






TRUCOST Plc
Carbon Reporting
Best Practice & Future
Outlook
Dr Richard Mattison



Introduction to Trucost

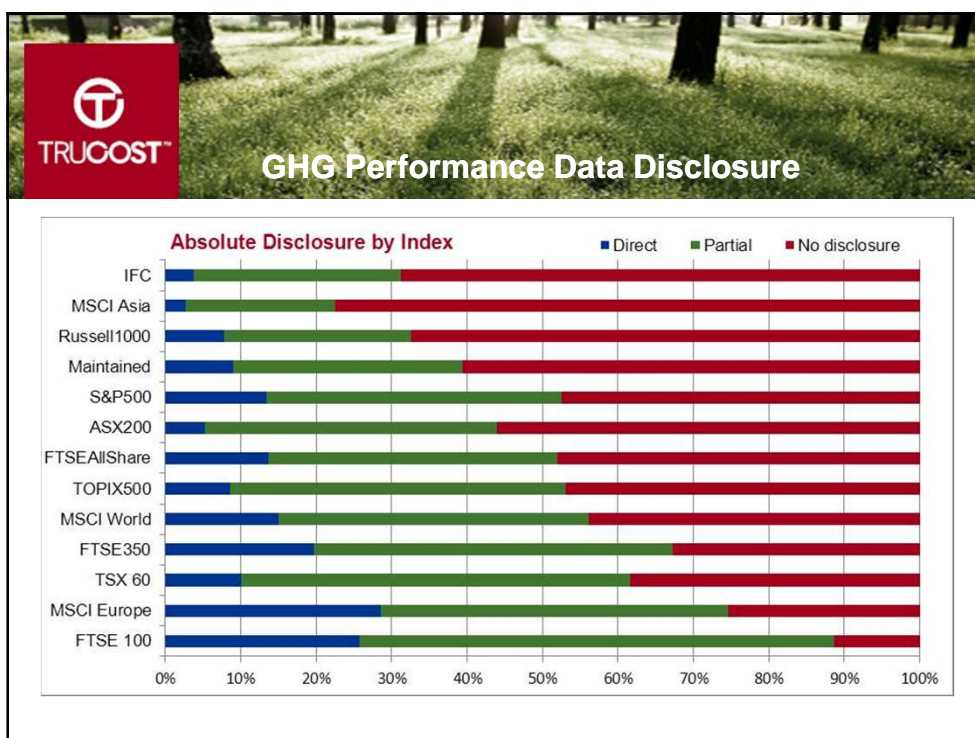
- Environmental research company founded in 2000
- Largest, most comprehensive disclosures and reporting database globally – over 4,000 companies
- Authors of UK Government Guidelines on environmental reporting using KPIs
- Monitor disclosure for Environment Agency for past 5 years
- Data used by analysts, fund managers, companies, governments and academics





Market dynamics

- Many companies are moving towards reporting credible corporate environmental performance data
 - Major **customers** increasingly ask for carbon, energy, water and waste information
 - **Investors** are increasingly seeking to integrate environmental, social and governance factors into their day-to-day activities
 - **Regulators** are increasingly imposing reporting requirements on business
 - Carbon and energy intensive operations and inputs are facing **increased costs** due to increases in oil price and carbon regulations
- If you can't measure it, you cannot manage it." Peter Drucker






Reporting Developments – GHG Protocol


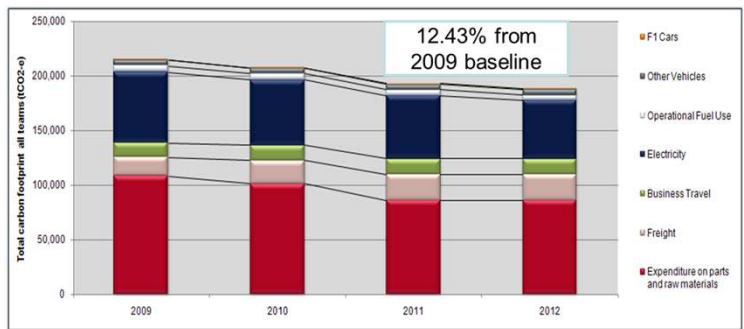



GHG Protocol Supply Chain Initiative

- The GHG Protocol sits behind nearly all other carbon emissions standards
- The draft GHG Protocol for Scope 3 Supply Chain emissions is due to be released next quarter
- It requires that reporting companies estimate all upstream emissions to identify the suppliers responsible for 80% emissions
- This entails analysing the carbon emissions of suppliers




Case study I – Formula One


12.43% from 2009 baseline

“With the support of all its member teams, FOTA has committed to the continuation of this programme, and has undertaken to maintain continuous and independent analysis and assessment in order to ensure that these carbon emissions reduction targets are met or bettered, and to investigate where further carbon emissions reduction opportunities may exist.”

Martin Whitmarsh (Chairman of FOTA and Team Principal of Vodafone McLaren Mercedes)




 **Case study II – Puma**




Project: To apply a ground-breaking methodological approach to measuring and costing their use of ecosystems and their ecological footprint

Scope: Analysis of all inputs to the business across 5 tiers of the supply chain

Outcome:
“We believe this will enable Puma, and corporations in general, to measure their impact on the environment more closely, and ultimately build a more sustainable business model,”
Jochen Zeitz, chief executive of Puma



 **Discussion & Questions**

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