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& ASSOCIATES (EUROPE) LTD



Effective Business Response – the role of Management Systems

Andrew Harrop
Director



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Carbon and climate change – the current fad?



- The case for addressing climate change has been made
 - Global drivers – Kyoto, IPCC, UNFCCC
 - UK Government policy/Stern Report
 - All parties have climate change policy
 - Carbon trading and energy taxation
- Dangers of over-exposure – leading to “fadism”?
 - Media obsession – will it last?
 - A glut of climate change conferences!
 - Corporate culture – will it be an enduring concern?
 - Past initiatives – TQM, BPR, etc
- The business response must be reasoned and measured – not driven by headlines

Factors influencing corporate strategy



- ❖ Can the business community rely on government to establish effective drivers?
- ❖ Stakeholder concerns become embedded in organisational strategy
 - Worker welfare
 - Ozone depletion
 - Ethical trading
 - Genetically modified organisms
 - Sustainable development
 - Carbon accountability
- ❖ How do organisations respond?
- ❖ We've been here before

Carbon management and sustainability management



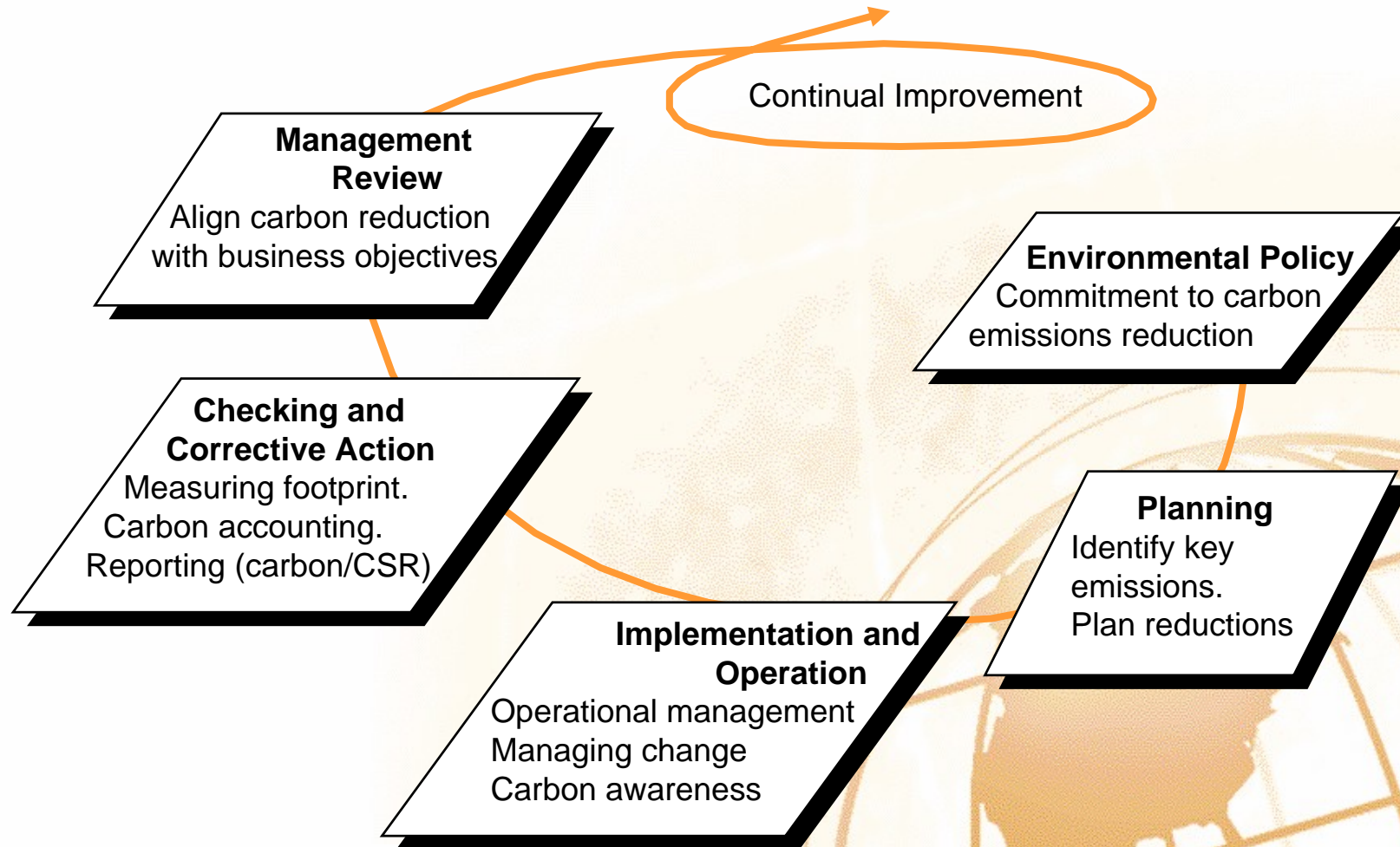
- ❖ Organisations have decades of experience of engagement with environmental and sustainable development issues
 - Business objectives – strategic direction
 - Developing management systems and improvement programmes
 - Measuring and reporting on performance
- ❖ Reducing carbon emissions may involve tough choices, as with any environmental initiative unrelated to legal compliance – but!
 - CO₂ reduction = less energy = financial case

EMS – we've been here before



- ❖ Many organisations have the tools for carbon management
 - Focus the EMS on carbon management
 - Data collection systems
 - Internal checking and reporting processes
 - Mandatory participation for some in emissions trading, with prescribed processes for data collection and verification
- ❖ Important for the service sector, as buildings utilities consumption and travel are the two key aspects
- ❖ Where are the standards for voluntary emissions measuring and reduction?
 - Carbon Trust standard for product footprint

Utilising your EMS for carbon management



Business efficiency versus energy efficiency



- ❖ Danger of:
 - multi-management system approach
 - Duplicated responsibility
 - Marketing-driven
- ❖ Rational business case, not bandwagon
- ❖ Use existing, proven tools
- ❖ A properly-implemented EMS can deliver business commitments for tackling climate change