



# ClimateShift

## Climate Planning Services



### *Why Create a Climate Action Plan?*

A comprehensive and well-designed and climate and sustainability plan is a business strategy, pure and simple. Sustainability focused companies financially outperform their peers in almost every industry by an average of 15%. Here's why.

#### *Cost Savings & Efficiency*

Many of the activities that reduce carbon emissions also cut energy and other costs, so a climate action plan identifies the most cost-effective way for you to operate. Most companies will be able to save 10-30% of facility operating costs through energy efficiency improvements alone. Renewable energy can save energy over the long term, especially as energy costs rise. Improvements in many other activities, such as fleet management and packaging, can also save your company money.

#### *Your Brand & Reputation*

Consumers increasingly demand information about sustainability characteristics of the companies they do business with. This wave of increased public awareness is

at an early state, and it will continue to grow. In addition, sustainability-minded businesses also find that their efforts can attract and retain high-quality employees and improve employee morale. Finally, sustainability oriented companies can also more easily attract investment. A ClimateShift strategy can demonstrate stewardship to the public in clear, concise language, avoid greenwashing claims, and create a better understanding of your environmental performance.

#### *Risk Management*

A successful business strategy needs to consider regulatory and supply chain risk. Climate legislation, public opinion, and future energy prices all present potential risks to your business. Specifically, climate change legislation will require emission reductions from certain sectors. While there is still significant policy uncertainty, greenhouse gas emissions will increasingly be regulated by state, federal, and international policy.

California's Global Warming Solutions Act (AB32) mandates a reduction in greenhouse gases (GHGs) to 1990 levels by 2020 and 80% below 1990 levels by 2050.

A cap and trade program will go into effect in 2012, and early action items are already in the implementation phase.

Federal climate legislation, which largely mimics California's AB32, passed in the House of Representatives and is expected to either be passed in the Senate or implemented by the EPA.

Internationally, the successor to the Kyoto Protocol is currently under discussion and world leaders have agreed to take action to avoid a 1.5 to 2 degree rise in global mean temperature.

These three pieces of legislation require intensive measures in all sectors of society to achieve ambitious reductions in GHGs. All sectors of society will be affected either through (1) increased fossil fuel energy costs, (2) incentives to reduce greenhouse gas emissions and increase energy efficiency, (3) cap-and-trade systems affecting the largest emitters, or (4) the ability to create and sell offsets to regulated entities. Acting sooner rather than later will make it easier to comply with, adjust to, and take advantage of these changes.





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## Our Approach



### *Assess: Inventory*

Greenhouse Gas (GHG) emissions are categorized into three 'scopes' based on World Resources Institute standards that have been adopted by the Climate Registry. The result is a standardized set of protocols to be used in creating verifiable GHG inventories, which should be updated yearly to track changes in operations and measure improvements.

Scope 1 emissions are onsite emissions, usually associated with onsite energy production, the burning of natural gas, or the use of vehicles.

Scope 2 emissions are the associated with purchased energy, usually electricity.

Scope 3 emissions are a broad category that includes all other indirect emissions, such as employee commutes, waste, air travel, and life cycle emissions of purchased goods. Reporting Scope 3 emissions is optional, but these emissions can be a large percentage of your footprint. Understanding your Scope 3 emissions is a crucial step towards corporate stewardship.

### *Design: Create a Climate Action Plan*

With a completed inventory, it is possible to assess how to cost-effectively achieve meaningful reductions. Because emissions result from a diverse set of activities, it is necessary to assess all avenues to achieve reductions and create a meaningful set of metrics to aid in decision-making. Some actions will save money by reducing operations costs, while others will have important environmental or community co-benefits, which are important for enhancing your company's brand and reputation. Other recommended actions will help you mitigate against future impacts of climate change on your business.

A useful Climate Action Plan will be adaptive and guide efficient and effective implementation of emissions reductions strategies to reach targets. Industry leaders, such as Hewlett Packard, Johnson & Johnson, and Nike have taken the lead in corporate Climate Action Planning, while cities around the nation are beginning the process through the umbrella organization ICLEI – Local Governments for Sustainability.

### *Implement: Select and Execute Projects*

With a completed Climate Action Plan and a set of clear metrics, you can understand and compare the costs and benefits of each potential action to reduce emissions. Many actions you will want to implement immediately to save on operating costs or comply with regulations. Some will be a priority to boost staff morale, improve public relations, or market your sustainability commitment. Others will be available for implementation after priority actions have been implemented or when the timing is appropriate.

Most importantly, availability of information creates the avenue for concrete actions to achieve sustainable practices.

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## Services Description



### *Working with EcoShift*

EcoShift assists in all 3 stages of the ClimateShift Approach:

- Assessment
- Design
- Implementation

Specific services include:

*Inventory Assistance* – We help you locate, collect, and analyze data necessary for a complete inventory, including a basic look at Scope 3 emissions.

*Scope 3 Analysis* – When important emissions are identified in the initial inventory, we help conduct in depth analysis to clearly measure Scope 3 emissions categories you select.

*Training & Facilitation* – We train your staff to implement procedures for centralizing information for ongoing reporting. We also facilitate organizational development within your business to decide on realistic meaningful targets and create the organizational structure necessary for adapting climate planning into business strategy.

*Climate Action Plan* – We write a comprehensive business strategy to address your greenhouse gas footprint, the most central piece of the ClimateShift approach. We create decision-metrics for a

series of emissions-cutting projects. Our clear, holistic, and adaptable process results in a decision tool you can use to choose the best options for your organization. For each potential project, we estimate total upfront costs, available financing options and incentives, total cost savings, changes in annual energy consumption, cost per ton of GHG reductions, payback periods, and net present value. We also document any co-benefits, including public visibility, natural resource consumption, health and safety, and air and water emissions. When applicable, we use GIS to map aspects of your climate strategy. You can choose an assessment in a single category, but we recommend addressing the full range of possibilities, including:

- Energy efficiency
- Education & behavior
- Transportation programs
- Renewable energy
- Alternative fuels
- Offsets

*Implementation Assistance:* Utilizing our broad network of expert providers in energy efficiency, renewable energy, transportation, and offsets we make executing a ClimateShift strategy efficient and cost effective, so implementation is easier for you.

### *What is EcoShift?*

EcoShift firmly believes that environmental stewardship and smart financial strategies go hand in hand. Motivated by a concern for the future of communities, enterprise, and natural resources, we aim to use our technical skills and interdisciplinary training to create real environmental change.

We work to achieve transitions to sustainable practices that are transparent, clearly quantified, marketable, and cost-effective. With a broadly trained team, EcoShift Consulting LLC produces comprehensive sustainability solutions for small and large private enterprises and local governments.

### *Who We Are*

EcoShift consultants are broadly trained in energy policy, engineering, carbon modeling, economics, and lifecycle analysis. Our principals are doctorate-level scientists that teach and conduct research at leading California universities, and our analysts are highly trained specialists within their respective fields.

