

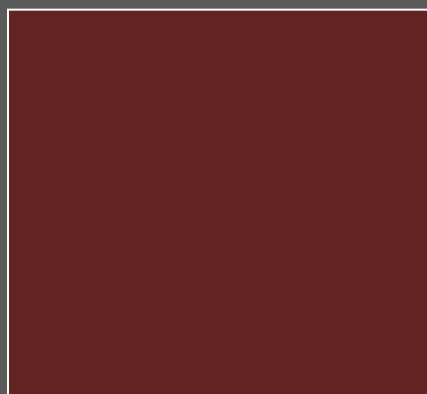
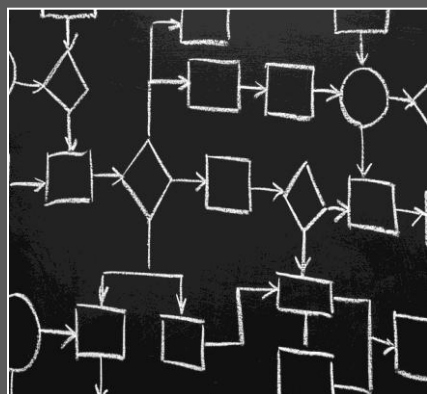
# 2009

# Carbon Management

Implement effective carbon strategies to improve organizational performance

Comprehensive Coverage Of:

- Carbon Measurement and Reduction- Baseline, Footprint and Improvement
- Carbon Management- Models and Methods
- Carbon Markets- Cap & Trade, Market Drivers and Offsetting



Carbon issues are among the most relevant facing organizations today. Policy and regulation are a constant concern, but business is discovering that there is additional value associated with a lower carbon footprint. Risk management, and enhanced brand equity and bottom line are all realized through proactive and effective carbon strategy.

**Carbon Management 2009** is a multi-part training program designed to offer strategies and solutions to the carbon related issues faced by today's organizations. Attendees to the entire program sequence will be introduced to the tools, language and best practices necessary to implement a successful carbon and greenhouse gas mitigation strategy.

Key program components include:

- Carbon footprint measures & metrics
- Legislative and business drivers
- Methods for carbon reduction & offsetting
- Carbon management ROI
- Carbon offset markets and portfolio management
- Energy management framework
- Reduced emissions
- Cost efficiency strategies
- Align resources to effectively manage carbon
- Product carbon footprint
- Stakeholder reporting strategies

## Courses

**Carbon Markets**

**Renewable Energy**

**Carbon Management**

**Carbon Footprint for Service  
Companies**

**Carbon Footprint**

**Carbon Cap & Trade**

**Product Carbon Footprint**

**Carbon Neutral**

**Energy Management**

**Full brochures are available for each course**

### Course Availability

Courses are available as live, interactive webinars, On-Demand and course CD. Please inquire about alternative dates or special group rates.

On-Demand courses are recordings of past sessions available to you when and where you need them. Let us know the course or courses that you would like to view and we will send you access information via email.



# Carbon Management

## Current Live Webinar Schedule

### Carbon Markets

**June 4, 2009**  
1pm EST

### Alternative Energy for Business

**June 17, 2009**  
1pm EST

### Carbon Footprint for the Service Industry

**June 23, 2009**  
1pm EST

### Cap and Trade

**June 30, 2009**  
1pm EST

### Carbon Footprint

**July 7, 2009**  
1pm EST

### Carbon Management

**July 23, 2009**  
1pm EST

## Customized Training

Altamont Group offers customizable training that can be specifically tailored to the needs of your organization. We have a team of carbon management professionals that are ready to provide the educational resources needed to implement effective carbon strategies. Customized training is an effective way of educating executives, cross functional teams and green teams.

### Trainings available for:

- Carbon Footprint Outline
- Carbon Measurement & Metrics Tools
- Carbon Management System
- Regulatory Environment
- Carbon Markets
- Cap & Trade

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

## Three Innovative Training Choices:

### Webinar

These programs are live, hosted online and facilitated by industry leading experts. The webinar format provides an innovative classroom experience that allows attendees to learn from the comfort of their own office. Questions and conversation are encouraged.

### On-Demand

On-Demand programs offer viewers the convenience of training on their schedule. These programs are online recordings of recent webinar trainings that can be accessed 24 hours/day. On-Demand is ideal for those who need information in a rush or that are busy during live programs.

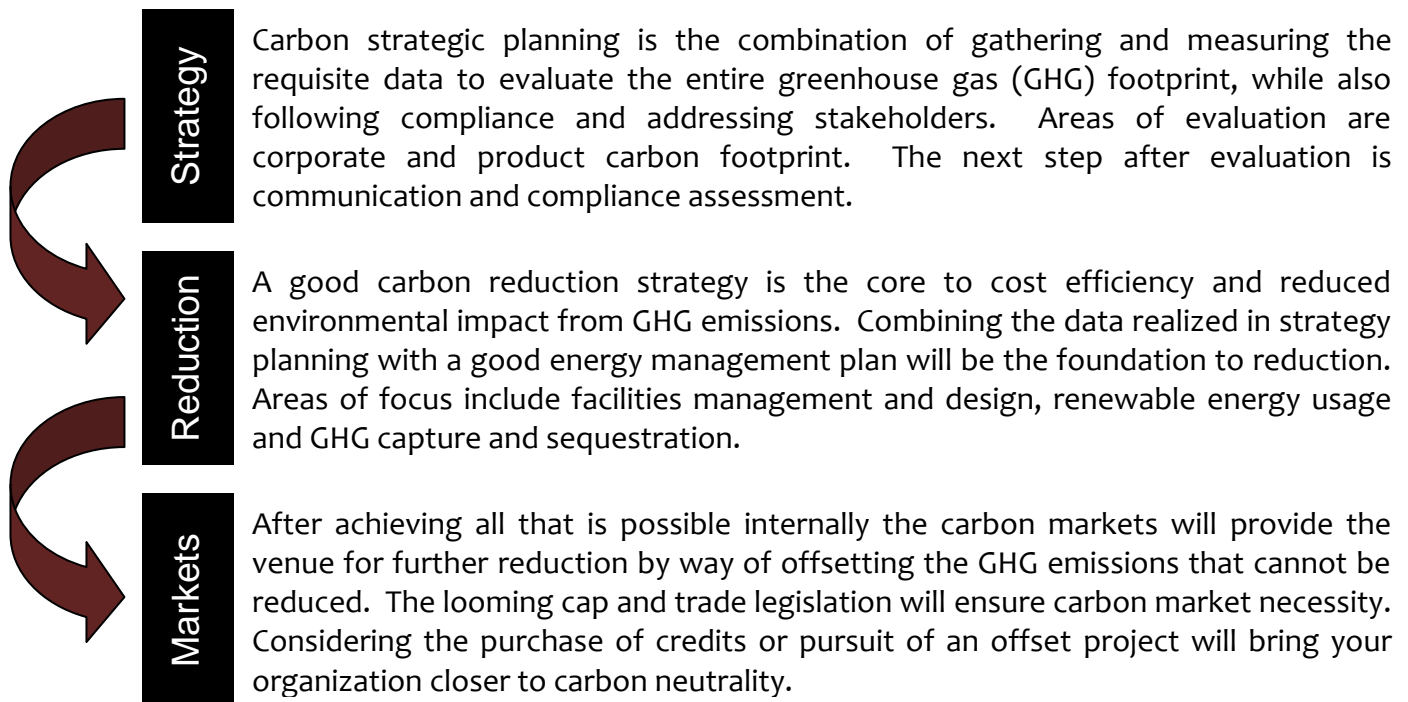
### Course CD

Altamont Group offers all recent programs on Course CD. The Course CD gives the viewer the opportunity to review the program as many times as is necessary. The Course CD is ideal for the individual who can continuously use the training to enhance their organization's strategy execution.

# Why

## Carbon Management 2009?

### Carbon Management Action Plan



#### 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.*

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



### Program Take Aways

- Carbon Footprint Outline
- Carbon Measurement & Metrics Tools
- Industry Benchmark Goals
- ROI of Carbon Reduction
- Systems Based Approach
- Entity vs. Product Carbon Footprint
- 3 Scope GHG Analysis
- Cap & trade and the regulatory environment
- Carbon offsets trading
- Market drivers for carbon cap & trade
- Offset portfolio planning
- Strategic approach to energy management
- Energy measuring, monitoring and reduction strategies
- Cost cutting and greenhouse gas emission reduction through energy efficiency
- Understand the current and future regulatory environment
- Align energy management strategy with organizational buy-in
- Strategic approach to carbon management
- Whole value-chain analysis
- Cost cutting and greenhouse gas emission reduction through energy efficiency
- Develop carbon management plan through a 3 phase process
- Align carbon management strategy with organizational buy-in
- Reduction and offsetting best practices
- Carbon footprint of individual products



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By evaluating the carbon footprint, service organizations can implement sustainability into their strategic plan and differentiate themselves from competitors. A good carbon reduction strategy will uncover operational efficiencies, improve employee morale and drive better business results. Today, leading service organizations are measuring their carbon footprint and demonstrating how carbon reduction can increase revenue, improve branding and enhance customer loyalty.

**Carbon Footprint for Service Based Organizations** 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.

### Carbon Cap and Trade

Critical information on future regulation

**Cap and trade** legislation is close upon us with several bills currently under debate on Capitol Hill. Businesses and organizations that understand future cap and trade regulation will have a head start once enacted. Knowing cap and trade allows organizations to better visualize their own emissions reduction strategy while gaining competitive advantage by way of early adoption.

**Carbon Cap and Trade** is an in-depth course detailing the current modeling of this looming legislation through analysis of current bills being debated. The program will look at cap and trade through the lens of different industries, while exhibiting how it will affect every kind of organization. Through this process, tools and strategies will be revealed as to how best mitigate risk and maximize carbon equity in the evolving carbon markets.

### Carbon Footprint

Measurement and reduction strategies

**Carbon measurement and management** has as much 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. Using a demonstrated three-scope emissions analysis, better positions today's companies against the negative impact of looming regulation

**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.

## Carbon Markets

A head start on future regulation

With organizations anticipating a looming cap and trade regulatory environment, many are proactively seeking solutions to manage their own offset portfolio. Whether offsetting to maximize the brand potential of being carbon neutral or hedging against the risks of future legislation, it is important to approach carbon markets with a thorough understanding of the rules and the players.

**Carbon Markets** introduces the opportunities for organizations in both the voluntary and regulated markets. Market drivers will be discussed along with the financial considerations most relevant to those considering offset portfolios. This course will also take a close look at the various forms of offsets, their value and their long-term sustainability as a means to reduce the organizational carbon footprint.

## Carbon Management

Develop a system for carbon management

Carbon Neutral is the ultimate claim for business sustainability and can be achieved through an efficient carbon management system. The development of a carbon management system includes effective planning, measurement, execution and reporting. Organizations find that a thorough carbon management system help turn strategy into action and align organizational resources.

**Carbon Management System: Develop a System for Carbon Management** explores case studies from top organizations detailing their own reasons and strategies to pursue carbon neutrality by way of an effective carbon management system. Within this course attendees will learn to framework their own organization's carbon management strategy as well as the future benefits of being carbon neutral.

## Renewable Energy for Business

Renewable Energy Credits, carbon offsets and GHG management

**Renewable Energy** is becoming a key source of competitive advantage for businesses in a rapidly evolving energy market. Federal, State and Local governments are incentivizing the use of energy from sources that are low in CO<sub>2</sub>, and other greenhouse. Furthermore, renewable energy and credits are being used to mitigate the risk associated with the looming Cap and Trade regulation, and reduce the organizational carbon footprint.

**Renewable Energy & Carbon Offsets** helps navigate the complex landscape surrounding renewable energy acquisition and usage for businesses. This course focuses on the cost of renewable energy, the difference between Renewable Energy Certificates and carbon offsets, third-party verification and corporate strategy. Industry drivers will be presented to support the presentation as well as case studies, exhibiting how companies have approached a renewable energy strategy.

# carbon management 2009

## Who Should Attend

### Functional Areas

- C-Level Executives
- VPs and Directors of Operations
- Supply Chain Managers
- Strategic Planner
- Facilities Managers
- Marketing Managers
- Sustainability Teams
- Environment, Health & Safety
- Investor Relations

### Industries

- Manufacturing
- Shipping & Transportation
- Commercial & Retail
- Service Oriented
- Hi-Tech & IT
- Real Estate Management
- Food & Agriculture
- Hospitality & Leisure
- Consumer Goods
- Financial Services



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## Energy Management

Develop strategies for effective energy management

Active and ongoing **energy management** is important for organizations to develop leaner operations, reduce costs and reduce their environmental footprint. A well developed energy management system is more than just a tool to promote energy efficiency and cost reduction, it also acts as a risk mitigation tool for future policy and legislation.

**Energy Management Systems** is a comprehensive overview of current best practices for energy management. This program will discuss innovative strategies and approaches to measuring, monitoring and streamlining energy usage. In tandem with this, the topics of current and future regulation and energy policy will be addressed. Looking at the full scope of business operations, Energy Management Systems will introduce a framework to ensure maximum ROI on energy management initiatives.

## Product Carbon Footprint

Develop a product environmental impact framework

Addressing environmental impact on a per product basis allows for more accurate overall data collection and addresses upstream and downstream stakeholder concerns.

In response to customer and consumer demands, companies are increasingly completing product-level carbon footprints. The product-level footprints differ from entity wide GHG inventories by focusing exclusively on allocation of emissions to production of a single SKU, incorporating information on product manufacture, use, disposal and packaging from throughout the supply chain. Until consensus standards are in place, comparing one package's carbon footprint to another is inequitable, given differences in transparency, boundary setting, allocation methods, data sources and other variables.

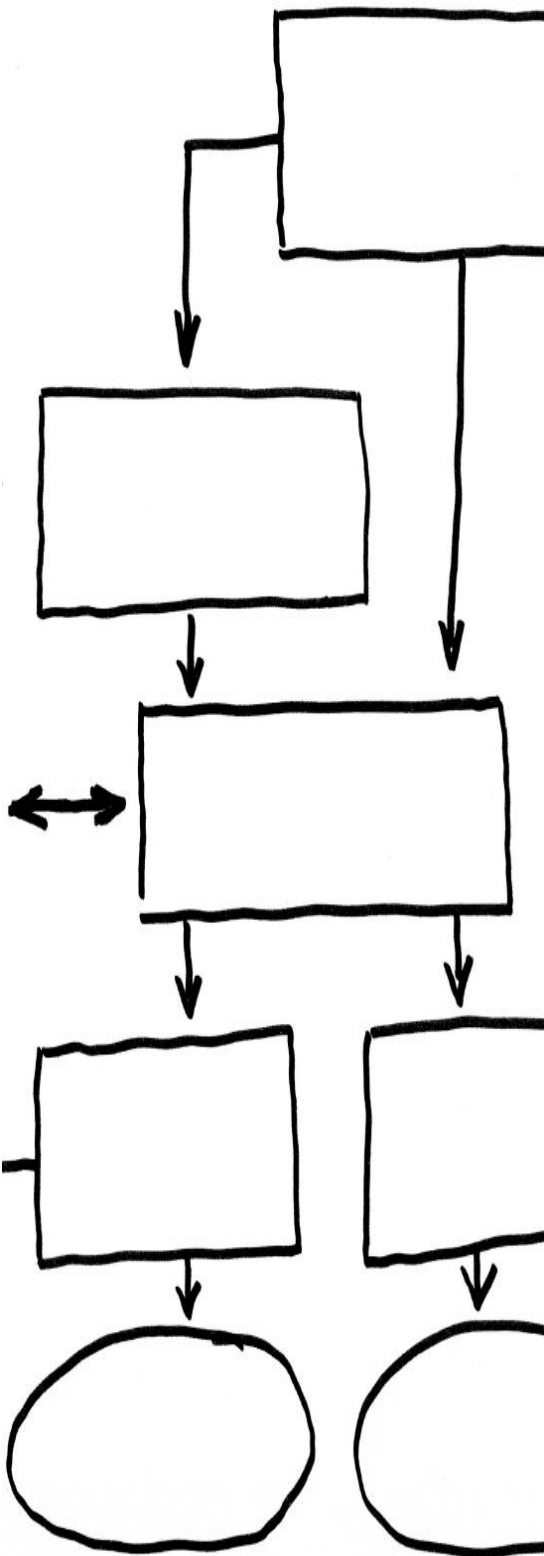
## Carbon Neutral

Measurement and reduction strategies

**Carbon Neutral** is the ultimate claim for business sustainability.

The idea of organizations becoming carbon neutral is relatively new. How does one become carbon neutral? Typical approaches include energy reduction (direct and indirect), use of alternative energy and offsetting. This of course is a great starting point, but there are specific approaches to becoming carbon neutral and maximizing your carbon reduction program.

This session is filled with case studies from several leading organizations. Within this course attendees will discover the true ROI of a successful carbon reduction program and the future benefits of being carbon neutral. This will be accompanied by a brief introduction to the carbon trading market.



# Registration Options

Choose the training option that is best for you:

*Check the appropriate box*

- Six Course Live Series:**      **\$ 999**
- One Course:**                      **\$ 299**
- Two Courses:**                      **\$ 499**
- Three Courses:**                    **\$ 699**
- Four Courses:**                     **\$ 899**

## More Options

- Six courses plus CDs:**              **\$ 1499**  
*CDs for all six live courses are included*

## Additional Attendees:

- Each Course:**                        **\$ 99**
- Six Course Series:**                **\$ 499**

Choose the courses you wish to attend. Course CDs are an additional \$149 for any course attended.

*Check all that apply*

- Carbon Footprint for Service Organizations**
- On-Demand  
 Course CD
- Carbon Footprint**
- On-Demand  
 Course CD
- Carbon Management**
- On-Demand  
 Course CD
- Carbon Markets**
- On-Demand  
 Course CD
- Carbon Cap & Trade**
- On-Demand  
 Course CD
- Alternative Energy**
- On-Demand  
 Course CD

## Archived Courses

*These courses are offered On-Demand or on Course CD only*

### Carbon Neutral

- On-Demand  
 Course CD

### Energy Management

- On-Demand  
 Course CD

### Product Carbon Footprint

- On-Demand  
 Course CD

## How to:

### Online

[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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STATE

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### For Credit Card Orders

- VISA       MasterCard       American Express

Name on Card:

Card Number

Expiration Date

\*CVC No.

*\*The CVC is the three digit number at the end of the signature strip on the back of a Visa or*