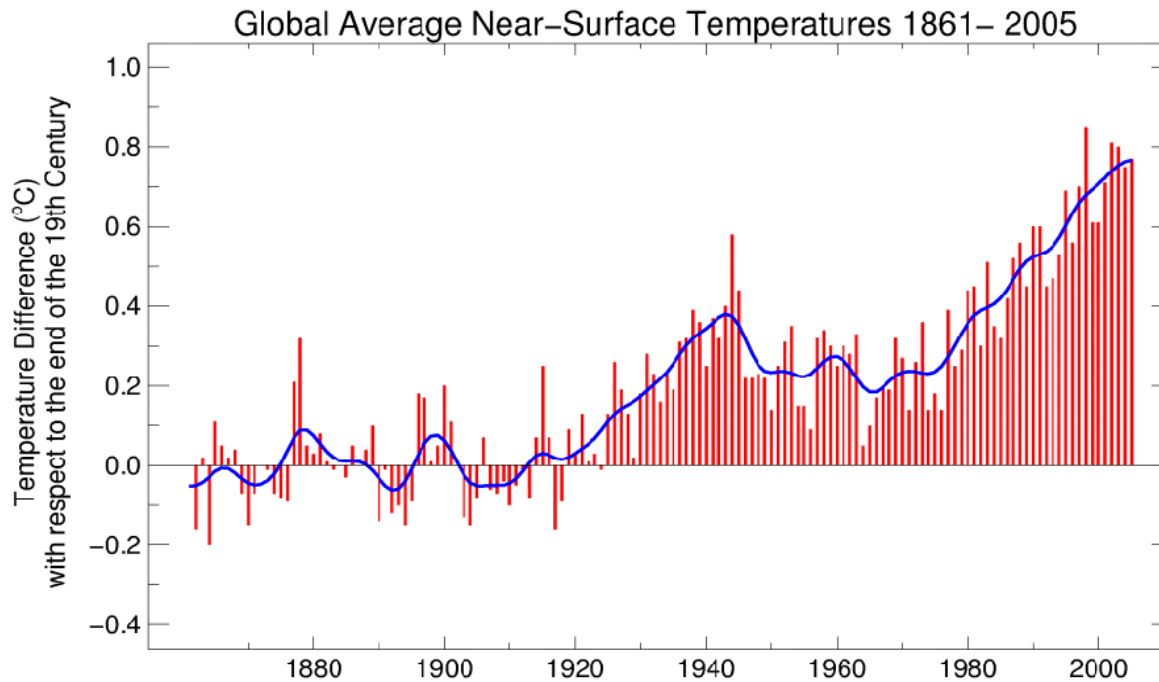


Climate Change: A case for action

What business needs to do to compete in the Low Carbon Economy



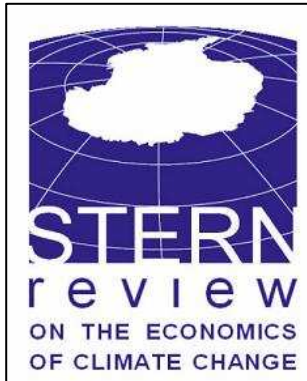
Climate change is massive, urgent and real



- *“Most of the observed warming over the last 50 years is likely to have been due to the increase in greenhouse gas concentrations”*
- *“Human influences will continue to change atmospheric conditions throughout the 21st century*
- *“Anthropogenic climate change is likely to continue for many centuries”*

IPCC

The Stern review establishes climate change as a government priority



- Extreme weather could reduce global gross domestic product (GDP) by up to 1%
- A two to three degrees Celsius rise in temperatures could reduce global economic output by 3%
- If temperatures rise by five degrees Celsius, up to 10% of global output could be lost. The poorest countries would lose more than 10% of their output
- In the worst case scenario global consumption per head would fall 20%
- To stabilise at manageable levels, emissions would need to stabilise in the next 20 years and fall between 1% and 3% after that. This would cost 1% of GDP



Our view: The low carbon economy is coming

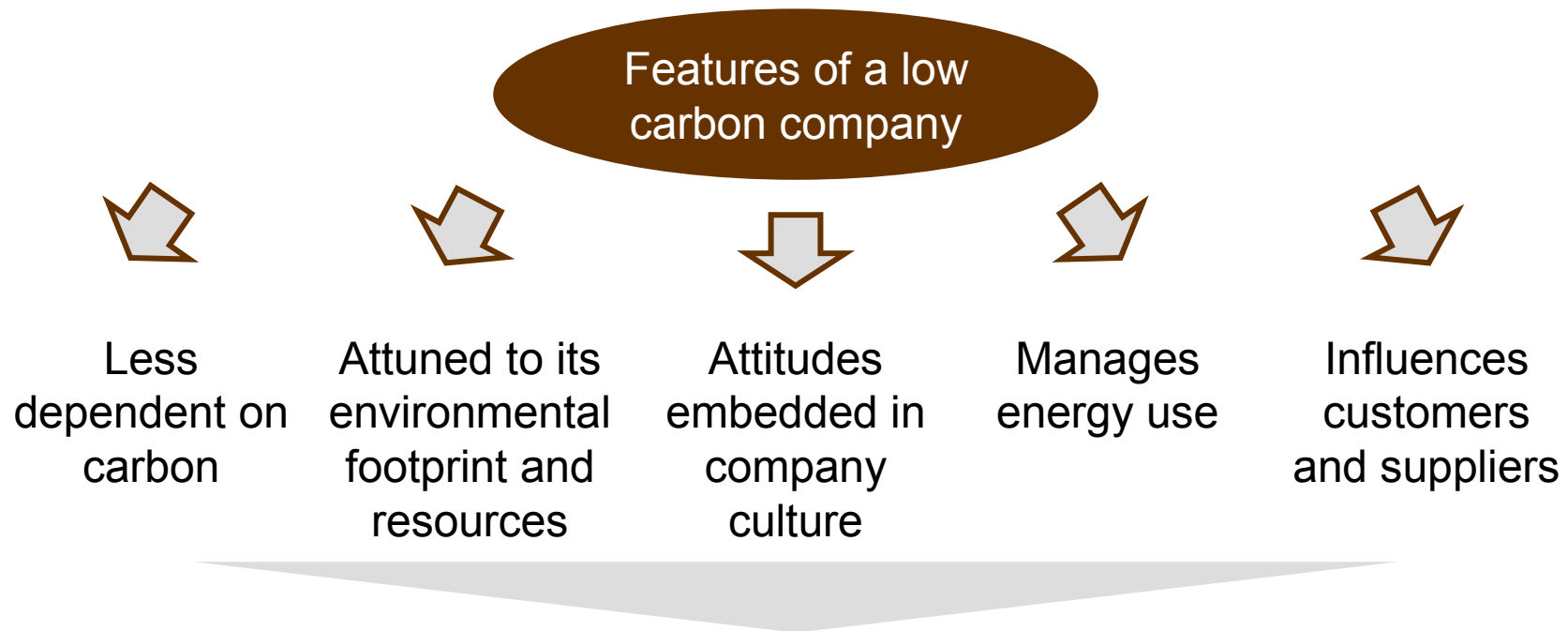


- Businesses are now at the same point with climate change that they were with IT in the 1970s.
- Environmental programmes and procedures will become embedded in company strategy and day-to-day working in the same way information technology has.
- Change should be undertaken for business reasons, not emotive reasons, and backed by business cases which demonstrate the benefits of action

All businesses will need to change to survive



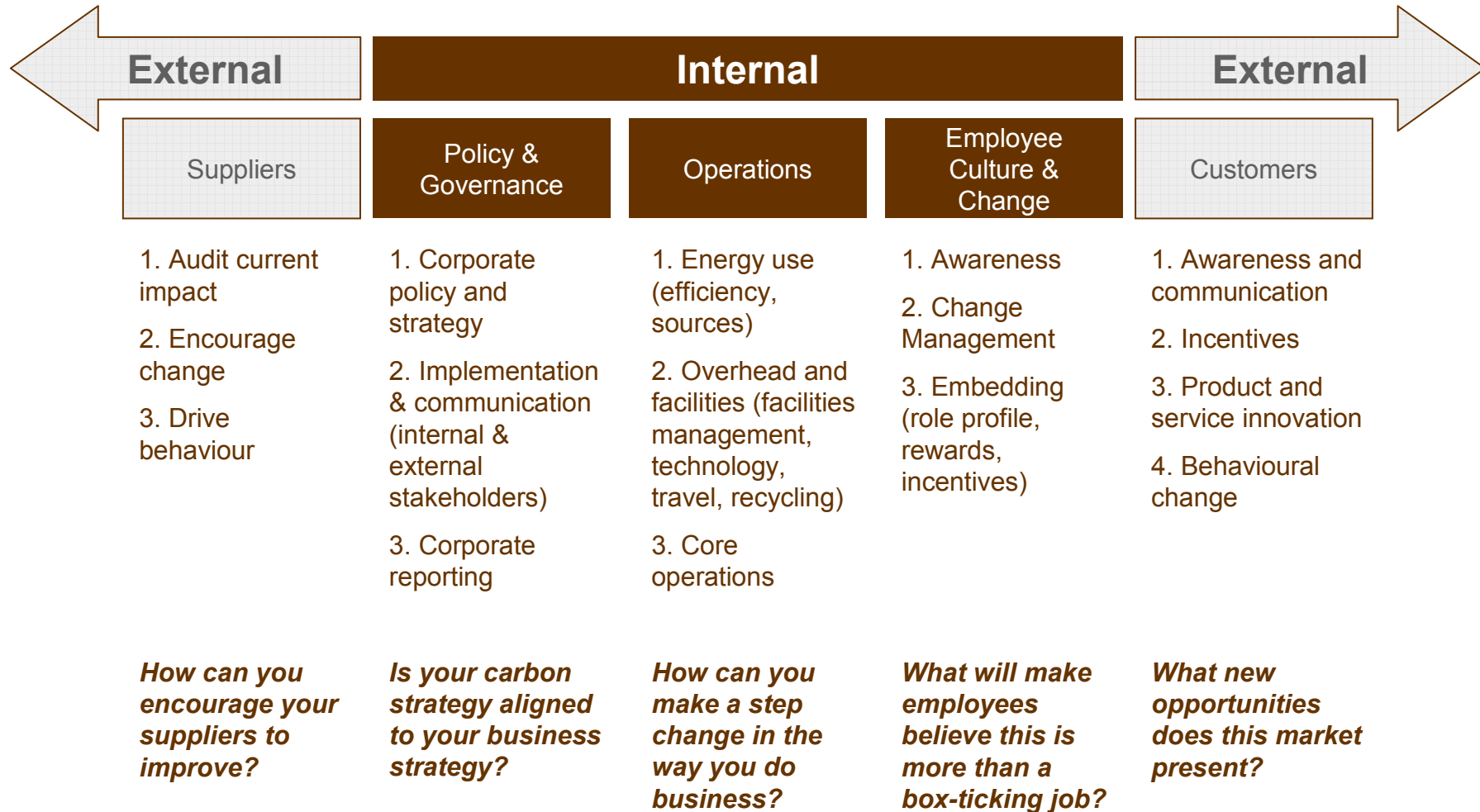
The aim is to be a low carbon organisation



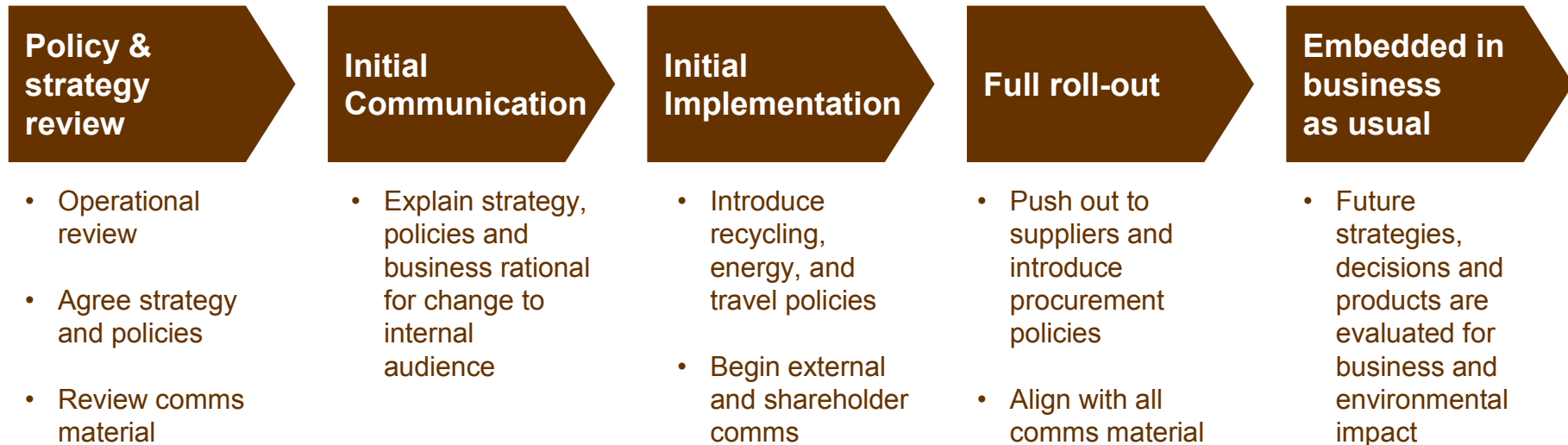
- A low carbon strategy is an approach to business
- It needs to be embedded in everything an organisation does
 - Energy, Operations, Customers, Suppliers, Products
- Customers, campaigners and competitors will know the organisations who are taking this seriously



A business needs to go on a journey towards 'Total responsibility' in its value chain



Being low carbon is a *journey* and a *source of competitive advantage*, rather than a target or compliance issue



The first step is understand where you are on the journey

The goal is to make this a seamless part of everyday business



The business benefits are clear

Business Savings

- Reducing consumption saves money
- Improving product development, packaging, and purchasing saves money

Brand and reputation

- Improved customer loyalty. Customers are looking for leadership as these issues become mainstream
- Shareholders and investors will increasingly see this as evidence of a well managed company

Increased Sales

- A low carbon economy demands innovation, providing an opportunity to attract new products and customer groups

People

- Staff and stakeholders increasingly look for environmental responsibility as an indicator of a good employer



Firetail can help you develop a low carbon strategy

Low Carbon Strategy Development and Implementation A programme of activities

Review	Market	Innovation	Communications	Culture
<ul style="list-style-type: none">Operational reviewSuppliersProductsTransportEnergy & Efficiency	<ul style="list-style-type: none">Market StudiesCompetitor trackingCase studiesEmerging trends and productsRegulation and legislation	<ul style="list-style-type: none">Review of product setProposition developmentBusiness case and financial modelling	<ul style="list-style-type: none">InternalSupplierCustomersOther Stakeholders	<ul style="list-style-type: none">Senior buy-inAlignment to strategyChange planningEmbed and review

