

Carbon Neutral

Eliminating Your Carbon Footprint

- Best practices for becoming Carbon Neutral
- Measuring ROI of being Carbon Neutral
- Competitive advantages gained and how to maximize

Webinar Event

Wednesday, December 10, 2008

1:00 pm (EST), 10:00 am (PST)

This program is scheduled for 90 minutes

ENVIRON
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Carbon
neutral



ALTAMONT GROUP

Carbon Neutral is the ultimate claim for business sustainability.

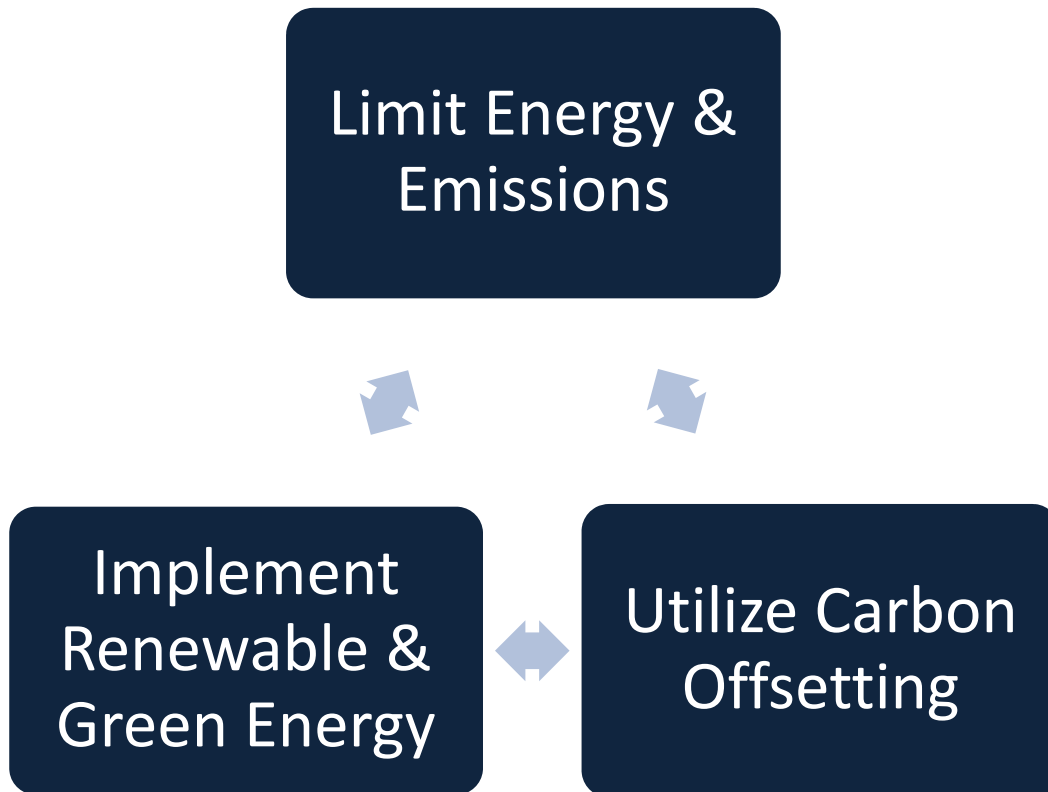
The idea of organizations becoming carbon neutral is relatively new. How does one become carbon neutral? Typical approaches include energy reduction (direct and indirect), use of alternative energy and offsetting. This of course is a great starting point, but there are specific approaches to becoming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

Content & Takeaways:

- Best practices for becoming Carbon Neutral
- Measuring ROI of being Carbon Neutral
- Competitive advantages gained and how to maximize

Carbon Reduction Processes



ROI of Being Carbon Neutral

Energy Efficiency
Brand Value
Improved Stakeholder Relations

Reduced Waste Costs
Risk Reduction
Productivity

