

# Carbon Footprint

Measuring & reducing your carbon footprint

- \* Carbon Footprint Outline
- \* Carbon Measurement & Metrics Tools
- \* Industry Benchmark Goals
- \* ROI of Carbon Reduction
- \* Systems Based Approach
- \* Entity vs. Product Carbon Footprint



## Webinar Event

**Tuesday, March 17, 2009**

1pm EST

*This program is scheduled for 90 minutes.*

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By evaluating the carbon footprint, small and medium sized businesses are able to build sustainability into their strategic plan. A good carbon reduction strategy will build brand value, lower operational costs and mitigate future regulatory risks.

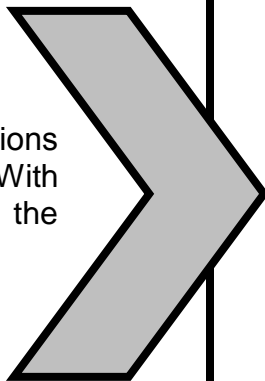
Carbon measurement and management has more to do with optimizing your organizational performance than preparing for future regulations. Today, organizations are finding operational efficiencies through measuring their carbon footprint and demonstrating how carbon reduction positively affects their bottom line.

**Carbon Footprint: Measuring and Reducing Your Carbon Footprint** is designed to give background, current trends and tools necessary to measure your carbon footprint. You will also walk away with clear insight to how you can reduce your carbon footprint and become a more sustainable company.

**Content & Takeaways:**

- Carbon footprint outline
- Tools to specific carbon measurement and reduction
- Benchmark goals for specific industry

There are many aspects of a business's operations where emissions play a critical role in costs. With increasing costs of energy, fuel and disposal, the bottom-line effects are growing annually.



**Critical Measurement Areas**

- Supply Chain
- Life-Cycle Assessment
- Travel & Commute
- Non-Renewable Energy
- CO<sub>2</sub> Equivalents
- Waste
- Recyclables
- Carbon Offsets

**Carbon Neutral Customers**

- LOHAS Consumers
- LEED Certified Buildings
- Commercial Buildings
- Green Purchasers
- Retail Box Stores
- Manufacturers
- Colleges & Universities
- Grocery Industry
- IT
- Medical Facilities
- Hospitality
- Government

**Why carbon matters:**

Currently, the carbon market has established a voluntary carbon trade, where credits are bought and sold to offset emissions. Legislation, whether state or federally mandated, is being proposed for mandatory carbon reductions and reporting. This reveals a great opportunity for companies to establish their carbon neutrality, or become carbon negative as an opportunity to sell excess credits.

**About Altamont Group:**

*Altamont Group's purpose is to provide the best online trainings dedicated to sustainable business practices. We work with expert industry leaders with proven track records of success in order to drive organizational change. Our trainings are the product of in-depth research in current trends and best practices.*

*Altamont Group is dedicated to answering the needs of today's companies and organizations. Please contact us with any training, consulting or recruitment requests.*

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**Who Should Attend:**

C-Level Executives  
Strategic Planning  
Facilities Managers  
Operations  
Property Management  
Sustainability Teams  
Compliance Officers

# Registration

**Early Registration: \$249**

Single Attendee: \$ 299  
Additional Attendee: \$ 99  
Course CD (with attendance): \$ 149  
Course CD (no attendance): \$ 299

**Online:**

Register online using our secure online registration at:

[www.altamont-group.com/register](http://www.altamont-group.com/register)

**Or by email at:**

[register@altamont-group.com](mailto:register@altamont-group.com)

**By Phone:**

Phone: 510-652-1624  
Fax: 510-380-7377

**By Mail:**

**Altamont Group**  
Attn: Registration  
2625 Alcatraz Avenue, # 341  
Berkeley, CA 94705

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\*The CVC is the three digit number at the end of the signature strip on the back of a Visa or Mastercard. For AmEx, the CVC is the four digit number on the front of the card.