



Conservis

SUSTAINABILITY

ECO-COMPLIANCE

GREEN BUILD

Making **GREEN** Work for Business™

The Business of Carbon

Illinois Sustainable Technology Center
Greenhouse Gas
and Sustainability Symposium
Champaign, IL
October 28, 2009

Eric Jackson
Senior Carbon Expert
Environmental Change Institute
University of Illinois





CARBON IS THE 'MARKER' FOR ALL FOSSIL ENERGY INPUTS

ALL GHGs ARE NORMALIZED TO A 'CO2 EQUIVALENT'
FOR CONSISTENCY OF CALCULATING AND REPORTING

MANAGING CARBON MEANS MANAGING ENERGY AND COSTS

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WHO SAYS CARBON IS IMPORTANT?

SECURITIES AND EXCHANGE COMMISSION
FEDERAL TRADE COMMISSION
ENVIRONMENTAL PROTECTION AGENCY
DOW JONES SUSTAINABILITY INDEX
INVESTOR NETWORK ON CLIMATE RISK

...and WALMART

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5 BUSINESS REASONS TO MEASURE AND MANAGE CARBON

- Manage Business Risk
- Develop Sustainable Brand Identity
- Customer Demands
- Business Performance Specifications
- Current and Future Regulations

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Shell	Alcoa
BP	Caterpillar
Conoco Phillips	Deere & Co
Ford	Duke Energy
GM	NRG Energy, Inc
Chrysler	Siemens
GE	Xerox
Dupont	Dow Chemical
PGE	

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INVESTOR INITIATIVES



A CME/Chicago Board of Trade/NYMEX Company



Investor Network on CLIMATE RISK



IFC

International Finance Corporation

World Bank Group



Dow Jones Sustainability Indexes



NYMEX

NEW YORK MERCANTILE EXCHANGE



Chicago Climate Exchange

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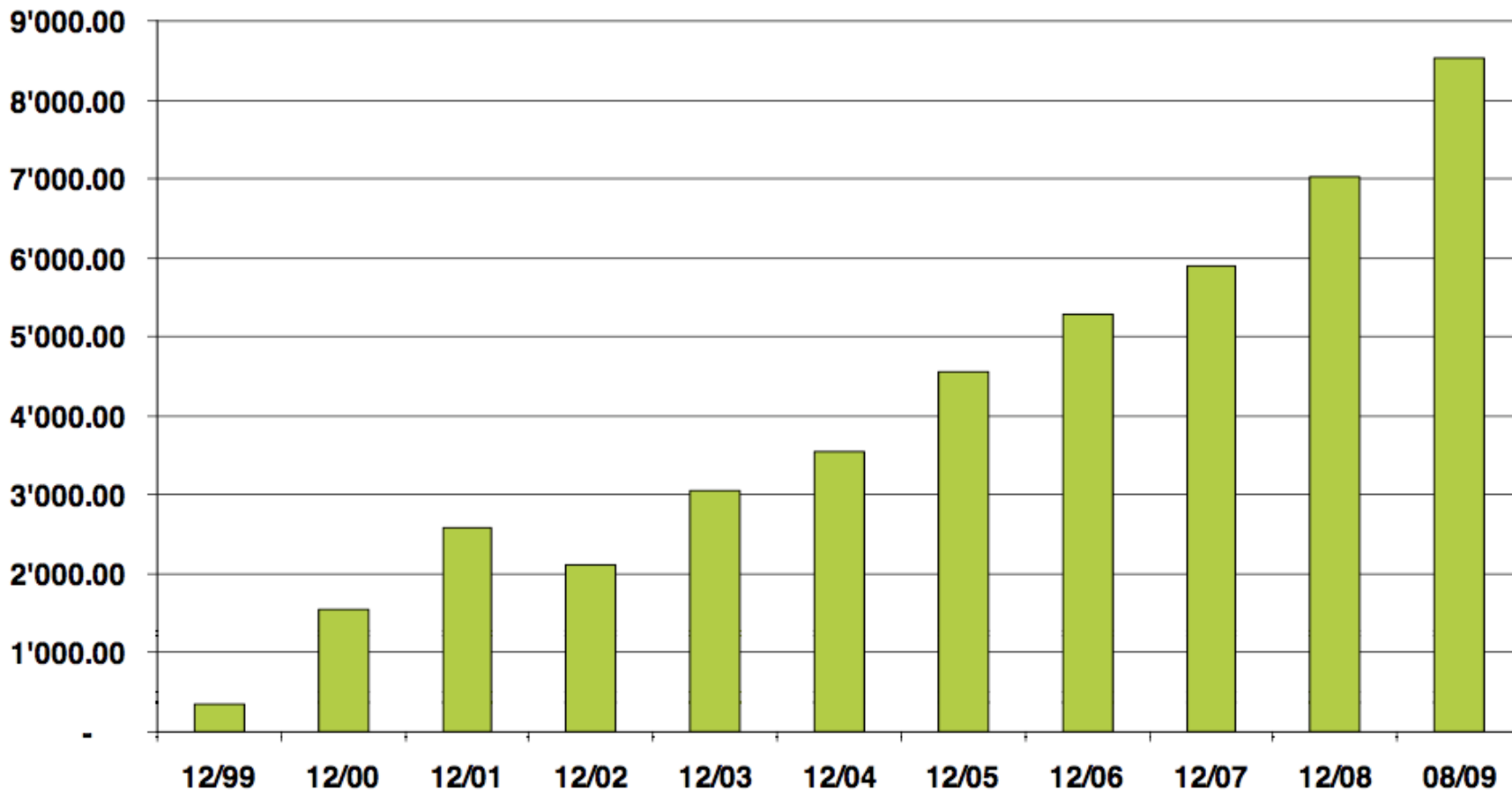
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DOW JONES SUSTAINABILITY INDEX

Assets based on DJSI (in million USD)



Dow Jones
Sustainability Indexes



Making GREEN Work for Business™



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S & P 500

66% OF THE S & P 500
REPORT THEIR GREENHOUSE GAS EMISSIONS
THROUGH THE CARBON DISCLOSURE PROJECT

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INCR



INCR is a \$7 Trillion network of investors
That promotes better understanding of the financial
Risks and Opportunities posed by climate change

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5000+ CORPORATE INITIATIVES

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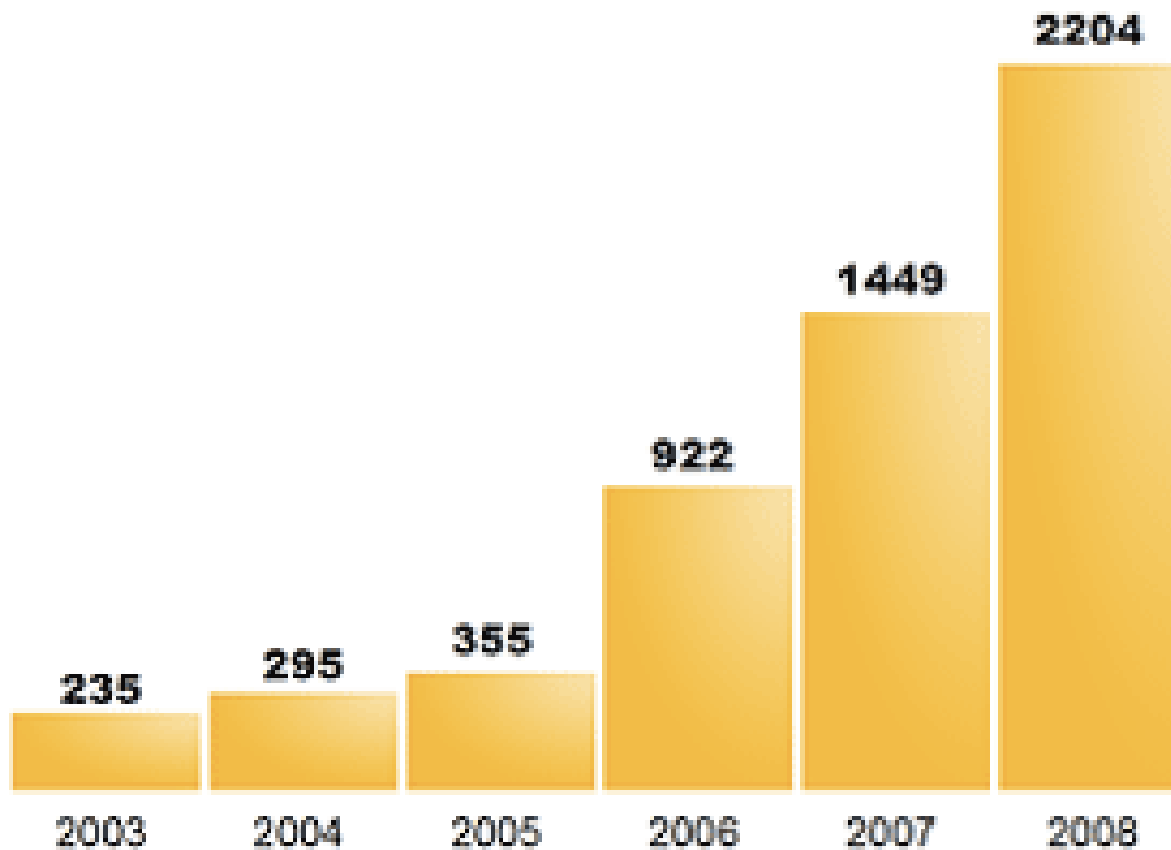


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Number of responding companies



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349 COMPANIES AS OF OCTOBER 20, 2009

MEMBERS BY SECTOR

- [Building & Materials](#)
- [Consulting](#)
- [Defense](#)
- [Education](#)
- [Electric Power](#)
- [Electric Power & Water](#)
- [Federal Government](#)
- [Food/Beverage](#)
- [Government - Special District](#)
- [Healthcare](#)
- [Local Government](#)
- [Manufacturing](#)
- [Metals](#)
- [Mining](#)
- [Nonprofit](#)
- [Oil & Gas](#)
- [Printing](#)
- [Professional Services](#)
- [Public Utilities](#)
- [Retail](#)
- [Solid Waste and Recycling](#)
- [State Government](#)
- [Technology](#)
- [Telecommunications](#)
- [Transportation](#)
- [Travel/Leisure](#)

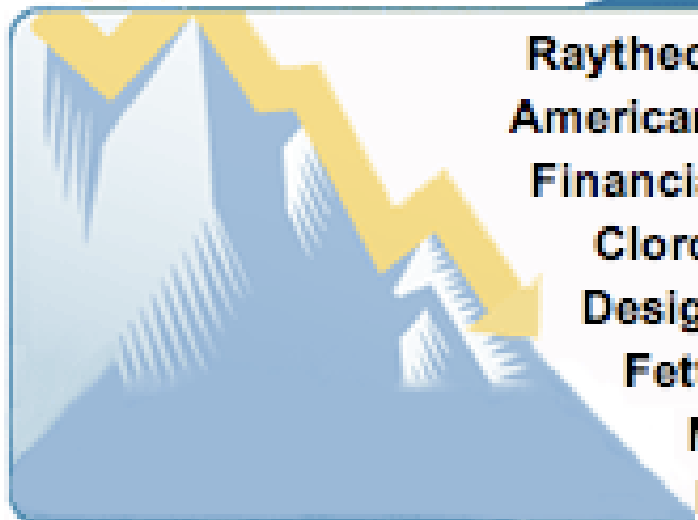
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175 PARTNERS AS OF SEPTEMBER, 2009

EPA Applauds

Goal Setters



- Raytheon Co. • Sun Microsystems Inc.
- American Packaging Corp. • Capital One Financial Corporation • Caterpillar Inc.
- Clorox • CSX Transportation Inc.
- Design Continuum • Novelis Corp.
- FetterGroup • Genzyme Corp.
- Mack Trucks Inc. • Nortel
- Ecolab Inc. • Pfizer Inc.

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ALL OF THESE CONCEPTS HAVE A CARBON COMPONENT

CORPORATE SOCIAL RESPONSIBILITY

SOCIALLY RESPONSIBLE INVESTING

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE INDEX



GHG Accounting & Reporting Principles

Relevant
Comprehensive
Consistent
Transparent
Accurate



WALMART SUSTAINABLE PRODUCT INDEX

Energy and Climate: Reducing Energy Costs and Greenhouse Gas Emissions

1. Have you measured your corporate greenhouse gas emissions?
2. Have you opted to report your greenhouse gas emissions to the Carbon Disclosure Project (CDP)?
3. What is your total annual greenhouse gas emissions reported in the most recent year measured?
4. Have you set publicly available greenhouse gas reduction targets? If yes, what are those targets?

AFFECTS > 100,000 SUPPLIERS

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CARBON MANAGEMENT
HAS BECOME THE MOST PREVALENT
GOOD BUSINESS PRACTICE

IGNORE IT AT YOUR OWN RISK



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