



## Climate Strategy Services

**The climate challenge and opportunity:** Companies of all sizes are seeking proactive, cost-effective strategies to reduce their climate impacts and risks. Some are going “carbon-neutral” by reducing their energy consumption and offsetting greenhouse gas emissions, while others are making more incremental improvements to their business.

**Your company:** In addition to helping the environment, taking action to reduce your company’s carbon footprint can generate significant goodwill and public relations benefits, especially for first movers in an industry. Strategic climate management can also cut operating costs, create new sales opportunities and position your company for advantage under pending climate regulations. California Environmental Associates (CEA) can help you achieve these benefits.

**CEA’s approach:** Our first step is to work with your company to assess the current climate impact of priority operations and products by calculating a greenhouse gas (GHG) emissions inventory.

Next, we identify cost-effective ways to reduce GHG emissions by improving energy efficiency or using renewable energy. Such actions are critical to minimizing your program costs, establishing credibility and gaining stakeholder buy-in.

Remaining GHG emissions may then be offset with a strategic portfolio of credible, high-quality “carbon offsets” based on sound science and competitive benchmarking.

Finally, we provide third party validation to verify results and help communicate benefits to your customers, employees, shareholders and regulators.

Your company can select the combination of services that best suits your needs, allowing you to act on the climate challenge and opportunity with minimum effort, risk and expense.

### Implementing a Strategy:

#### CEA Services Provided

- 1) Calculate GHG baseline inventory:** Understand current climate impacts of relevant operations or products
- 2) Identify cost-effective GHG reductions:** Evaluate savings from energy efficiency and renewable energy opportunities
- 3) Design solid GHG offset strategy:** Select high-benefit offsets based on sound science and market intelligence
- 4) Verify and communicate benefits:** Expand strategy, verify program results, and communicate benefits to stakeholders

### California Environmental Associates

Since 1984, CEA has provided businesses, philanthropists and public institutions with environmental management, regulatory compliance, and sustainable business solutions. Our California base provides a direct perspective on the most stringent, fastest-moving climate regulations in the world.

For more information, please call Jeff Cole at (415) 421-4213 x32