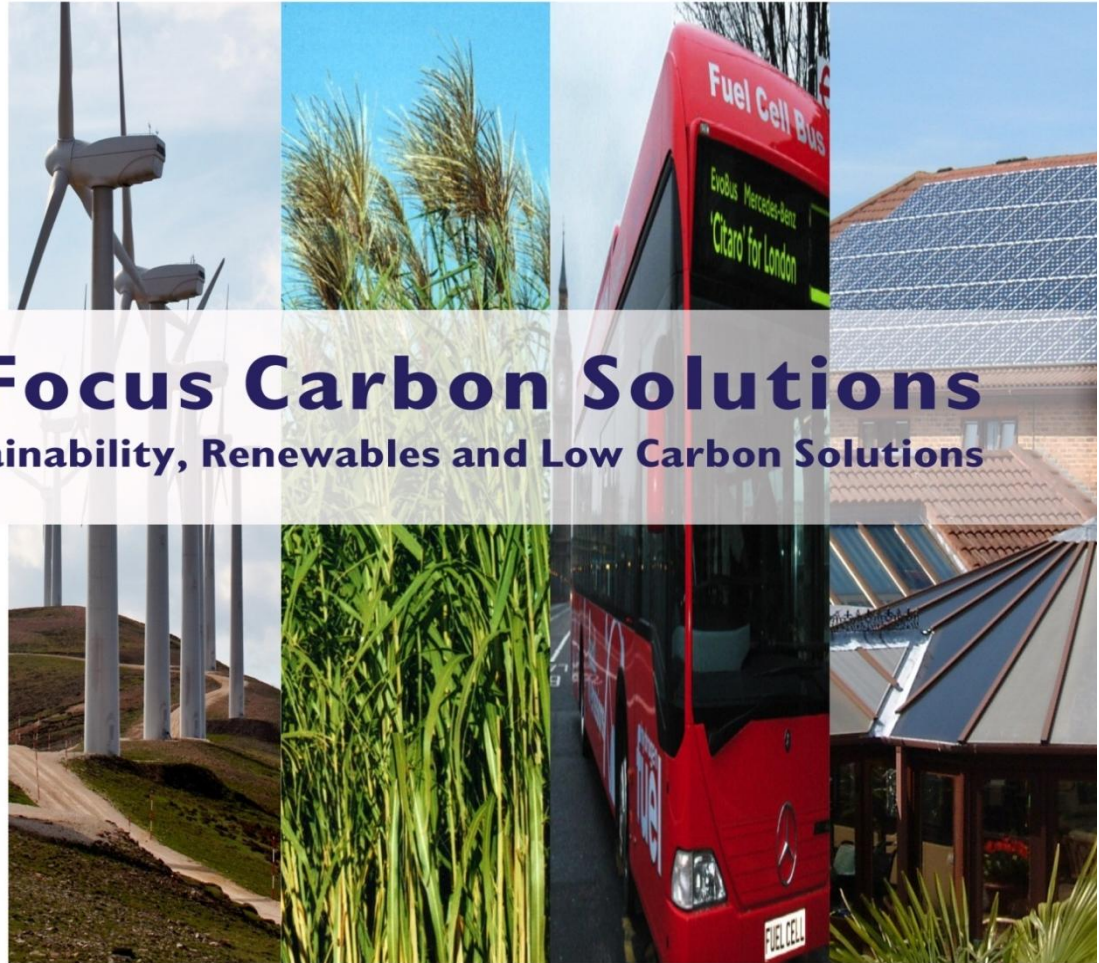


Strategic LZC Market Planning



Business Focus Carbon Solutions

Consultancy in Sustainability, Renewables and Low Carbon Solutions



Planet is Running out of Atmosphere



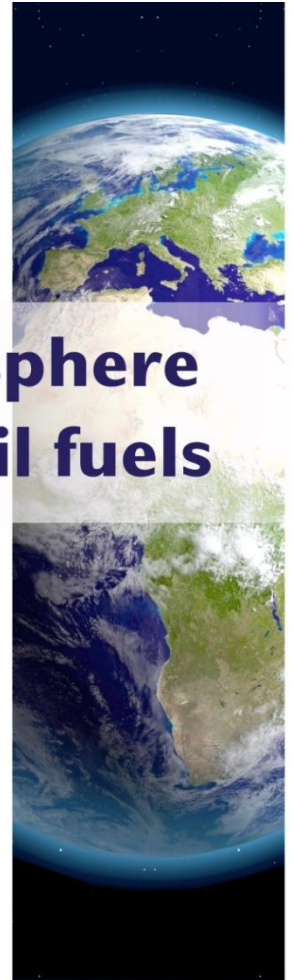
Each year human activity contributes some 25+bn tonnes of CO₂ and other active greenhouse gases directly into the atmosphere, each person in the developed world has a typical carbon footprint between 10 to 20 tonnes.

Our planet is running out of atmosphere faster than it's running out of fossil fuels



CO₂ has increased in the atmosphere from 280 parts per million (ppm) pre-industrial revolution to around 370ppm in 2007. If present trends continue levels are predicted to exceed 700ppm which could lead to further global warming, damage to fragile eco-systems, and more frequent severe weather events, and a major impact on the world economy, quantified in the Stern Report.

The challenge is to stabilise and then reduce CO₂ levels to prevent the most damaging aspects of climate change at around 500 ppm, against a background of rapid global population and economic growth.



Now is the Time to Beyond Compliance



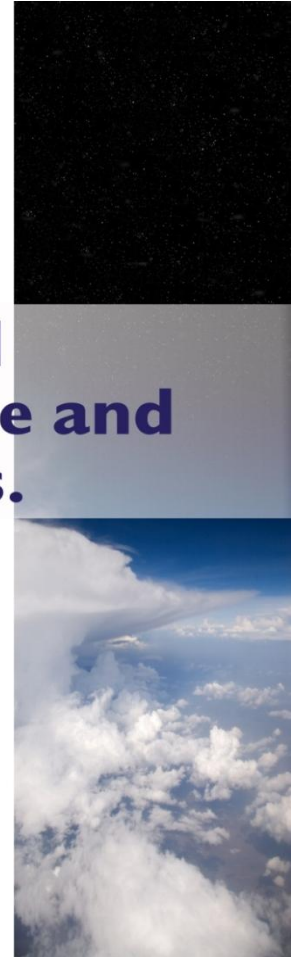
The 2003 Royal Society Report on Environmental Pollution concluded that stabilisation would only be possible if the current level of global carbon footprints were reduced by 60% up to 2050 followed by a further 80% reduction leading up to 2100, this is not business as usual.

Now is time for all nations and individuals to go beyond compliance and reduce their carbon footprints.



BFC understand a range of solutions that break through the conventional paradigm that low carbon solutions and economic growth are at best mutually exclusive objectives, dominated by a world of regulation and the ever increasing cost of compliance.

The Stern Report has quantified the opportunity and the size of the prize for enlightened organisations of more than £257bn by 2050 for low carbon products and services



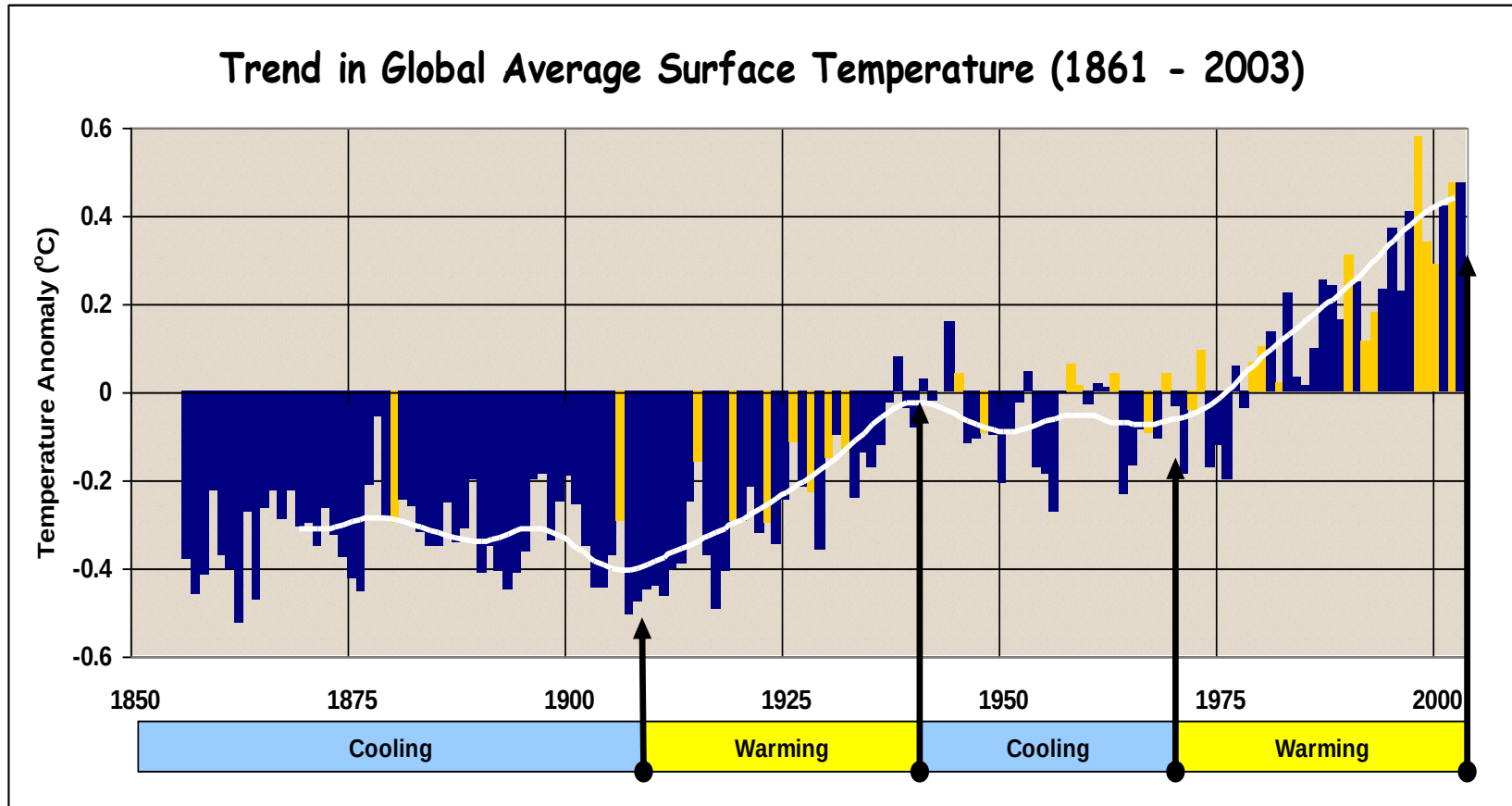
It Is Not The Strongest That Survive



**“It is not the strongest of the species that survive,
nor the most intelligent, but the one most
responsive to change”**

Charles Darwin 1809 - 1882

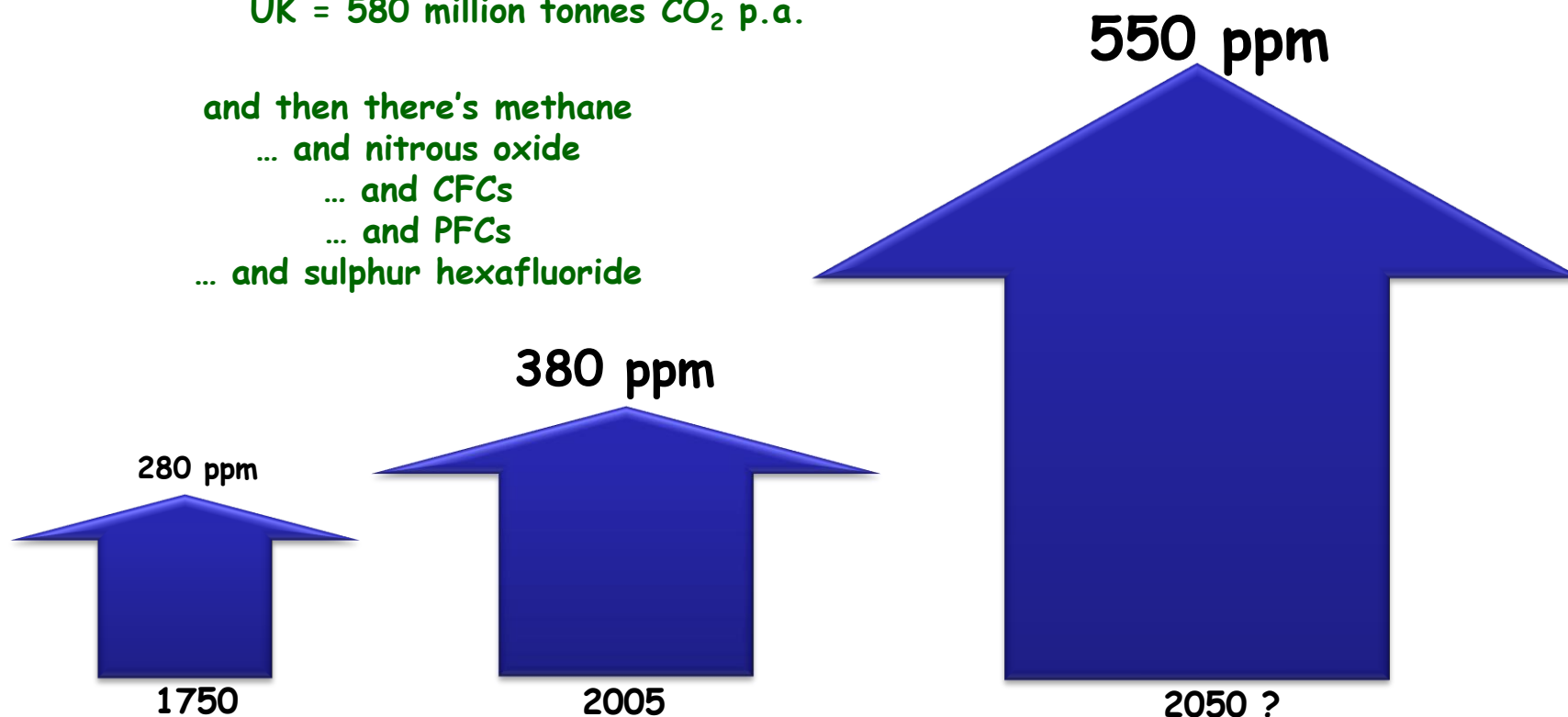
Average Temperatures are Increasing



GHG Levels are Steadily Rising

Global = 30 billion tonnes CO₂ p.a.
UK = 580 million tonnes CO₂ p.a.

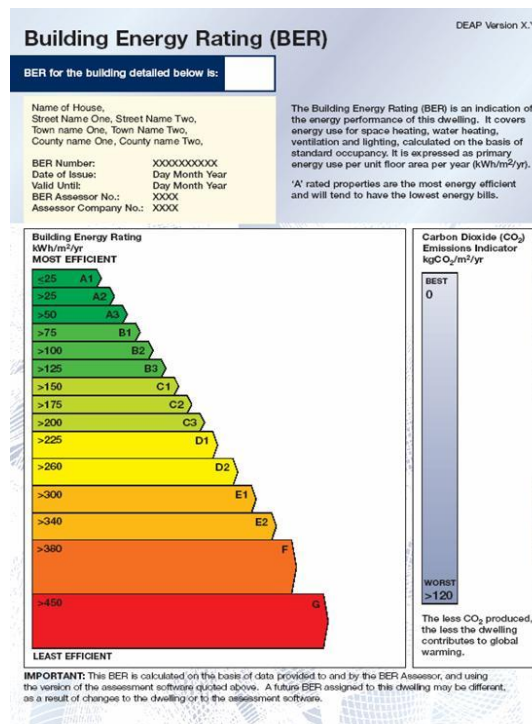
and then there's methane
... and nitrous oxide
... and CFCs
... and PFCs
... and sulphur hexafluoride



Buildings are in the Front Line



50% CO2 emissions from buildings



GHG Reduction Targets Increasing



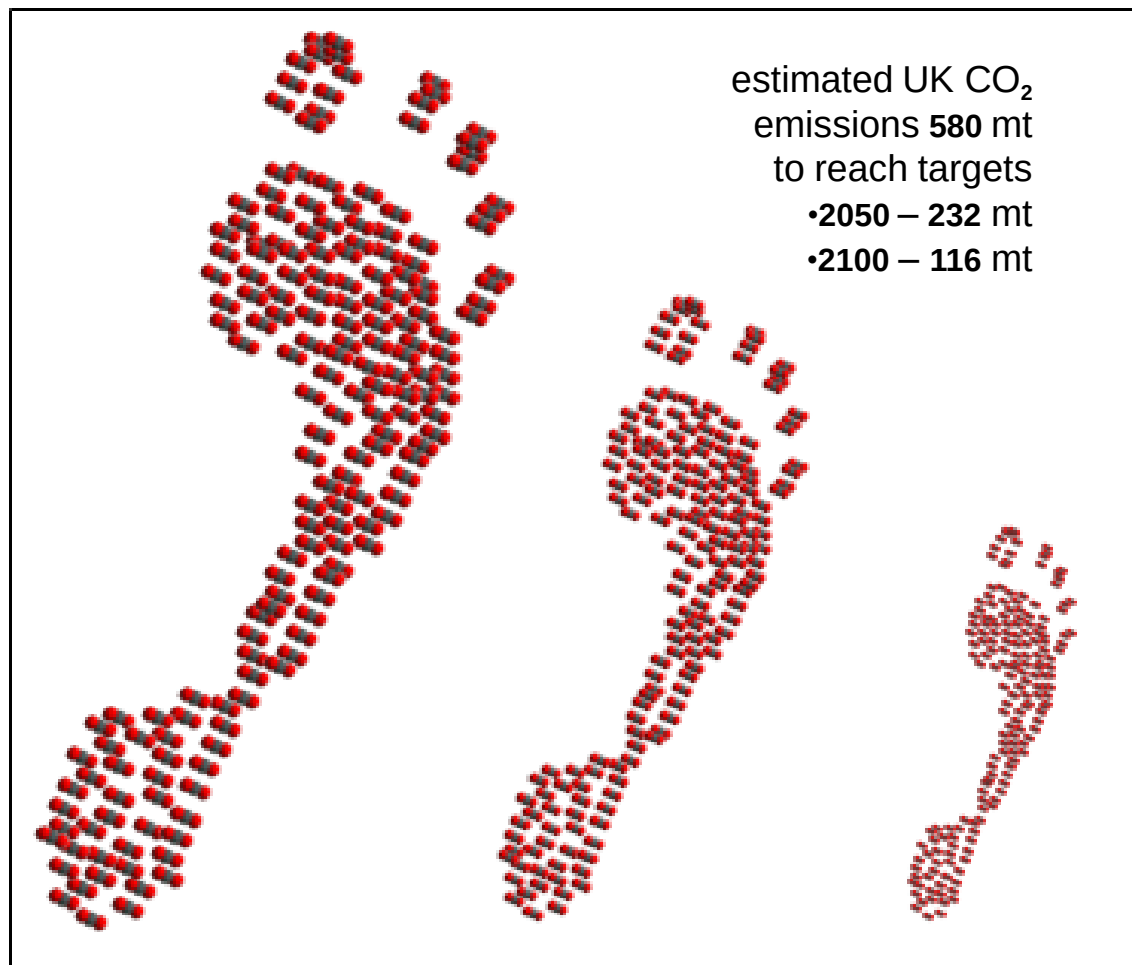
To prevent dangerous climate change, emissions need to drop below 1990 levels within a few decades and continue to decrease steadily thereafter



UK Government Targets
20% reduction in CO₂
below 1990 levels by 2010

60-80% reduction in emissions
below 1990 levels by 2050
This is not business as usual

The Size of the UK Challenge

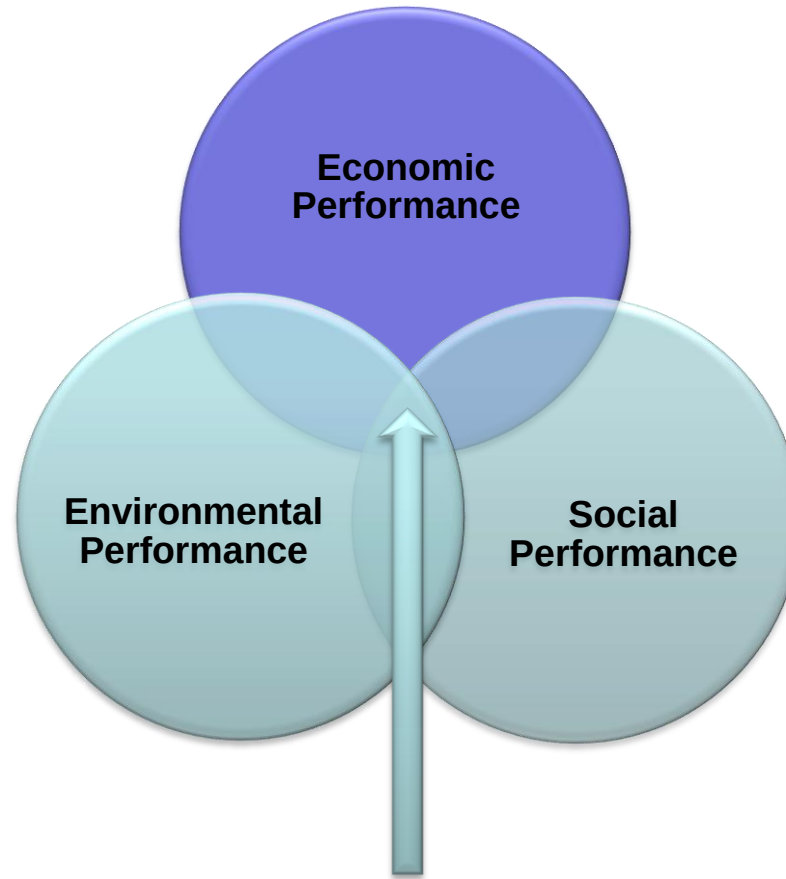


- To develop a sustainable world class marketing plan in a low carbon economy
 - To develop key processes for defining and managing a low carbon customer offer and a sustainable business model
- Always remember “A sustainable business is a profitable business”

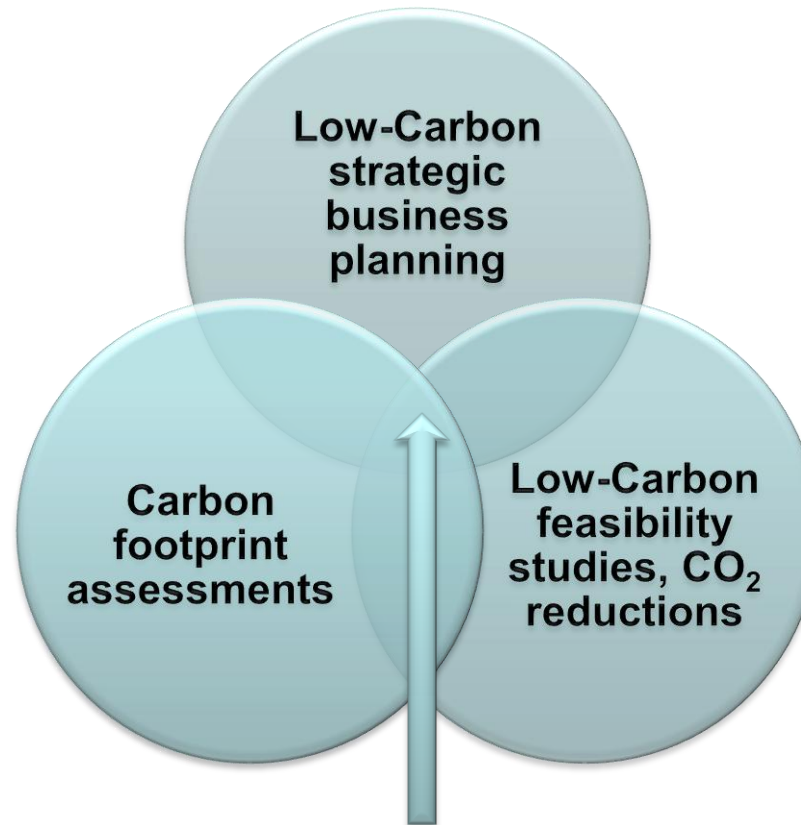
Contact BFC For Details of the Complete Strategic LZC Marketing Planning Programme

Triple Bottom Line Sustainability

Sustainability



Deriving Competitive Advantage



Competitive advantage,
added triple-line value