


Business and The Low Carbon Challenge

A Personal Perspective

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Overview

- How does climate change act as a business driver?
 - How does a corporation engage?
 - Transformation: risks and opportunities
 - A couple of case studies
 - Barriers to transformation
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Driving Business....?

- Legislative Standards (EuP directive)
 - Customer Demand (EnergyStar)
 - Price Signals (Energy prices)
 - Market-based policy (Cap-and-Trade)
 - Reputational (Carbon Disclosure)
 - Governmental Dialog (IT & EE agenda)
 - Staff/Exec Engagement (Murdoch)
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Corporate Engagement

- Operations
 - Product Disposal
 - Product Usage
 - Supply Chain

 - Government Affairs
 - PR and Marketing
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The Eco-Efficiency Mindset

Continue our existing business in a way which is as environmentally sensitive as economically practical.



“

...environmental issues aren't a fad, climate change isn't just an emergency; like globalisation it is a force that will shape and reshape the business landscape for decades to come.

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Thomas A. Stewart,

Editor of the Harvard Business Review

Sustainable Transformation (or Disruption...)

What if Climate Change acts as
a significantly stronger
business driver?



Risk and Opportunity

Risk:

Will existing business models need to adapt, evolve, or maybe simply die?

Opportunity:

What new markets will open up? What new products and services could address them?

The Laptop Business



Key factors:

- Pattern of Usage
- Embodied Energy

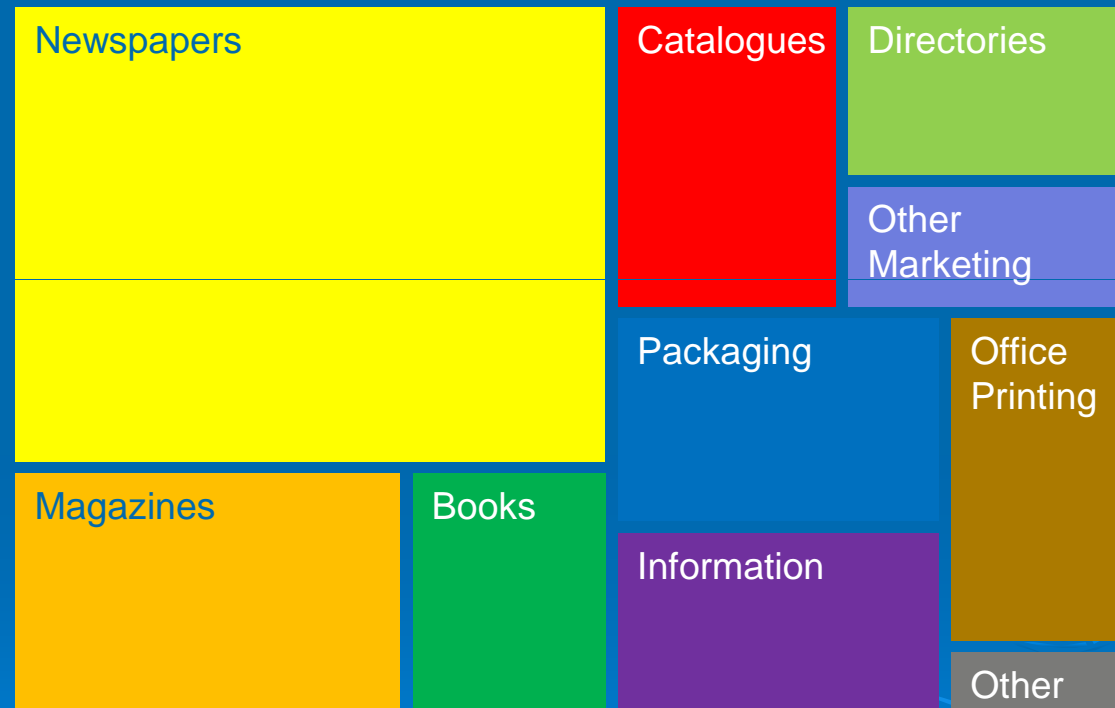
Commercial Print

Paper: 53 Trillion A4 Pages World Wide in 2010

- 1.4 million pages per second


- Many sectors are wasteful:

- Newspapers < 20% unsold
- Magazines < 50% unsold
- Books < 30% unsold




- At least 40 million tonnes of unnecessary GHG emissions by Newspapers, Magazines and Books alone. **1.3 tonnes per second**

Barriers

- Drivers are not strong enough (and not expected to become so.)
 - “Gut” conservatism
 - Defensiveness wrt Business Models
 - Lock-in
 - Up-front capital investment costs
 - Further Lock-in
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Ways Forward?

- Science-based leadership
 - Clear policy framework for the long term
 - Assessment of which sectors can evolve, and which will be required to transform
 - Proactive investment in transformative infrastructure, and support for affected sectors.
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climate futures

responses to climate change in 2030

www.forumforthefuture.org

