



# The Importance of a “Climate Change” Consultant

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The issue of climate change is resonating and is considered to be the most serious threat facing the world today. A growing number of organizations are learning that implementing sustainable business practices isn't just good for the environment—it can also be good for the bottom line. Numerous surveys validate that there is a growing consensus among corporate leaders that taking action on climate change is a responsible business decision. From market shifts to regulatory constraints, climate change poses real risks and opportunities that organizations must begin planning for today, or risk losing ground to more forward-thinking competitors.

"We are playing Russian roulette with features of the planet's atmosphere that will profoundly impact generations to come. How long are we willing to gamble?"

*David Suzuki*

It is important that when an organization is addressing the impacts of climate change and tackling energy and environmental issues, they should be engaging experts that are knowledgeable and conversant with the issues of climate change and sustainability. This expertise is important as organizations build action plans.

There is a new, emerging field of consultants who are leading the charge and working with organizations to develop action plans. This is in direct response to the changing market and the new focus on the “greening” of an organization. Over the last year, there have been increased pressures on organizations to address climate change. Organizations that incorporate climate change into their core business strategies have proven they will be in the best position to take advantage of emerging opportunities and gain competitive advantage in this changing market environment. This type of strategy cannot be an add-on to a business; it must be integrated with a company's core business activities.

A Climate Change Consultant advises on energy issues as well as other climate change and environmental issues such as emissions, waste and water. This goes beyond the traditional role of an energy consultant. Even though energy will be a primary concern for a Climate Change Consultant, it is one of many environmental aspects.

### *Energy Consultant vs. Climate Change Consultant*

#### **Energy Consultant** advises on:

- Energy management software and utility bill payment
- Energy agenda
- Energy conservation measures
- Energy impact
- Energy use
- Energy plan development & implementation

VS.

#### **Climate Change Consultant** advises on:

- GHG management software including measurement and verification
- Setting climate change goals and objectives
- GHG reduction measures
- Environmental impact reduction strategies
- Waste and water use reduction programs
- Climate change plan development and implementation

There is no single "strategy" to address climate change. There are numerous best practices used by different organizations. Each organization will develop a unique approach based on its perception of risks and opportunities, specific targets, available resources, schedules, etc. Each organization has a unique culture and will develop its own management approach to realize climate change risks and opportunities.

A Climate Change Consultant is an integral resource in helping guide an organization through a mine field of information, alternatives, frameworks and decisions to develop a tailor made approach that addresses the organization's unique requirements to tackle climate change.

A Climate Change Consultant will assist and guide an organization by:

- Providing the framework to respond to the "Business of climate change"
- Developing a sustainable agenda to support climate change initiatives
- Advising on regional and federal regulations regarding offset policies
- Enabling the organization to accurately identify, measure, monitor, respond and manage the risks related to energy and climate change
- Assisting with recognizing and switching energy sources away from fossil fuels and towards clean and renewable energy sources
- Identifying programs that will produce cuts in greenhouse gases (GHG) emissions
- Recommending tools and processes for ongoing measurement, verification and reporting
- Assisting the organization with participation in emissions trading programs
- Representing the organization's interests in stakeholder proceedings or developing submissions in sound offset policy
- Avoid the perils of greenwashing
- Sharing experiences in acquiring, developing, delivering, and managing innovative climate change actions that not only reduce the levels of environmental emissions but also address the bottom line.

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## **The Importance of a Climate Change Consultant**

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Firms that will prosper in a climate-changed landscape will be those that are early to recognize the importance and inexorability of climate change; foresee at least some of the implications for their industry; and take appropriate steps, including:

- Inculcating a constructive culture of adaptation to a changing economic landscape.
- Encouraging employees to embrace change, and equipping them to do so.
- Undertaking the requisite research and development.
- Translating this R&D into appropriate investment in physical and human capital.

*Source: Dr. John Llewellyn, Senior Economic Policy Advisor for Europe, January 23, 2007 Lehman Brothers Presentation*

### **About e3 Solutions Inc.**

There's no question about it—thriving in the 21st century will depend on the ability to track, manage and report on climate, environmental, carbon and GHG-related risks with speed and precision. Designed to support the demanding Corporate Social Responsibility (CSR) programs of Fortune 1000 companies, e3's industry-leading software and services helps top organizations across North America measure, monitor and verify their environmental and carbon footprints.

Through an integrated suite of applications and supportive tools, e3 Solutions offers the most effective enterprise carbon management software system available anywhere in the world. Sophisticated environmental information management and incident management solutions round out our offerings.

Linking the utility room to the boardroom, e3's Enterprise Carbon Management software delivers the comprehensive greenhouse gas monitoring, management and reporting capabilities today's organizations need.

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Additional information about Direct Energy Consulting is available at [www.e3solutionsinc.com](http://www.e3solutionsinc.com)