

# Implementing a Corporate Carbon Management Programme

NEW

**Date** : 3 March 2010

**Time** : 9.00 am to 5.00 pm

**Venue** : Zero Energy Building  
BCA Academy  
200 Braddell Road  
Singapore 579700

Scientists have declared that global greenhouse gas (GHG) emissions need to be reduced by 80% by mid-century to stabilise the climate at a level which will allow our economies to develop sustainably. Since 2005, the United Nation's Kyoto Protocol has set the scene for global greenhouse gas reductions. The Copenhagen Accord (signed in December 2009) succeeds the Kyoto Protocol post 2012, and while it is not long on detail, it is clear on the intent of the international community to develop financing mechanisms to reduce global GHG emissions and the impacts of climate change.

Singapore has a strategy to become Asia's hub for carbon trading – an industry valued at \$120 billion last year – which is set to grow substantially when the provisions of the Copenhagen Accord are translated into carbon taxes, cap and trade schemes, and direct regulation to control emissions – with some estimating it to reach \$1 trillion within 5 years.

Similarly, many companies based in the Asia-Pacific region sit within the supply chains of large European and US companies and are increasingly aware of the business benefits of reducing their own carbon footprints through the purchase of carbon credits.

Within this context, there is increasing pressure for businesses to really understand and reduce their carbon footprint whilst growing profits. This workshop will provide delegates with a detailed understanding of the elements they need to consider when implementing an offset-based carbon management programme.

## Overview

- Explain the science and consequences of climate change
- Discuss the Singapore government's climate change strategy and the implications for business
- Explain how to implement a carbon management strategy for competitive advantage
- Provide advice on identifying opportunities to participate in the CDM market
- Share knowledge with other companies on carbon management best practice

## Target Audience

This seminar will be valuable for senior executives responsible for their company's carbon management strategy including:

- Corporate Social Responsibility Manager
- Engineers
- Facilities Management Manager / Operation Manager
- Finance Manager
- Managing Manager
- Marketing Manager

## Programme Outline

### Science and Politics of Climate Change

- Update on the science of climate change
- Economics of mitigating climate change
- Overview of global climate change policies
- Outcomes of COP 15 and the impact on business

### Measuring and Reporting Your Carbon Footprint

- Reasons for measuring corporate carbon emissions
- Range and comparison of assessment standards
- Defining boundaries of a greenhouse gas assessment
- Principles of best practice carbon reporting
- Addressing challenges in the assessment process

### Setting a Carbon Management Strategy

- Business drivers for implementing a carbon management programme
- Setting GHG emissions reduction targets
- Prioritizing internal and external reductions
- Key stages of a carbon management process
- Defining a company's carbon exposure
- Assessing carbon controls within an organisation

### Selecting a Carbon Offset Portfolio

- Commercial benefits of carbon offsetting
- Role of offsetting within a broader carbon management strategy
- Considerations for choosing a carbon credit portfolio
- Overview of the different types of carbon credits
- Understanding due diligence, contracting and delivery of carbon credits

### Communicating Carbon Management

- Why communicate?
- Evaluating risks and opportunities
- Identifying and understanding different stakeholder groups
- Principles of effective carbon management messaging
- Driving value from a carbon management communications strategy

### Carbon Management Solution - A Practical Overview

- How to measure, manage and mitigate your carbon risks
  - Keep it simple - case studies
  - Data entry, integrity and auditability
- Implementing your carbon strategy
  - Setting targets
  - Quantifying abatement opportunities
  - Selecting offset portfolio

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## About SEAS

Since 2001 the predecessor of SEAS, Industry Committee for Energy Efficiency (ICEE) a part of Singapore Association for Environmental, Occupational Health and Safety Companies (SAFEco) has been conducting seminars, workshops and conferences in the area of energy efficiency and management. ICEE/SAFEco was the first organization to launch the Specialist Diploma in Energy Efficiency in conjunction with Singapore Polytechnic.

Today, SEAS is specializing in running trainings, courses and conferences only in the area of sustainable energy i.e. energy efficiency and management, renewable energy, carbon trading as well as funding and financing of clean energy projects. SEAS aims to be the one stop, information and training provider, in the area of sustainable energy. Our trainers and lectures are not only highly qualified academic professionals but also industry specialists and professionals that are successful and sought after practitioners in the area of Sustainable Energy. Majority of Key Qualified Personnels and Accredited Energy Services Companies are members of SEAS. They have, as a group successfully executed a multitude of energy projects with varying complexities which demands both locally and regionally.

## About the Trainer

**Jonathan Shopley** has been with The CarbonNeutral Company since 2001; first as CEO and later as Managing Director, responsible for the Company's contribution to international policy developments on climate change and standards for carbon trading and carbon offsetting. Since joining the company he has worked with some of the world's most recognised brands to develop their carbon management programmes including: BskyB, Avis Europe, Scandinavian Airlines and City Developments. With over last ten years experience in the climate change arena, Jonathan has become a respected speaker on carbon management and sustainable development with speaking engagements including The Dutch Government's Ministries for Economic Affairs and Environment International Conference on Environmental Technologies (1998, The Hague); United Nations World Summit for Sustainable Development (2002, Johannesburg); UNEP (Paris, 2002); The Conference Board (2006, New York City); Point Carbon (2006, Copenhagen); GreenPower Conference (2007, San Francisco); International Parliamentary Conference on Climate Change (2007, London); Business for Social Responsibility (2008, New York City); Carbon TradEx (2009, Washington DC); GreenBuild (2009, Phoenix) and COP 15 Business Forum (2009, Copenhagen).

Before joining The CarbonNeutral Company he held the positions of Managing Director and Vice President in Arthur D. Little, the technology and management consulting company. Jonathan is Co-Chair of The International Carbon Reduction and Offset Alliance (ICROA), which provides leadership and a unified voice advocating rigorous industry standards in the voluntary carbon market.

He holds Civil Engineering and Environmental Science degrees from the University of Cape Town, and an MBA from the London Business School.

### Implementing a Corporate Carbon Management Programme

Date: 3 March 2010, Time: 9.00am – 5.00pm, Zero Energy Building, BCA Academy

### Registration Form

- Yes! I would like to register for this programme.  
 I am unable to attend but please put me on your mailing list.

	Early Bird (Registration with payment made on/before 2 Feb 10)	Normal Fee (Closing date: 10 Feb 10)	Group Fee (Closing date: 10 Feb 10)	No. of Delegates	Fees Payable
<input type="checkbox"/> SEAS Member	S\$250	S\$350	-		
<input type="checkbox"/> Non Member	S\$350	S\$500	S\$300		
			<b>Total</b>		

- \* Fees include refreshments, lunch and programme collateral.
- \* **Enjoy group discount for 4** or more delegates registered at the same time from the same organization and same billing source.
- \* Only one type of discount scheme is applicable at any one time.
- \* Please print and complete additional sheets where necessary.
- \* **Important:** Walk-in delegates will only be admitted on the basis of space availability and with full payment made on site.

#### Participant's Details

- 1 Name (\*Dr/Mr/Mrs/Ms): ..... Designation: .....  
 HP No: ..... Email: ..... PEB
- 2 Name (\*Dr/Mr/Mrs/Ms): ..... Designation: .....  
 HP No: ..... Email: ..... PEB
- 3 Name (\*Dr/Mr/Mrs/Ms): ..... Designation: .....  
 HP No: ..... Email: ..... PEB

\*Please delete accordingly

#### Organization's Details

Company Name: .....

Company Address: .....

..... Postal: .....

Contact Person's Name : (\*Dr/Mr/Mrs/Ms) .....

Tel: ..... Fax: .....

Email: .....

### Administrative Information

#### Registration and Payment

Please complete the enclosed registration form and forward it together with your cheque at **least 7 days** before the commencement of the programme to

**Sustainable Energy  
Association of Singapore**  
**2 Bukit Merah Central**  
**#18-02, Spring Building Singapore**  
**Singapore 159835**

Crossed cheque should be made payable to  
**"Sustainable Energy  
Association of Singapore"**  
 Applications will close on **10 Feb 2010**.

#### Cancellation

SEAS reserves the right to change programme venue, cancel or reschedule the programme if necessary or warranted by circumstances beyond our control.

There will be no refund of fees for withdrawal. However, if the registration participant is unable to attend, a representative may be allowed to attend at no extra cost. Please inform us of the changes by fax or via email 3 days before the commencement of the programme.

#### Confirmation of Registration

Confirmation of registration will be given 5 working days before the commencement date via email. Registration is confirmed only upon receipt of payment.

If you do not hear from us  
**Please contact Ms Joann Ng at: 63388578**  
**Email: training@seas.org.sg**  
**Fax your registration form to 62764257**