the carbon output of a business. Traditionally there has been no price or penalties associated with carbon and organizations have been able to produce carbon with little to no costs associated with it. This is changing. The introduction of cap and trade schemes, customer and stakeholder demand as well as other market forces require that organizations measure and track their carbon footprint in order to compete and win. Carbon presents a new challenge to business, one that has costs and risks but also presents tremendous opportunities for those who can successfully measure it.

Prerequisites
There are no prerequisites needed to take this course. A basic understanding of environmental sustainability will be helpful, but is not required.

Training Objectives
Upon completion of this course, participants will:

1. Understand the business case for developing a carbon footprint.
2. Be familiar with the terms, lingo and standards associated with carbon footprinting.
3. Be able to diagram a proven process for the development of a company's carbon footprint.
4. Have worked through the development of a carbon footprint to gain first-hand experience in the process.
5. Know the basic steps in developing the carbon footprint for their own organization.
6. Be provided with supporting tools and resources needed to complete a carbon footprint.
7. Grasp the Carbon Trading Markets that are emerging.
8. Understand the various methods being used for regulating carbon emissions.
9. Know some techniques for beginning to reduce the carbon footprint of an organization.
10. Be able to set a carbon reduction goal for an organization.

Note: *Ongoing support and coaching in the completion of a carbon footprint is also available.*