

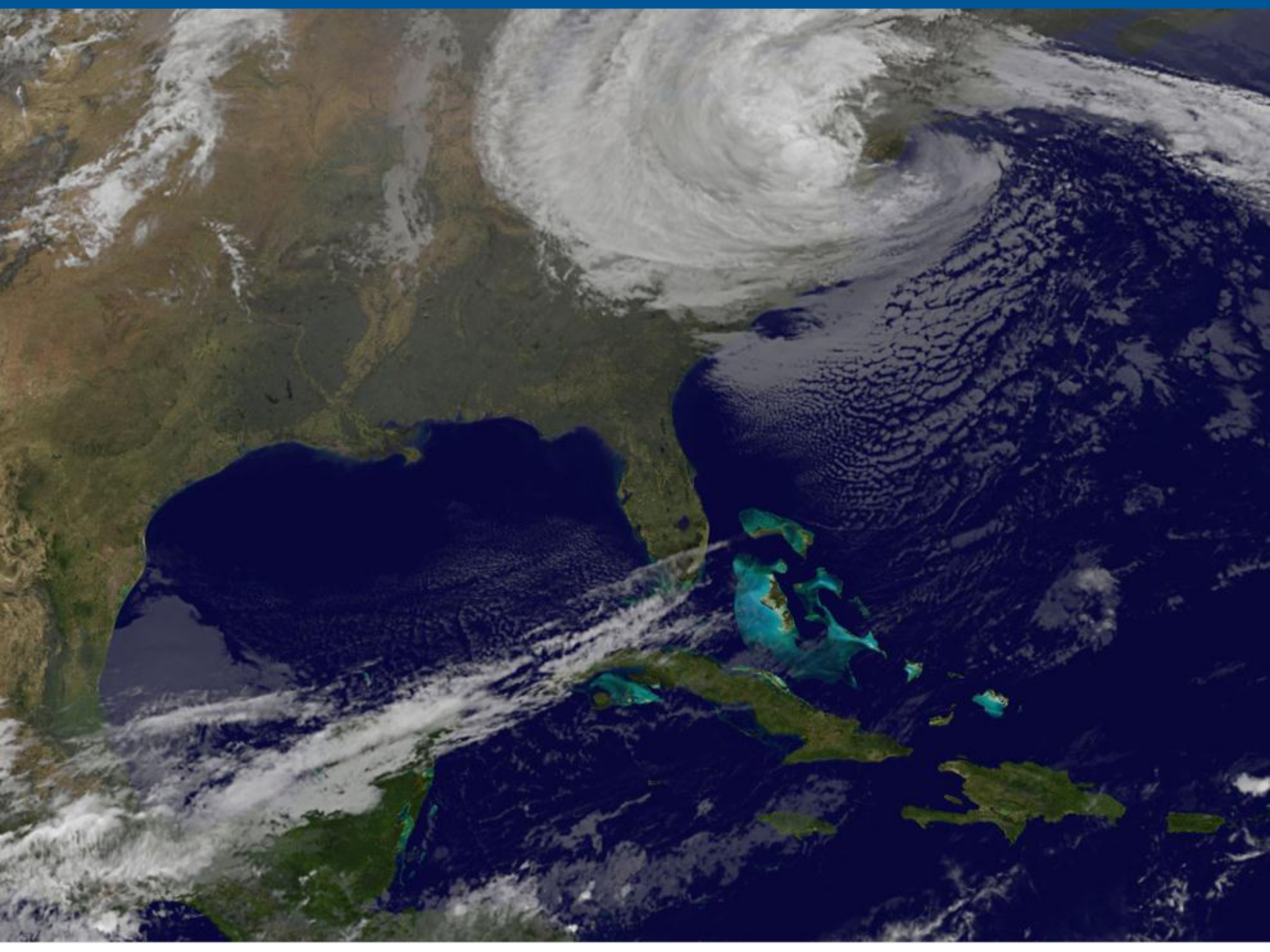


PRESENTACION NSF

November 6,
2012

...Performance not just conformance...





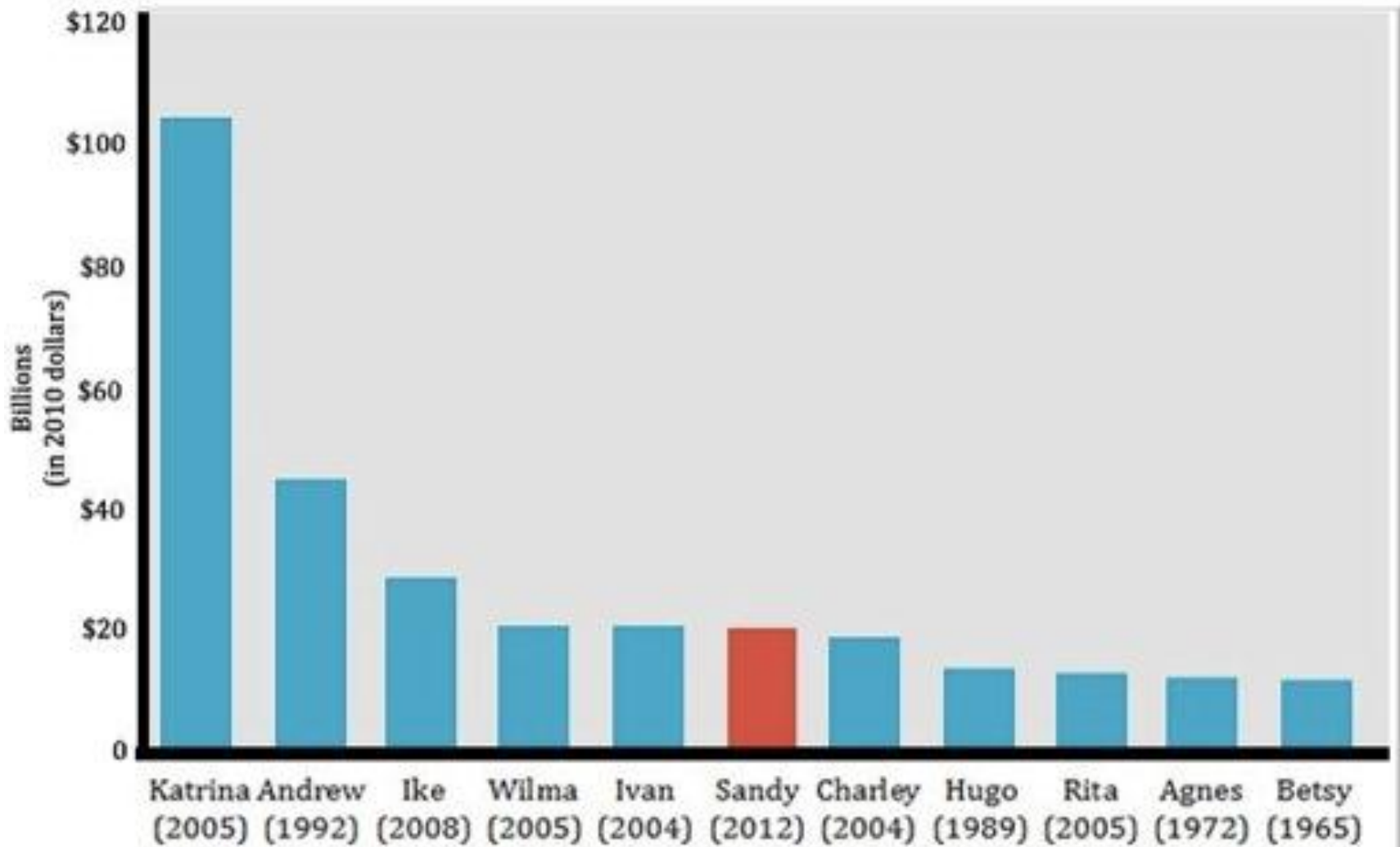


TOTALLY
COOL
PIX.COM



The performance not just conformed to...





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TOTALLY
SOUL
FIX





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TOTALITY



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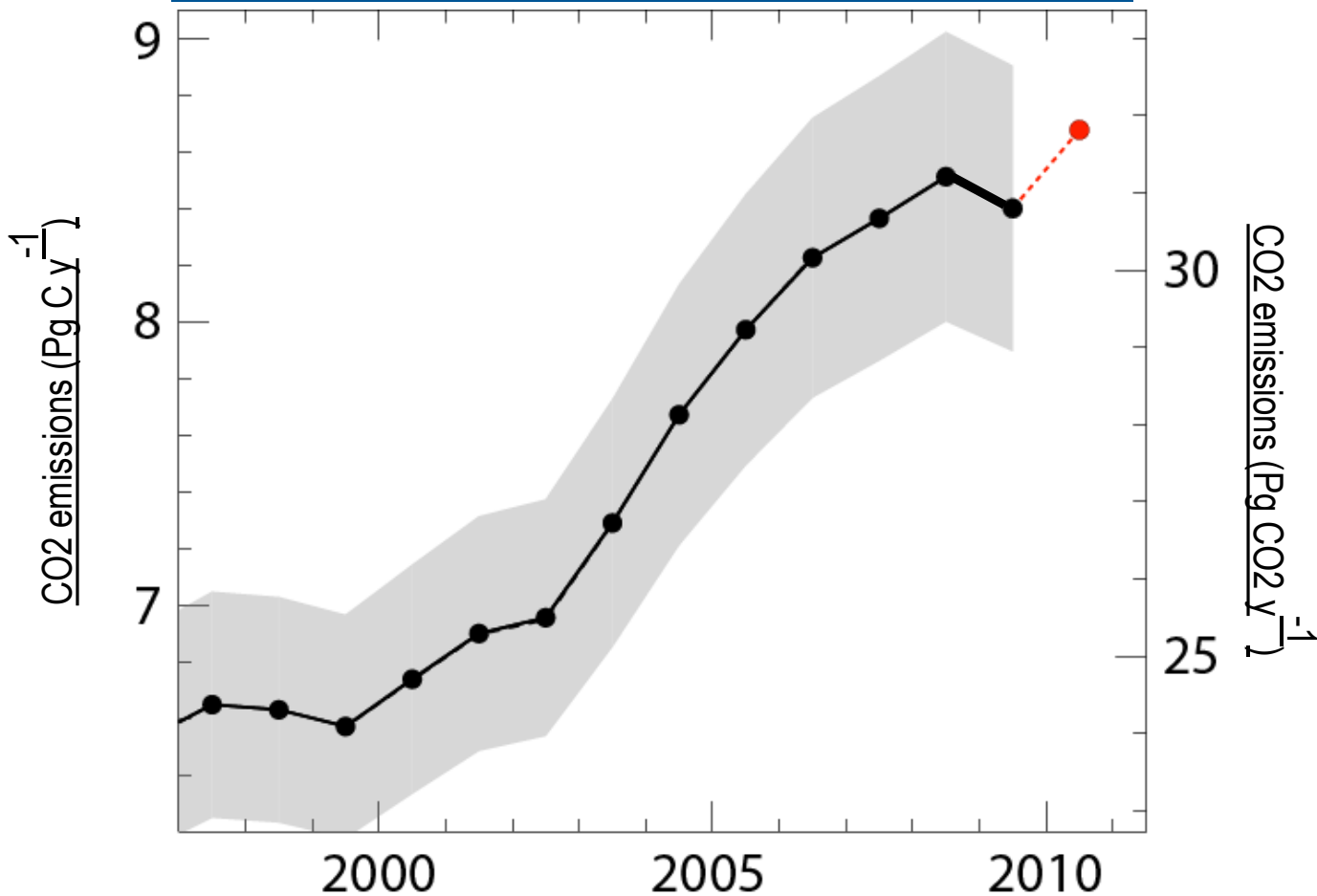
TOTALLY
SOLAR
P.V. Co.



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Fossil Fuel CO2 Emissions



2009:
Emissions: 8.4 ± 0.5 PgC
Growth rate: -1.3%
1990 level: +37%

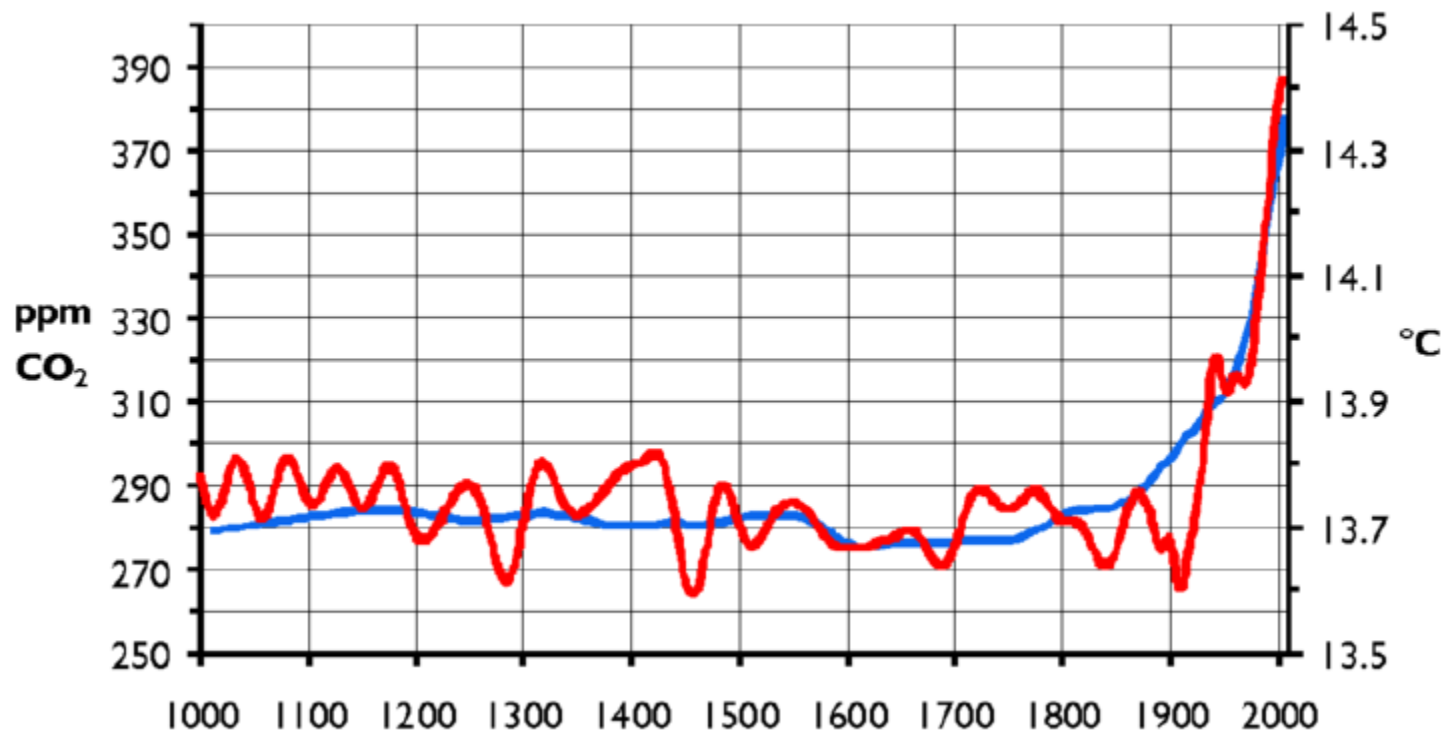
2000-2008
Growth rate: +3.2%

2010 (projected):
Growth rate: >3%

Friedlingstein et al. 2010, Nature Geoscience; Gregg Marland, Thomas Boden-CDIAC 2010

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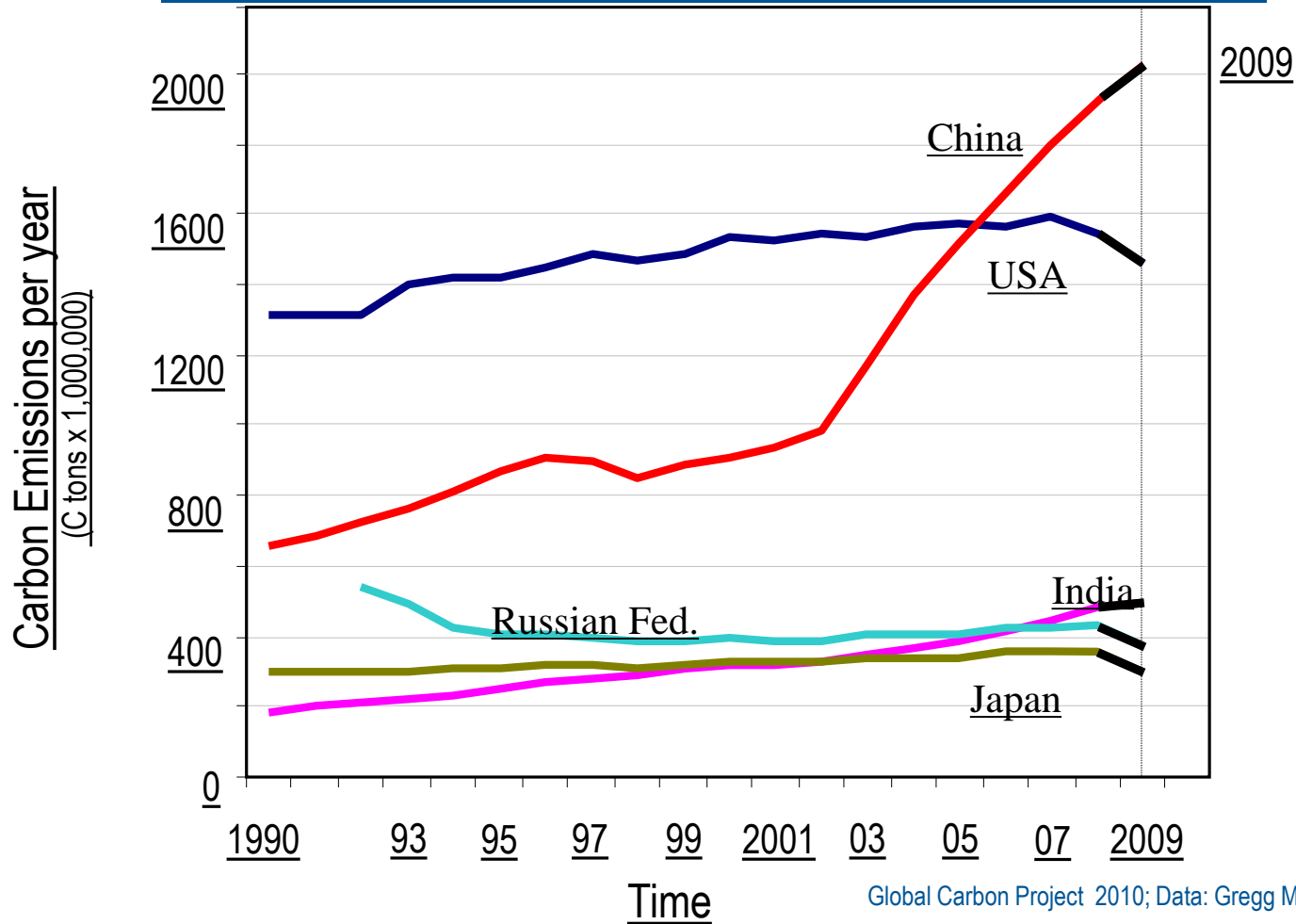




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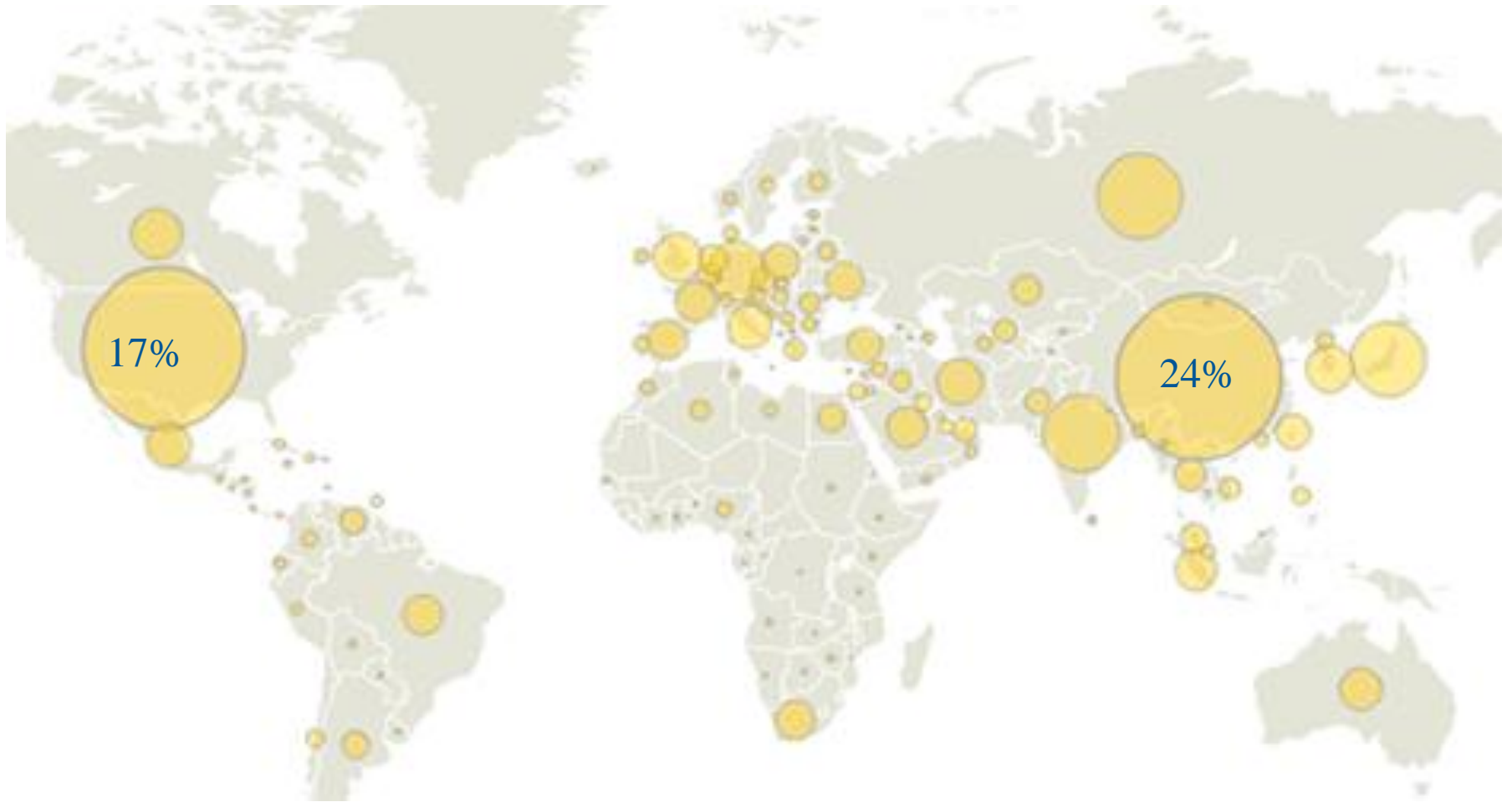
Fossil Fuel CO2 Emissions: Top Emitters



Global Carbon Project 2010; Data: Gregg Marland, Tom Boden-CDIAC 2010

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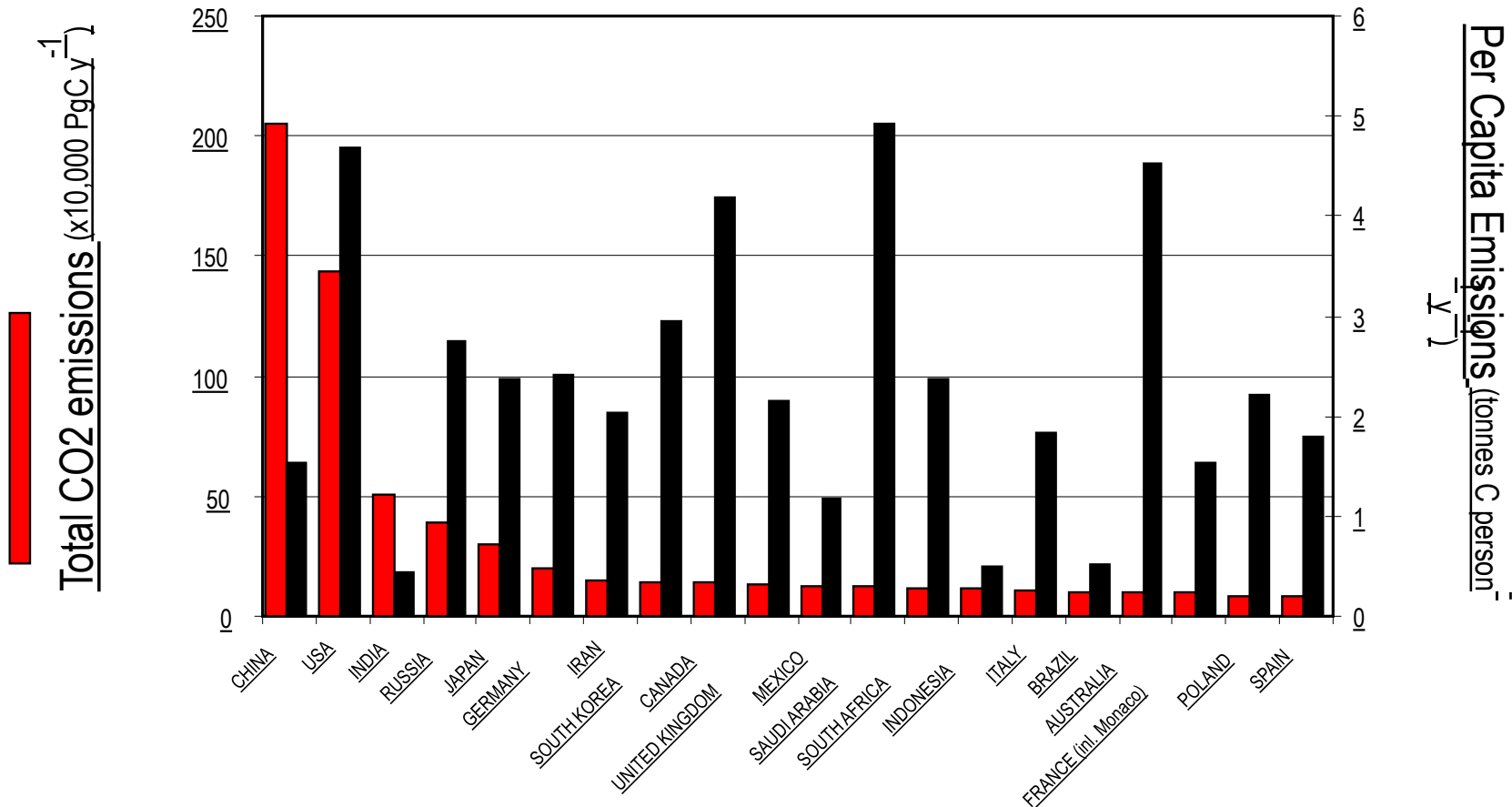




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Top 20 CO2 Emitters & Per Capita Emissions 2009

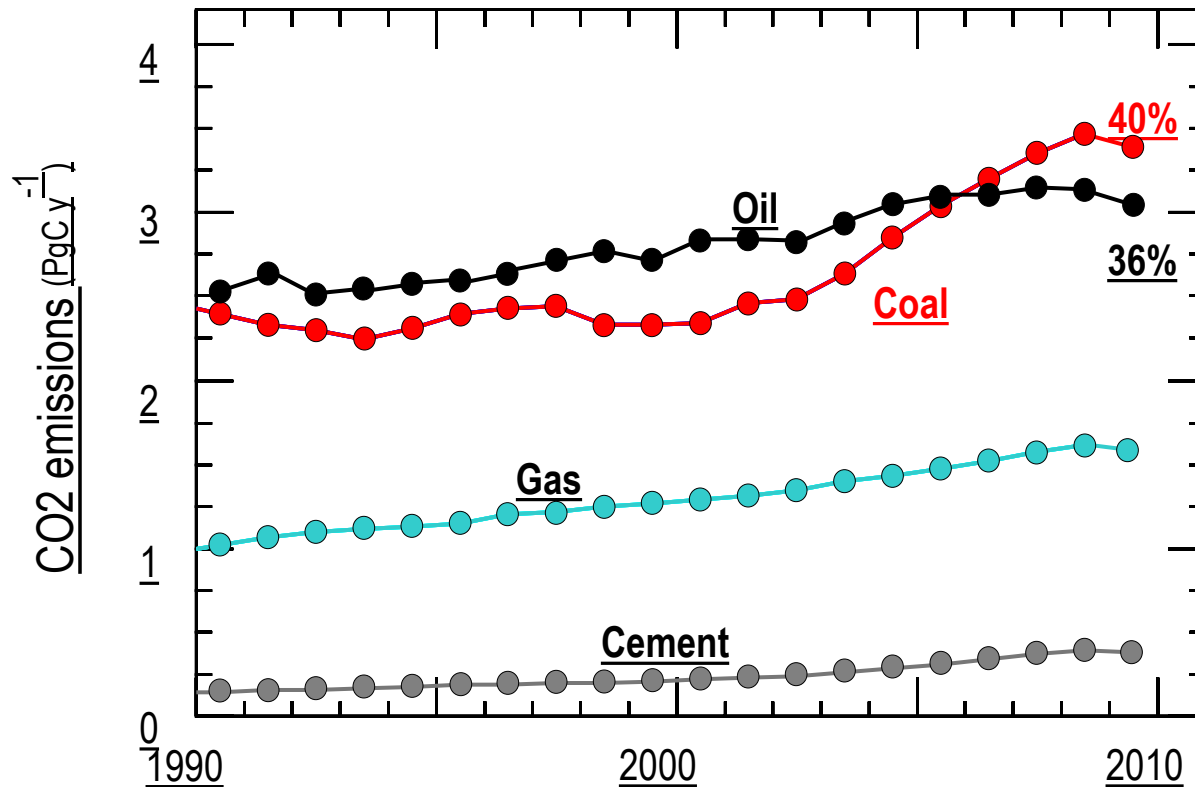


Global Carbon Project 2010; Data: Gregg Marland, Thomas Boden-CDIAC 2010; Population World Bank 2010

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CO2 Emissions by Fossil Fuel Type

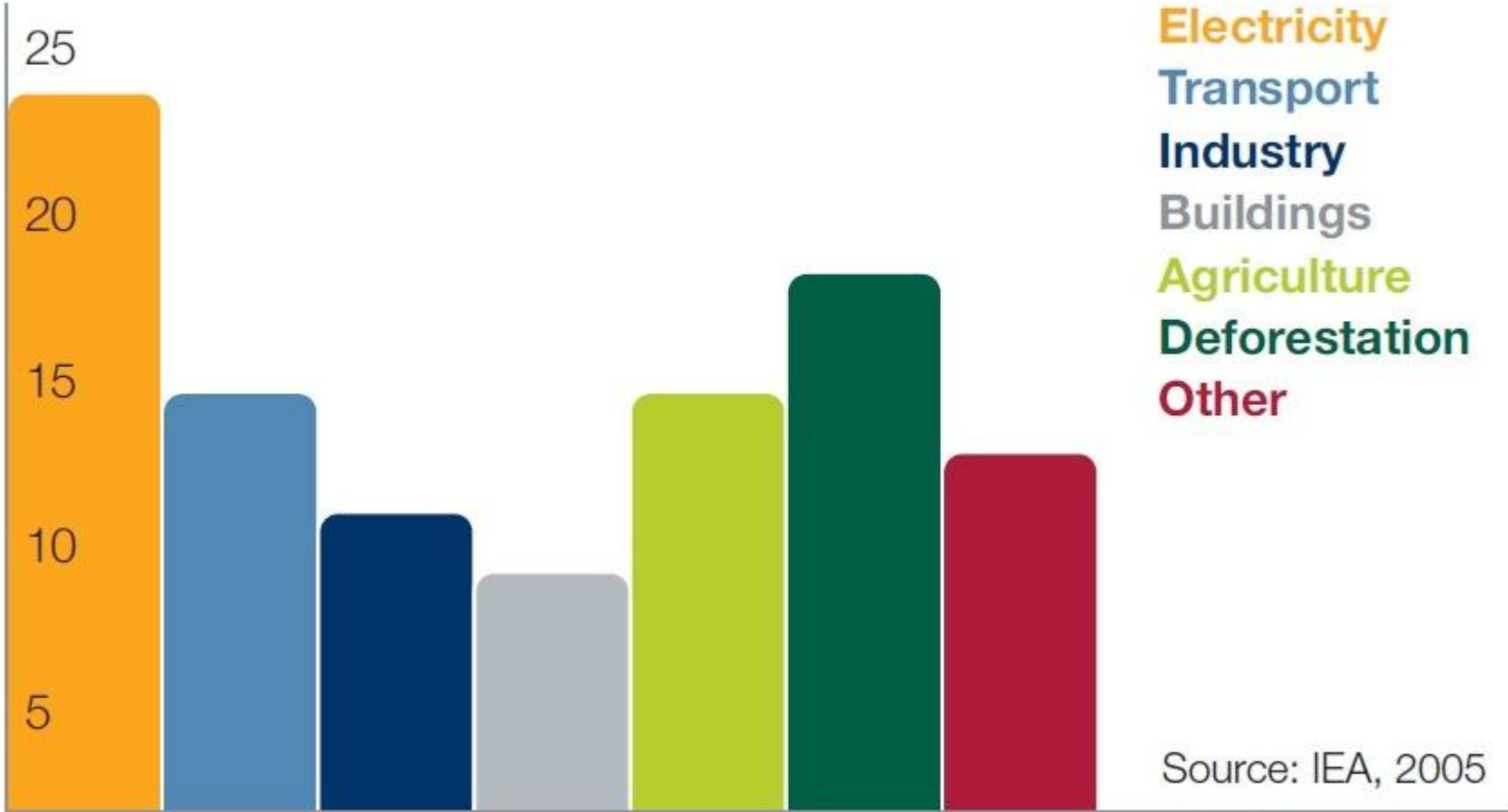


Updated from Le Quéré et al. 2009, Nature Geoscience; Data: Gregg Marland, Thomas Boden-CDIAC 2010

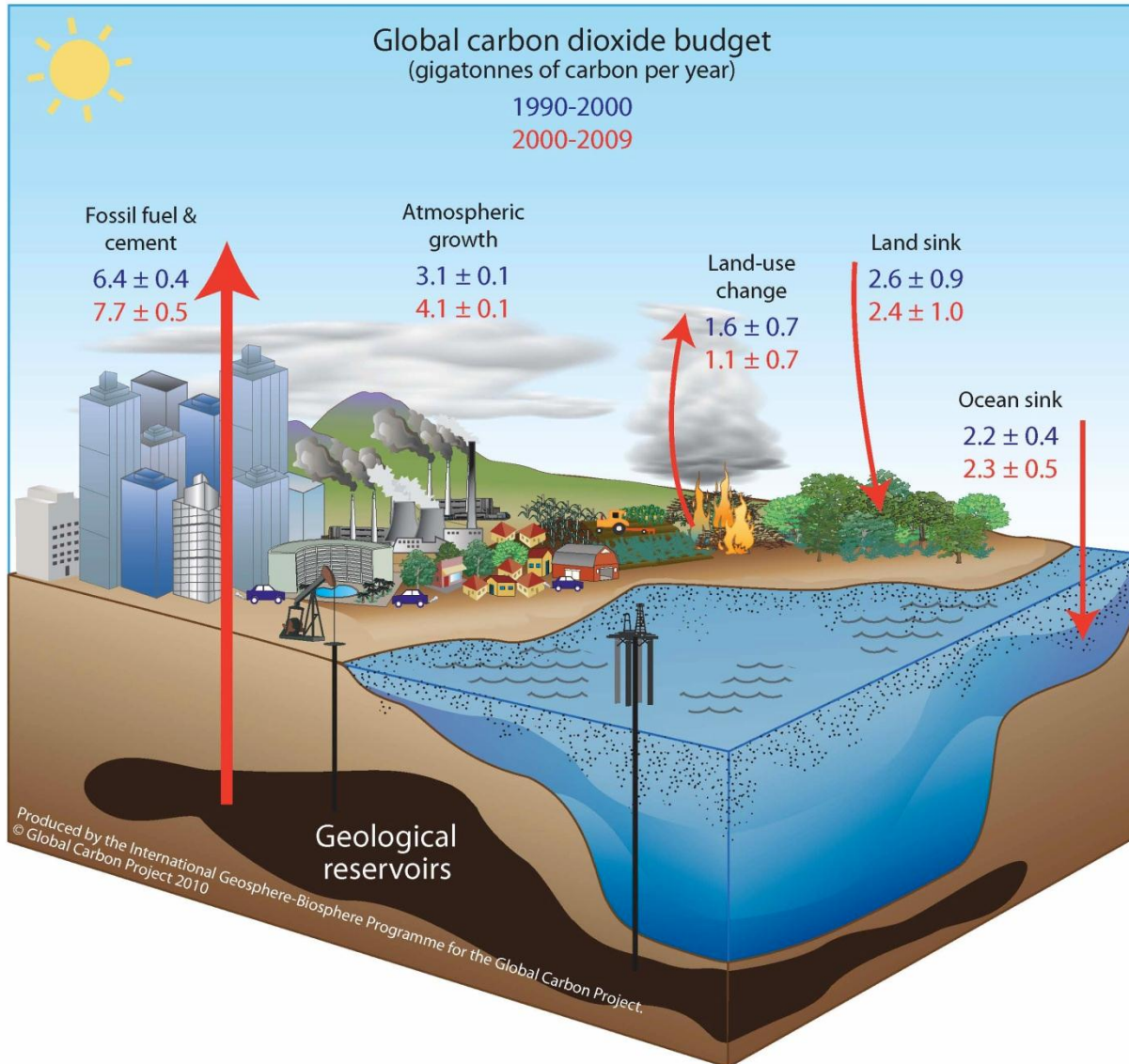
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Sectoral distribution of GHG-emissions worldwide (in percent)



Anthropogenic Global Carbon Dioxide Budget



Global Carbon Project 2010



Lo que ya se sabia de Cancún



Planeta CNN

Campeños y activistas exigen acciones contra el cambio climático

Por Hanako Taniguchi y Tania L. Montalvo
Martes, 07 de diciembre de 2010 a las 12:55

Compartir

Twitter

Recomendar

Se el primero de tus amigos en recomendar esto.



Integrantes de organizaciones de la sociedad civil comenzaron a marchar esta mañana en Cancún (EFE).

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NSF

El problema no lo resolverán los gobiernos: se necesita al sector privado

- “Pensé que había muchos cocineros en esta cocina”
- “Sin embargo después de Copenhague, donde no se logró nada relevante, a lo más seguir con el juego, me he convencido de que debe ser el sector privado quien debe liderar la lucha contra el cambio climático”



Fuentes: George Soros en el Opening Ceremony de la ClimateWeek (www.theclimategroup.org)

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El problema no lo resolverán los gobiernos: se necesita al sector privado

THE TOP FIVE CLIMATE CHANGE BRAND LEADERS

	UK		U.S.		CHINA
1					Haier
2	↑				PHILIPS
3	↑		HONDA ↑		lenovo
4	The co-operative ↓		↓		
5	↑		↑		

66% of UK respondents could not think of a brand that is taking a lead in tackling climate change

65% of US respondents could not think of a brand that is taking a lead in tackling climate change

Gran Bretaña nos muestra el camino: son precisamente las cadenas de retail, las que están más en contacto directo con los ciudadanos como clientes, quienes están liderando el esfuerzo.

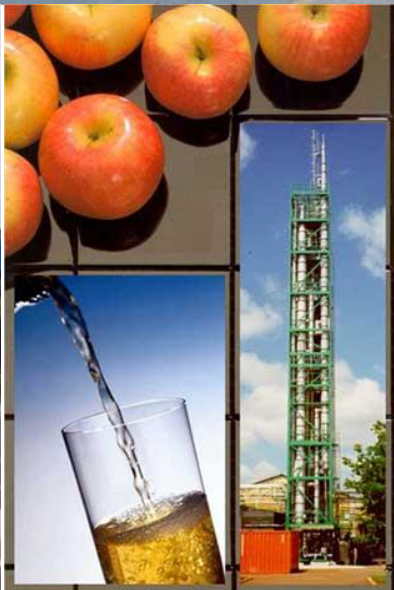
Fuentes: Consumer, Brands and Climate Change

www.theclimategroup.org

...Performance not just conformance...



El Reto de la Competitividad



...Performance not just conformance...



Empresas con mayores ingresos

Ingresos (US \$ millones)

Wal-Mart	408,214
Royal Dutch Shell	285,129
Exxon Mobil	284,650
BP	246,138
Toyota Motor	204,106
Japan Post Holdings	202,196
Sinopec	187,518
State Grid	184,496
AXA	175,257
China National Petroleum	165,496

Fuente: Revista Fortune

Empresas con mayor personal

Cifra de empleados

Wal-Mart	2'100,000
China National Petroleum	1'649,992
State Grid	1'533,800
US Postal Services	667,605
Sinopec	633,383
Hon Hai Precision	611,000
China Telecom	495,239
Carrefour	475,976
Tesco	468,508
Agricultural Bank of China	441,144

Fuente: Revista Fortune

Empresas mas rentables

Ingresos (US \$ millones)

Gazprom	24,556
Exxon Mobil	19,280
ICBC Bank of China	18,832
BP	16,578
China Construction Bank	15,628
Petrobras	15,504
Bayclays	14,648
Microsoft	14,569
Wal-Mart	14,335.00
Vodafone	13,782

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Fuente: Revista Fortune



Países miembros de EU

Francia

FRANCIA

- **Gobierno**
- **Minoristas:**
 - **L'Indice Carbone (Casino):** > 3.000 productos alimenticios
 - **J'économise ma planète (Leclerc):** en recibo de compra y en etiquetas de precio

*HARICOT VERT EXTRA FIN 440GR
 0.440 KG 2.84 €/KG
 0.97 kgCO₂/kg
0.778 kgCO₂
 3017800048221

ALTER ECO
 COMMERCE ÉQUITABLE
 COOPÉRATIVE ACOPAGRO PÉROU

LA PLUS HAUTE GARANTIE DURABLE
 ZERO
 AB
 FAIRTRACE

" Casino commits to the environment by working with its suppliers to reduce its greenhouse gases emissions "

THE CARBON INDEX*
 Is an estimate of the quantity of greenhouse gases (CO₂...) released during the main stages of the product's life cycle (growing + manufacturing + packaging + transporting and retailing).
 This method of assessment has been developed through collaboration with an independent organisation. The quantity is given as the equivalent in g of CO₂ for 100 g of product.
 * Valid in Metropolitan France

THE CARBON INDEX of this product
 450g eq. CO₂
 Low environmental impact High environmental impact
 Further information: www.produits-casino.fr or CUSTOMER SERVICE DEPARTMENT

RECYCLING*
 You too can play your part!
 37% → 89%
 if the packaging shall be recycled given correct household sorting if the packaging could be recycled if we all act!

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El gran anuncio de Wal Mart

environmental LEADER
Energy & Environmental News for Business

LCA Sustainable Product Design 2010

planet green .com
A Discovery Company

CNN EXPANSION.com
Inicio Empresas Economía Mercados Finanzas Personales

Publicado: Jueves, 25 de febrero

Wal-Mart 'se
La compañía dejará de...

Walmart se compromete a eliminar 20 millones de toneladas de CO2 en toda su cadena de proveedores

The Washington Post

September 28th 2:00 pm EST
SUBMIT A QUESTION NOW

Environmental Defense Fund
Finding the ways that work

HOME OUR WORK WHAT YOU CAN DO DONATE ABOUT US

Resources for Journalists
• Press Release Archive
• Publications Archive
Staff Experts
• By Name
• By Topic

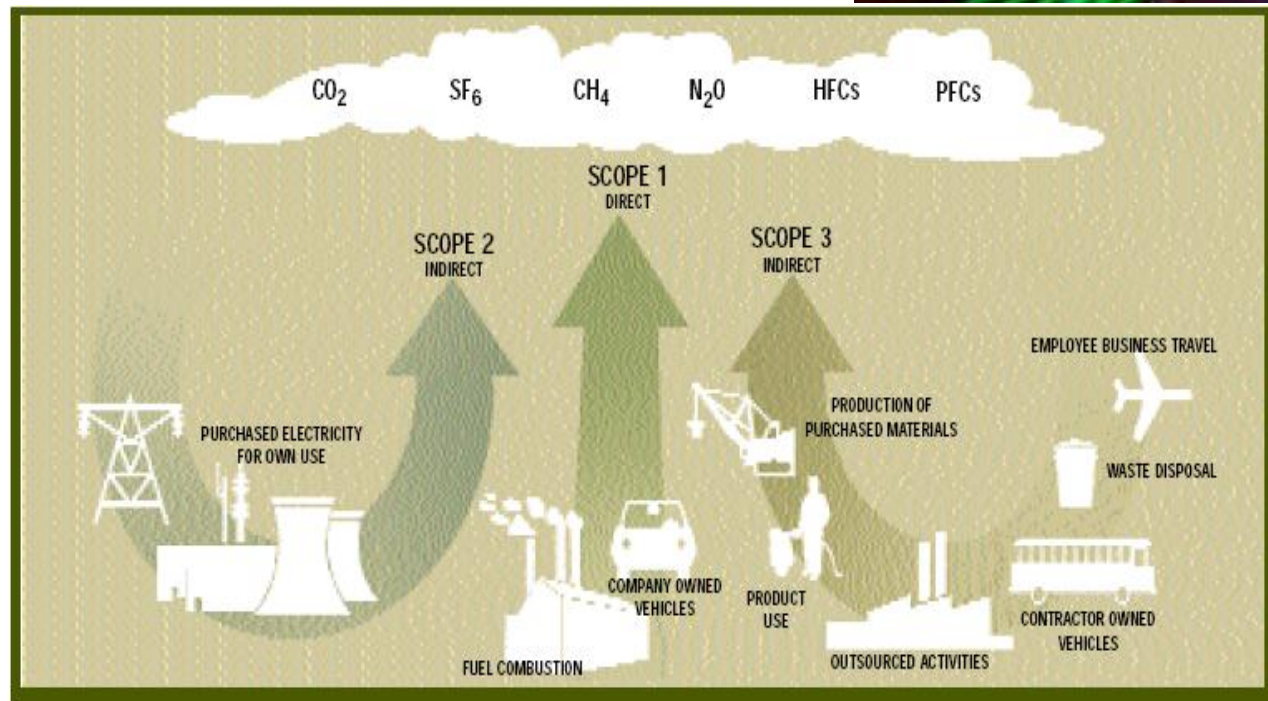
Walmart Announces Goal to Eliminate 20 Million Metric Tons of Greenhouse Gas Emissions from Global Supply Chain
Collaboration with suppliers and environmental experts leads to development, measurement and independent assessment of carbon reductions.

washingtonpost.com > Nation > Green
More news on: [Environment](#) | [Climate](#) | [Science](#)

Wal-Mart promises to lower greenhouse gas emissions by 2015

Que es la Huella del Carbono?

La huella de carbono es la suma de todas las emisiones de gases asociados a un producto, servicio, o empresa, que contribuyen al calentamiento global



...Performance not just conformance...



...Performance not just conformance...





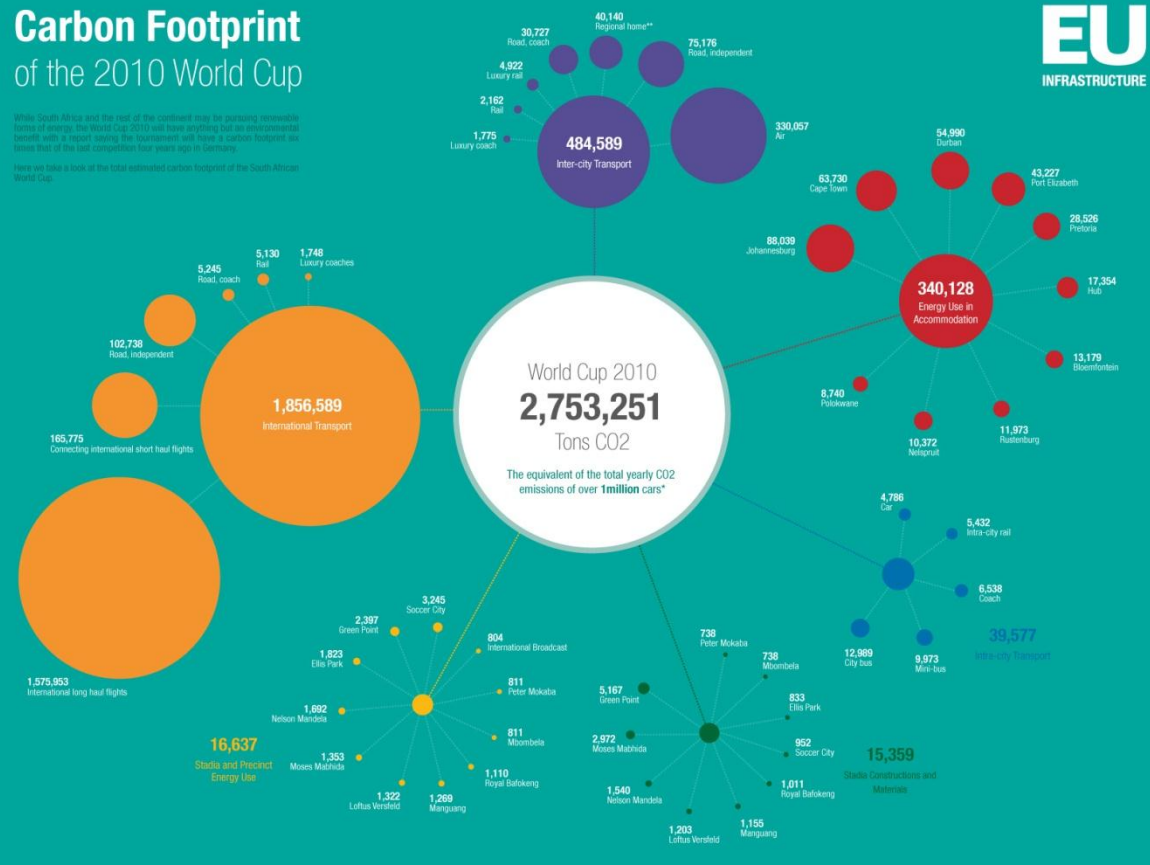
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Carbon Footprint of the 2010 World Cup

While South Africa and the rest of the continent may be pursuing renewable forms of energy, the World Cup 2010 will leave anything but an environmental legacy with a report saying the tournament will have a carbon footprint six times that of the last competition four years ago in Germany.

Here we take a look at the total estimated carbon footprint of the South African World Cup.



* Based on driving 10,000 miles a year with an average polluting car of 160g/km of carbon emissions
 ** Regional home = Those travelling locally to the event
 All numbers are in estimated tons of carbon dioxide

Graphic created for Infrastructure EU | www.euinfrastructure.com | GDS Digital
 Source: 'Feasibility Study for a Carbon Neutral 2010 FIFA World Cup in South Africa' - Report by the Norwegian Embassy
 Graphic by T Farrant | Twitter @ballenblossom

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Carbon Footprint Calculator



Driving



Air Travel



Home

See your results and buy offsets

Driving

[Calculator methodology](#) »

Can't find your car or use an alternative fuel? Know your actual MPG?
[Click here to calculate...](#)

Year:

Make:

Model:

Miles per year:

Enter your email address for weekly tips to reduce your carbon footprint:

Calculate

Vehicle 1



Add another vehicle

Next: Air travel

CoolClimate Network

UNIVERSITY · GOVERNMENT · NGO PARTNERSHIP
AT THE UNIVERSITY OF CALIFORNIA, BERKELEY

Calculators & Widgets

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Membership

Resources & Materials

Projects

People

Contact Us

CoolClimate Carbon Footprint Calculator



Intro



Travel



Housing



Food



Shopping



Take Action

Start with a quick footprint estimate

Zipcode

City

County

State

Type your location



How Many people live in your household?

Average



What is your gross annual household income?

Average



NSF®



Footprint Calculator

How much land area does it take to support your lifestyle? Take this quiz to find out your Ecological Footprint, discover your biggest areas of resource consumption, and learn what you can do to tread more lightly on the earth.



Why is Calgary on the map, but not Canada? Why are only some countries available?

To create these calculators, Global Footprint Network works with local partners to gather regional data on resource consumption. We created the Calgary city calculator as part of our [partnership with the City of Calgary](#). Canada residents can take the Calgary quiz or the US quiz to get approximate results. Global Footprint Network is inviting corporate, government and NGO partners to help us add additional cities and countries. Please email calculator@footprintnetwork.org if you would like more details.

What part of my Footprint can I influence?



Call us on **01256 345645**

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[Offsetting](#)

[Plant UK trees](#)

[Kenya Tree Planting](#)

Calculadora de la huella de carbono

Idioma:

Me gusta A 6.351 personas les gusta esto.

[Bienvenida](#)

[Vivienda](#)

[Vuelos](#)

[Coche](#)

[Moto](#)

[Autobús/Tren](#)

[Secundaria](#)

[Resultados](#)



En primer lugar, selecciona el país en el que vives: [¿por qué?](#)

[¿Por qué crear una cuenta?](#)

País:

Los cálculos de la huella de carbono suelen basarse en las emisiones de los 12 últimos meses

Introduce el periodo que abarcará el cálculo (opcional):

desde hasta [Guardar](#)

A continuación, selecciona la pestaña apropiada de la parte superior para calcular la huella del aspecto de tu estilo de vida que más te interesa, por ejemplo, tus vuelos.

Si lo prefieres, también puedes acceder a cada una de las pestañas para calcular tu huella de carbono total.

Una vez obtenidos tus resultados, puedes compensar/neutralizar tus emisiones a través de uno de nuestros proyectos respetuosos con el clima.

Fuentes de nuestros cálculos



Corporate Responsibility Review 2008/2009

Search

Our approach

Big themes

Future challenges

Journey of a Coke

About this report

> Water Use

> Energy and Climate Change

Supporting global agreements

Managing our emissions

Operations carbon footprint

Product carbon footprint

Reducing emissions from manufacturing

Reducing emissions from transport

Reducing emissions from cooling

Next steps on energy use

> Packaging and Recycling

> Agriculture and Supply Chain

> Health, Wellbeing and Nutrition

Home | Big themes | Energy and Climate Change | **Product carbon footprint**

Product carbon footprint

As well as measuring the carbon emissions for our operations, we've been working with the Carbon Trust to calculate and publish the carbon footprint of some of our most popular drinks - including Coca-Cola, diet Coke, Coke Zero and Oasis.

This work marks the first time that the footprint of any brand of sparkling drink has been certified by the Carbon Trust.

For Coca-Cola, diet Coke and Coke Zero we measured the carbon footprint of a 330ml can, 330ml glass bottle, 500ml plastic (PET) bottle and a two-litre plastic bottle.

For Oasis we measured the footprint of our 375ml glass bottle and 500ml plastic bottle.

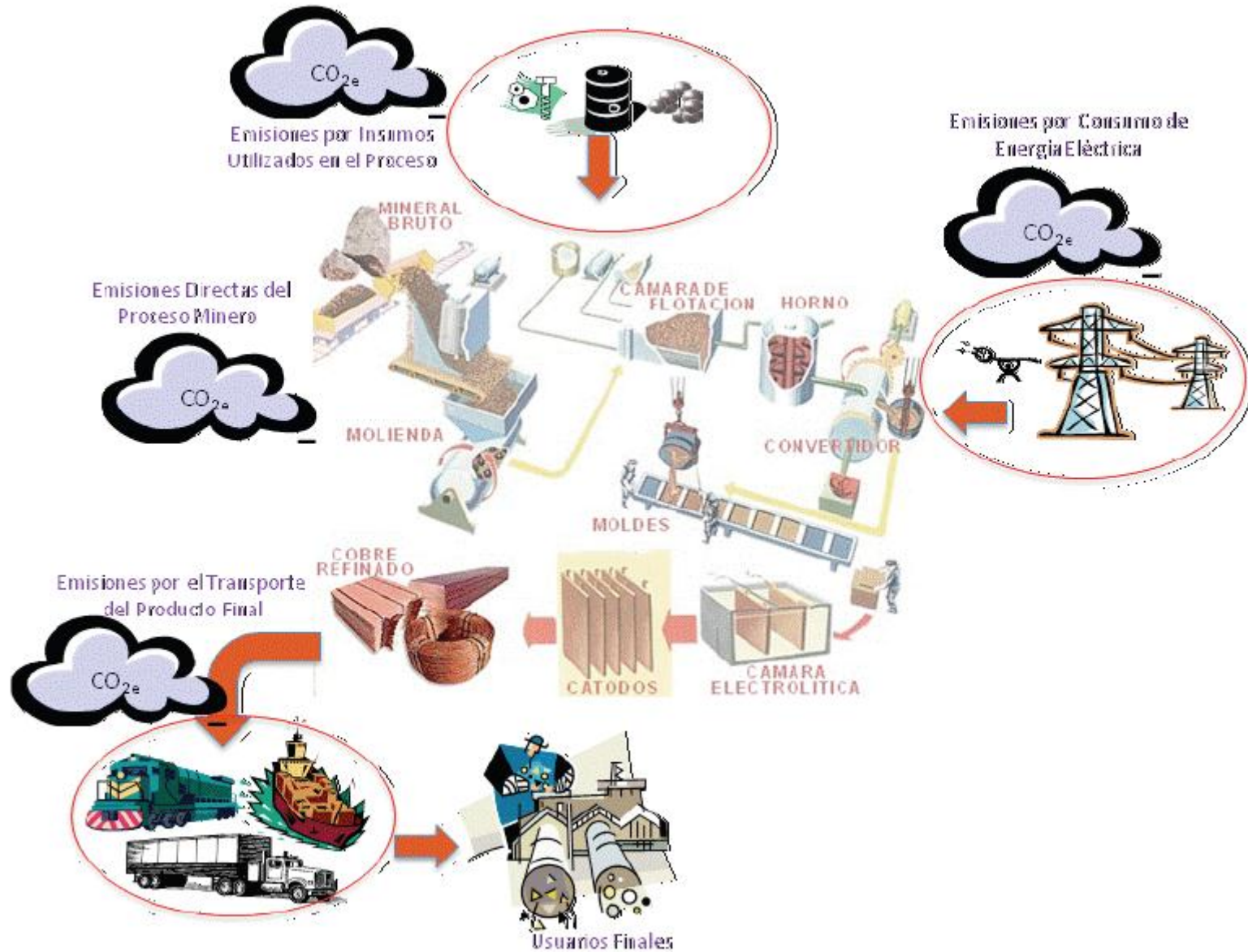
The table below shows the carbon footprints of these products.

Carbon footprint (g/CO2)	Coca-Cola	Diet Coke	Coke Zero	Oasis
330ml aluminium can	170g	150g	150g	n/a
330ml glass bottle	360g	340g	340g	n/a
375ml glass bottle	n/a	n/a	n/a	340g

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Emisiones de GEI identificadas en el proceso minero



Neutralización de emisiones: Eliminando nuestra Huella de Carbono

Cálculo de huella de carbono o inventario de emisiones que se emiten en el transporte (todo el servicio o parte de este).



Empresa busca proyecto que genere bonos de carbono (reducción de emisiones) Ejm: Forestación o Energía renovable



Las emisiones que ocasiona su actividad son neutralizadas con algún proyecto que reduzca emisiones de GEI.

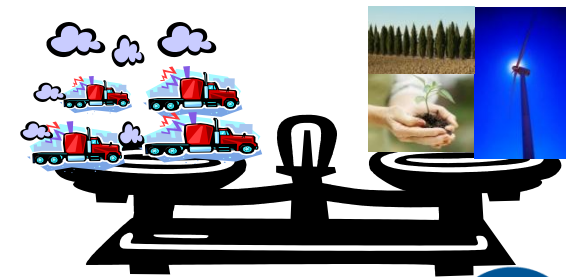


PRODUCTOS LIBRES DE CARBONO



Emisiones

Reducciones



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Quienes trabajan?



Inter-American Development Bank



IWC

INTERNATIONAL WATCH CO. SCHAFFHAUSEN
SWITZERLAND, SINCE 1868



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Quienes trabajan en el Perú



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Klimaneutral
Carbon Neutral
myclimate

Το 1°
Carbon Neutral*
εξαιρετικό
παρθένο
ελαιόλαδο
στον κόσμο



ΜΕΣΟΓΕΙΟΣ ΓΗ

**ΒΙΟΛΟΓΙΚΟ
ΕΞΑΙΡΕΤΙΚΟ ΠΑΡΘΕΝΟ
ΕΛΑΙΟΛΑΔΟ**



Ökoland
aus ökologischer Landwirtschaft

Bratwurst

Delikatess-Qualität
im zarten Natursaitling

SUPERWURST
rettet die Welt!



**JETZT MIT
GEWINNSPIEL**

**CO₂-neutral hergestellt und transportiert!
Stoppet den Klimawandel!**

Certificate

Name of organisation: Icelandic Water Holdings EHF

Certified

CarbonNeutral® company & CarbonNeutral® product

Certification period

1 April 2009 – 31 March 2011

The certified organisation has measured greenhouse gas (GHG) emissions and reduced them to net zero through internal change and/or externally, through carbon offsetting in accordance with the requirements of the CarbonNeutral Protocol[®] for the stated activity.

Greenhouse gas emissions assessment

An emissions assessment/audit has been undertaken by an independent third party in accordance with the WBCSD-WRI GHG Protocol[®].

Emissions reduced through carbon offsetting

9,238 tonnes CO₂e

Longwangtan Hydro Power, China, VCS (4,200 tCO₂e)
Sebenoba-Karakurt wind power, Turkey, VCS (3,000 tCO₂e)
Hufu waste heat recovery, China, VCS (1,538 tCO₂e)
Big River Salmon Creek Forestry, USA, CCAR (500 tCO₂e)



John Hicks
CarbonNeutral.com
CO₂ emissions reduced to net zero in accordance with the CarbonNeutral Protocol



John Hicks
CarbonNeutral.com
CO₂ emissions reduced to net zero in accordance with the CarbonNeutral Protocol

Certificate number
CN200910725

www.carbonneutral.com/jagwec/crprotocol.asp
www.ghgprotocol.org



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make your next flight a CarbonNeutral® flight!



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YOUR SEAPLANE PROFESSIONALS



Carbon neutral card

axalto UK 1105849-4 09/06

Sign your name here



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SELECCIÓN CHILENA CARBONO NEUTRAL EN SUDÁFRICA 2010

CERTIFICADO DE COMPENSACIÓN DE EMISIONES DE CO₂

Este certificado, emitido por Fundación Chile, acredita que la **SELECCIÓN CHILENA DE FÚTBOL HA NEUTRALIZADO LAS EMISIONES DE GASES DE EFECTO INVERNADERO EN SU PARTICIPACIÓN EN LA COPA MUNDIAL DE LA FIFA SUDÁFRICA 2010**, con certificados de reducción bajo los estándares internacionales homologados por SCX, Bolsa de Comercio de Santiago, ICDM, VCS y Gold Standard.



Chile Presenta el Primer Pabellón de Carbono Neutral en Expo Shanghai 2010



A green banner with white text and logos. The main text is in large Chinese characters '碳中和' (Carbon Neutral) and '(CARBONO NEUTRAL*)'. Below it, smaller text reads: 'SCX, BOLSA DE CLIMA DE SANTIAGO, MUDIÓ Y ARAUCO NEUTRALIZARÁ LA HUELLA DE CARBONO DEL PABELLÓN DE CHILE EN EXPO SHANGHAI 2010'. At the bottom, there are logos for ARAUCO (Sembramos Futuro), Chile (Expo Shanghai 2010), and SCX. A small note at the bottom left says: '* Si vas a Shanghai, sé que el Pabellón de Chile es el primero en el mundo en ser Tan Zhong Xing (Tan Jong Ching)'. The background of the banner has a faint green line-art pattern.

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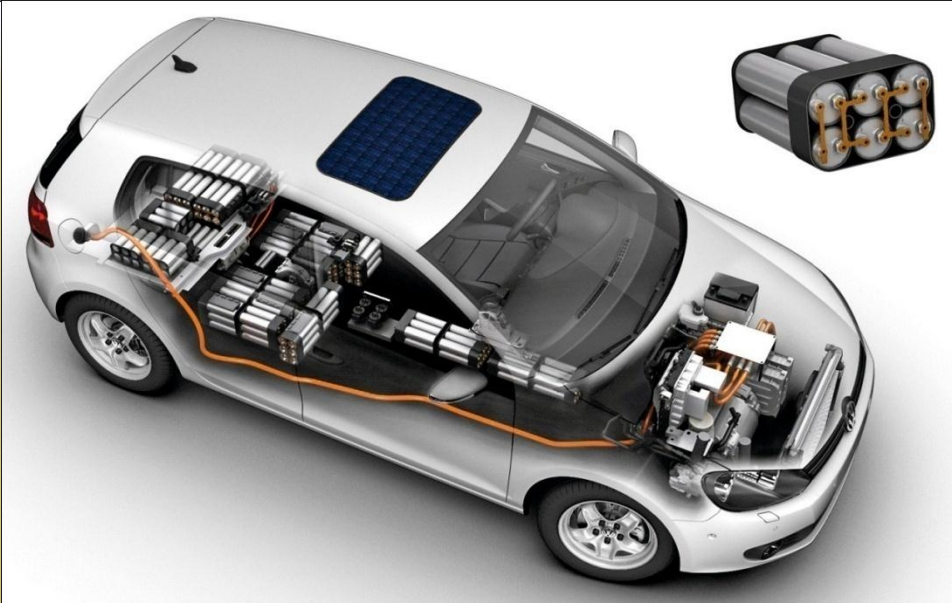
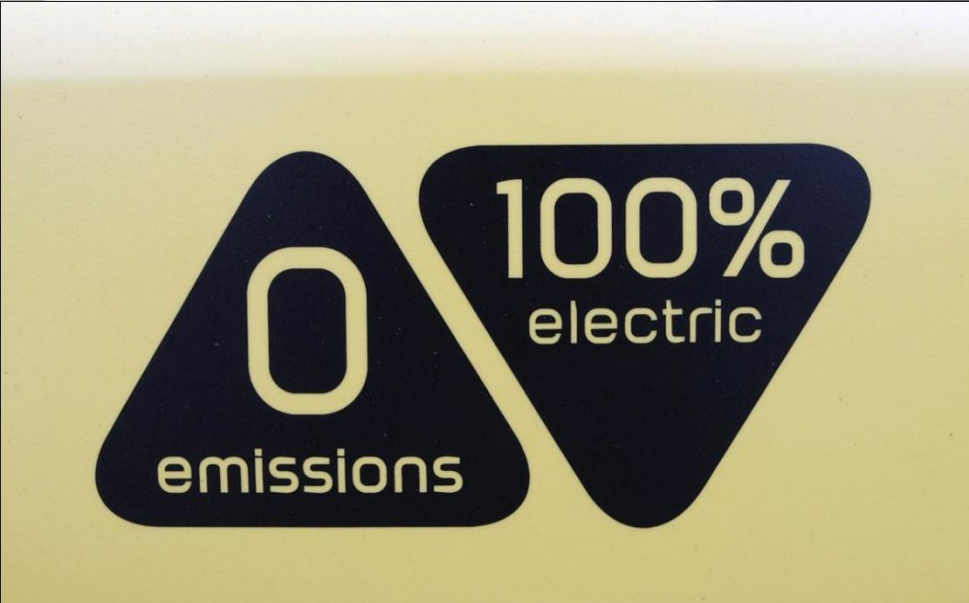
**Costa Rica,
¿primer país
carbono
neutral para
2021?**

 **neutral 2021**



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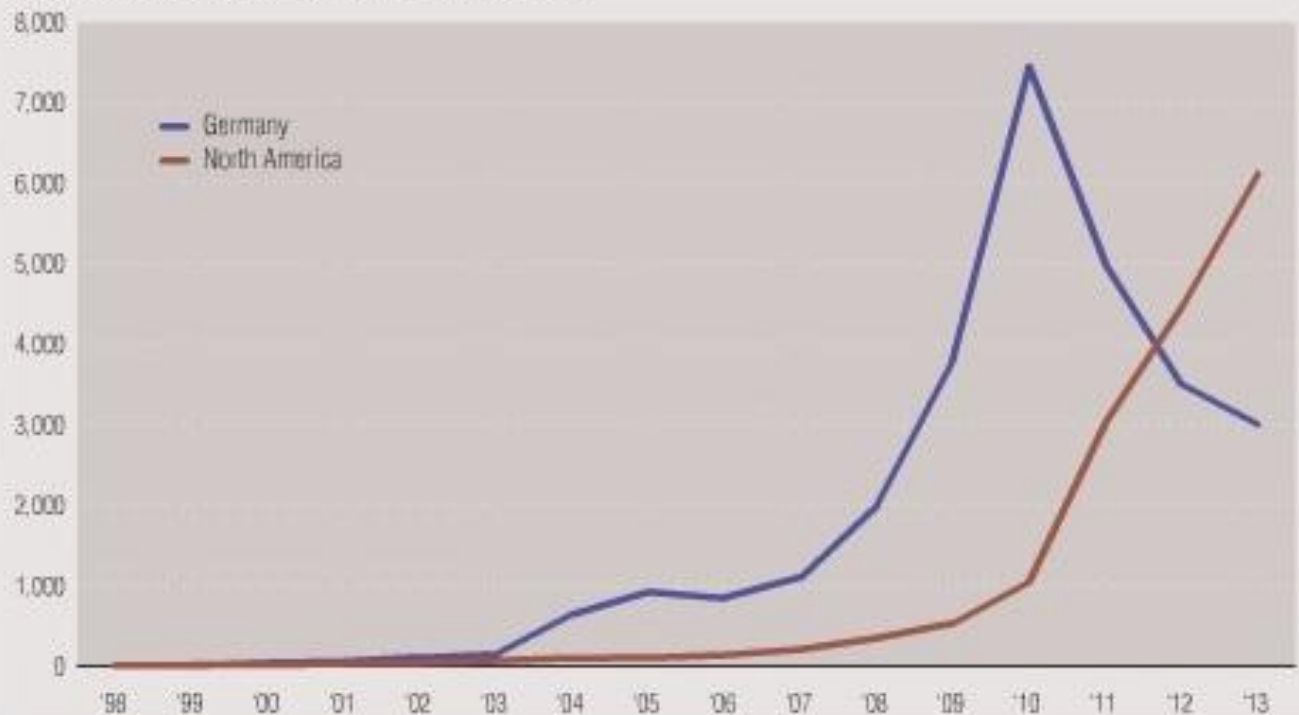
North America Set to Surpass Germany in Solar Installations

Bloomberg

A total of 4,455 megawatts of solar panels will be hooked up on roofs and fields in the U.S. and Canada in 2012 and 3,500 megawatts in Germany, according to projections by Barclays Capital. North America last topped Germany in new solar installations in 1999, when the three nations together fitted less than 40 megawatts, according to Bloomberg New Energy Finance.

Source: Bloomberg New Energy Finance, Barclays Capital

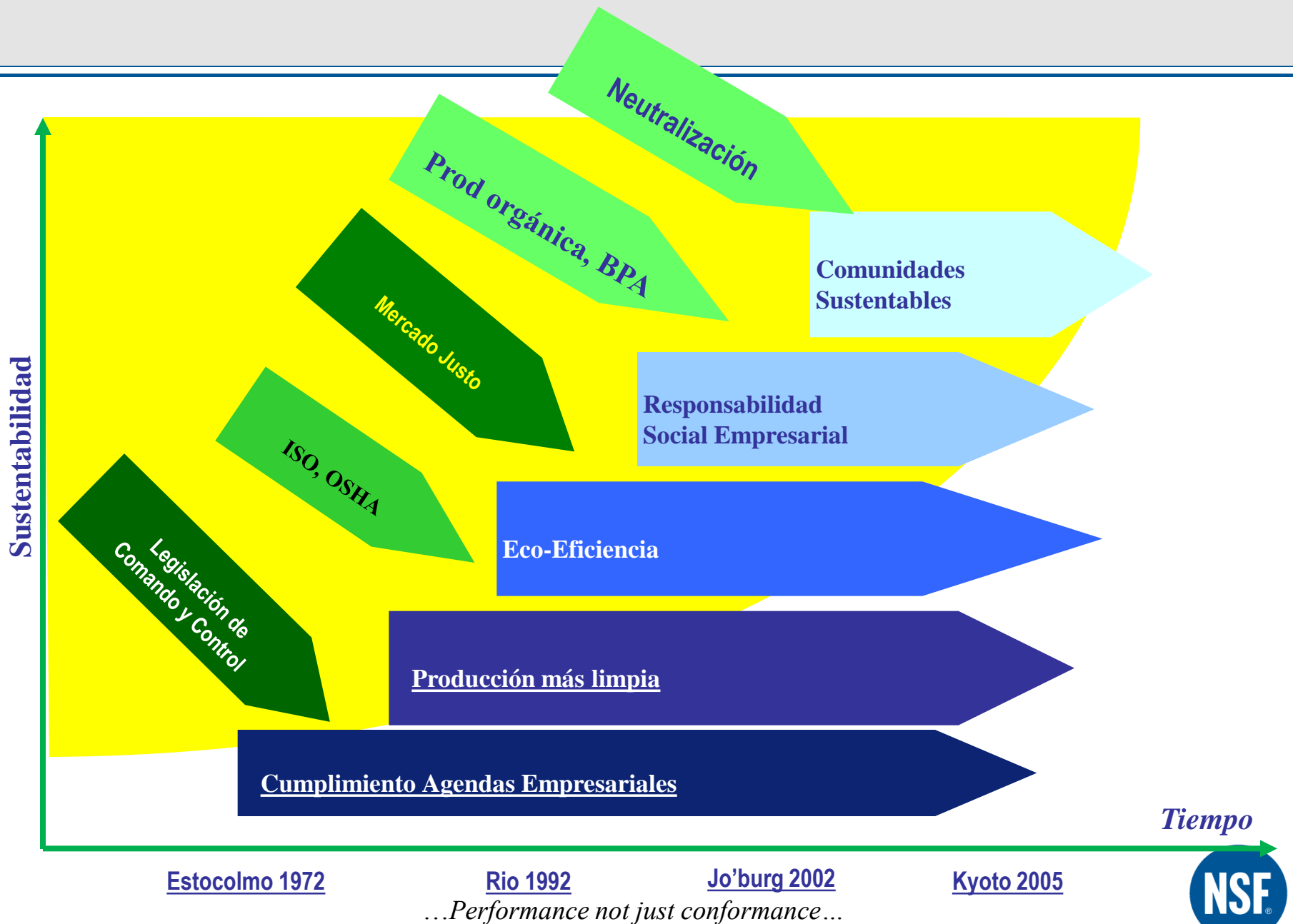
Megawatts produced from solar panels



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TENDENCIAS GLOBALES



Es importante recordar

La huella de carbono es una herramienta que permite detectar oportunidades ayudando a:

- Resolver una necesidad.
- Mejorar la rentabilidad de un proyecto.
- Generar una solución a un problema energético y/o ambiental.
- Generar proyectos asociativos.
- Generar nuevas oportunidades para las PYMES.

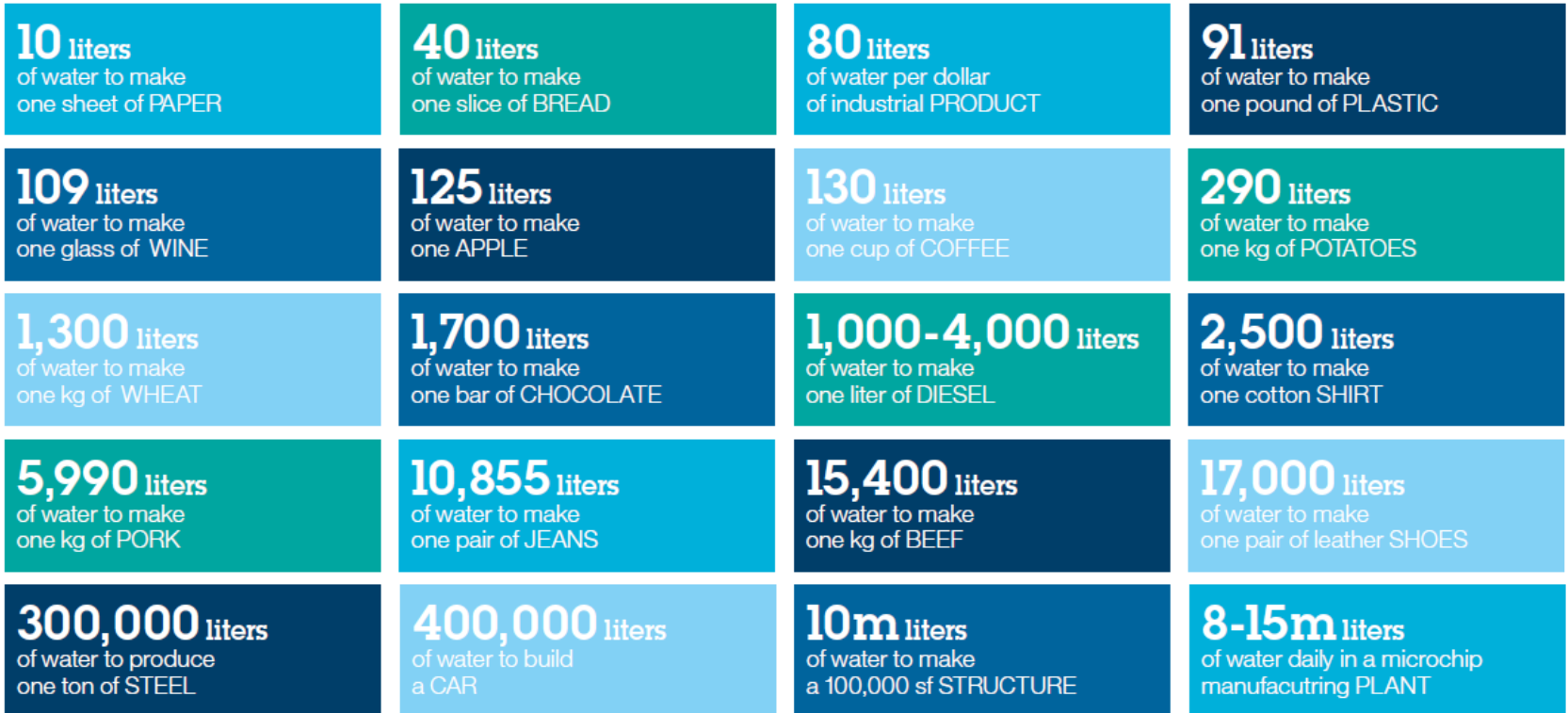
...Performance not just conformance...



En resumen

- La determinación de la Huella de carbono resulta fundamental para cuantificar y de esta manera poder reducir, comercializar y/o compensar las emisiones de GEI.
- La Huella de Carbono favorece la imagen local e internacional de una marca o producto y entrega información adicional a la cadena de suministro.

It takes...



Source: waterfootprint.org.

Figure 1: Water footprints: quantities of water used in the production of selected goods and services.

HOME
NEWS

- Politics
- Hold Ye Front Page
- Captain Crunch
- Sun City
- Forces
- Weather
- Sun Says
- Malaria No More

SPORT

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- Dream Team
- Cricket
- F1 & Motorsport

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- Bizarre
- Film
- Music
- Biz Sessions

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- X Factor
- I'm A Celeb
- Soaps
- Strictly

WOMAN

- Fabulous Mag

News

GOT A STORY? EMAIL : TALKBACK@THE-SUN.CO.UK

EXCLUSIVE

The great drain robbery

VERONICA LORRAINE
and BRIAN FLYNN

Published: 06 Oct 2008

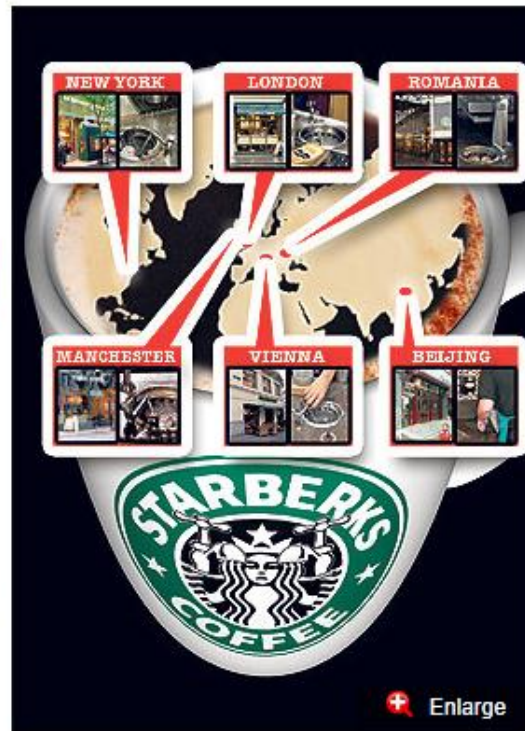
 Add a comment

STARBUCKS was blasted by environmental experts last night after The Sun discovered it pours millions of litres of precious water down the drain at its coffee shops.

The giant coffee chain has a policy of keeping a tap running non-stop at all its 10,000 outlets worldwide, wasting **23.4 MILLION** litres a day.

That would provide enough daily water for the entire two million-strong population of drought-hit Namibia in Africa or fill an Olympic pool every 83 minutes.

Every Starbucks branch has a cold tap behind the counter providing water for a sink called a "dipper well", used for



Trouble brewing ... our investigators found Starbucks wasting water at global outlets

A novel venture

THE first Starbucks was opened in Seattle in 1971 and was named after a character in the classic novel Moby-Dick.

MAIN TO...
BUILDERS - CAR...
POOL HIRE - CARPE...
WASTE DISPOSAL - U...
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call 08454 638738

Starbucks Wasting More Than 6 Million Gallons of Water a Day



BY PHILIP VICTOR
LONDON, Oct. 6, 2008

Recommend 112

Tweet 1 +1

+ Share

Email

54 Comments

Print

Text Size - / +

American coffee giant Starbucks became the target of conservationists today after an investigation by the U.K. newspaper *The Sun* estimated that the company wasted up to 6 million gallons of water every day, enough to quell the thirst of a small African nation.

As part of a company policy aimed at preventing germ buildup in its taps, Starbucks stores are directed to keep water running constantly into a sink, called a dipper well, to clean utensils and wash away food residue, *The Sun* reported.

As a result of running water all day, every day at each of the company's 10,000 worldwide coffee emporiums, Starbucks wastes water in an amount *The Sun* estimated to be "enough daily water for the entire 2 million strong population of drought-hit Namibia in Africa or fill an Olympic pool every 83 minutes."

The investigation was launched after a couple who spotted a running tap at a U.K. Starbucks were told by a store employee that it was left on to clean the pipes. They contacted Starbucks head office to find out more and later received a letter confirming that it was company policy to keep water constantly running into the dipper wells.

The *Sun* investigation spanned several Starbucks locations in the United Kingdom, including stores in London, Manchester and Birmingham, as well as in New York, Los Angeles, Beijing and Sydney. The practice of leaving taps on during operating hours was consistent in every location; *The Sun* reported that staff members were banned from turning the water off.



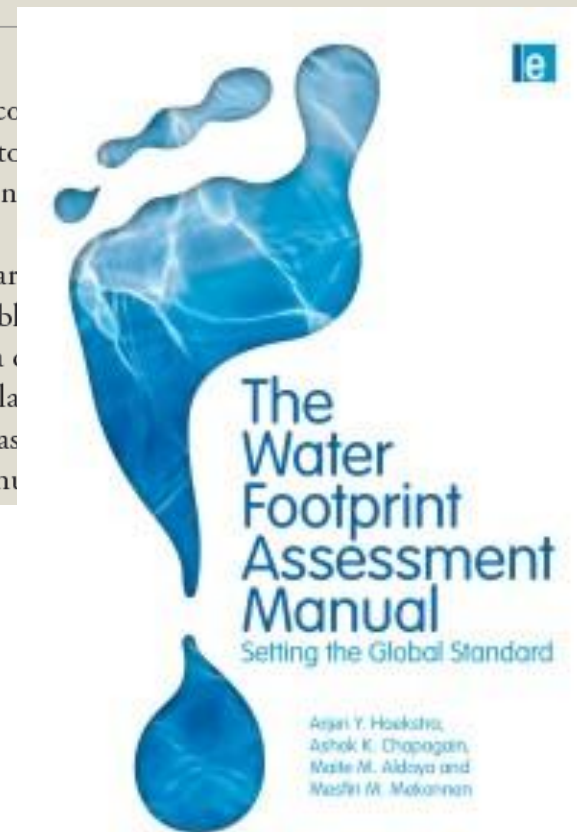
Proceso comenzó hace un año:

Concha y Toro finaliza medición de su huella hídrica con positivos resultados

Santiago, 4 de Julio de 2011.- Luego de iniciar hace un año la medición de su huella de agua, en alianza con Fundación Chile y Water Footprint Network, los resultados arrojados señalan que Viña Concha y Toro utiliza un 40% menos de agua que el promedio estimado de la industria mundial en producir una copa de vino. Y de paso se convierte en la primera viña del mundo en medir su huella hídrica bajo la metodología de Water Footprint Network, la más completa y prestigiosa de la industria y la cual podrá servir de modelo y marco referencial para que otras viñas también puedan medirla.

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Soluciones de Negocios Sostenibles



Programa - Gestión de Gases de Efecto Invernadero (GHG)

- Identifique los principales oportunidades para mejorar la eficiencia energética y reducir los costos operativos.
- Cumplir la expectativa publica y de los accionistas para la gestión responsable de GHG.
- Prepararse para la regulación gubernamental de los gases de efecto invernadero CO₂.
Acceso al mercado de carbono y oportunidades comerciales.



...Performance not just conformance...



NSF – Gestión GHG

- Experiencia Técnica en GHG.
- Socios claves con las autoridades líderes en la industria. Por ejemplo, Climate Registry, Chicago Climate Exchange.
- Capaz de llenar los requisitos locales, que pueden variar de un estado a otro.



...Performance not just conformance...

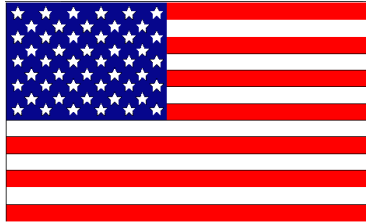


El rápido crecimiento de las economías emergentes esta ejerciendo presión sobre la limitada oferta de materias primas, empujando sus precios hacia arriba.

A medida que los países que antes eran pobres mas y mas gente se convierte en clase media, comienzan a comprar autos y a consumir carne, ejerciendo una presión creciente sobre la oferta mundial de petróleo y alimentos.

Se requerirá que cambiemos gradualmente la forma en que vivimos, adaptándonos a nuestra economía y estilo de vida a un contexto en el que los recursos son mas escasos.

Paul Krugman



Thank You



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