

OF INTEREST TO:
Senior Managers /
Executives

- carbon emissions and water usage
- measurement, reporting, and management

zerofootprint™

products and services

Zerofootprint offers software and services that help your organization measure and manage its environmental footprint.

THE NEED TO MEASURE AND MANAGE CARBON

→ Worldwide, companies are being asked to report on their carbon emissions and water usage. New regulations such as the Clean Energy and Security Act in the US, The Carbon Reduction Commitment in the UK, proposed changes to the Environmental Protection Act in Canada, and the ruling by the association of insurance companies NAIC will bring thousands more companies under some form of mandatory reporting regime. Customers and supply chain partners are demanding more information to do business. Voluntary disclosure initiatives, such as the Carbon Disclosure Project and Global Reporting Initiative, are now entrenched, with growing public pressure on companies to participate. In addition, boards of directors and investors want to know about potential risks from carbon regulations, pricing, or related actions by competitors.

1 Products and Services

THE CHALLENGES

→ Carbon and water measurement are a huge data challenge. The necessary information exists in different systems, in different locations, and is often on paper. Once captured, the carbon data must be analyzed using accepted protocols that are still evolving. Increasingly, results must be available for auditing by outside experts.

Today, large complex organizations usually gather this data manually using dozens, or even hundreds of spreadsheets. Manual data gathering and analysis is error-prone, resulting in significant risk when results are being released publicly, and makes audit processes labor-intensive and expensive.

The challenge is to manage carbon and water exposure and identify what actions are necessary to mitigate risk. Finally, this market is evolving rapidly. Companies must adapt quickly as new opportunities and pressures arise.

VELO™

→ VELO™ is web-based software that automates the gathering of carbon and water data to ensure data integrity and efficient auditing. It calculates emissions and usage, showing results in easy to use dashboards, flexible reports, and internal benchmarking that highlight appropriate actions for executives.

VELO has teamed up with Cast Iron Systems to provide templates, or 'connectors' that link directly to applications and databases, such as SAP, Oracle, Peoplesoft and dozens of others. Compared to traditional custom code development, this pre-packaging significantly reduces the cost and time to implement a fully automated solution and reduces operational overhead, the major cost of managing your data environment.

For customers using distributed spreadsheets around the world, VELO offers a simple migration path starting with a pilot at one site using the VELO Data Template spreadsheet as the initial input. Next, VELO provides automated spreadsheet aggregation across all sites, eliminating the risk of errors from manual spreadsheet consolidation. Your organization can be up and running cost-effectively, and almost immediately, and can move to a fully automated data integration solution when you are ready.

VELO follows the internationally accepted GHG Protocol enhanced with detailed local emissions factors. It can also be customized to use your own protocols or factors and can evolve as standards do.

VELOlite™

→ VELOlite™ is a cost-effective, entry-level solution designed for small- and medium-sized single location organizations or as a starting point for large organizations. VELOlite includes the full dashboard and reporting functionality found in VELO.

2 Products and Services

VELOmetrics™ → VELOmetrics™ uses VELO capabilities to analyze data from a wide variety of organizations and to create industry benchmarks, anonymously and cost-effectively. Your organization can measure itself against its peers in your industry across the world, regardless of the carbon footprint software you use. It can also be used to create internal benchmarks for management purposes.

SERVICES AND OPTIONS OFFERED WITH VELO

VELOreports™: VELO comes with standard reporting for the Carbon Disclosure Project and the Global Reporting Initiative. Zerofootprint also offers services to create custom reports.

DATA DISCOVERY: Zerofootprint's Data Discovery service can help your company identify sources of carbon emissions and water usage and prepare your data for VELO. The service clarifies business goals, selects which activities should be tracked, finds what data is available and where, and defines "best-practice" business processes to efficiently capture data over time.

DATA INTEGRATION: Zerofootprint provides all the expertise necessary to connect VELO to internal systems for a fully-automated data capture solution.

VELO TRAINING AND SUPPORT SERVICES: VELO includes user guides, video tutorials, and email support. Customized training and additional support options are available.

CARBON ADVISORY SERVICES

→ Approaching carbon strategically with Zerofootprint Advisors reveals opportunities to cut costs, enhance brand, and engage employees while lowering your carbon footprint.

CARBON MEASUREMENT AND MANAGEMENT: Accurate measurement of carbon and resource use, using globally recognized emissions monitoring standards.

STRATEGIC PLANNING AROUND CARBON EMISSIONS: An analysis of your carbon emissions output provides the baseline to measure an organization's environmental performance, set key performance indicators, and select the highest impact strategies to reduce emissions.

CARBON LIFE CYCLE ASSESSMENT: Evaluating the GHG emissions associated with goods or services, enables companies to identify ways to minimize emissions across the entire supply chain or service delivery system. Zerofootprint identifies the key materials, activities and processes that contribute to the chosen product's life cycle.

CARBON OFFSETS: For those companies looking to reduce their carbon footprint beyond what is achievable through internal improvements, Zerofootprint offers direct market access to our ISO 14064 compliant carbon offset credits residing on the Canadian Standards Association's CleanProjects™ Registry.

PERSONAL CARBON MANAGER

→ Attacking climate change is both a top-down and bottom-up process. Where VELO is a top down approach, the Personal Carbon Manager (PCM) engages employees and customers at the individual, bottom-up level. PCM integrates social networking, individual carbon and water measurement, and compelling content for an engaging experience that will help drive long-term behavioural change. Reports track the effectiveness of these bottom-up initiatives.

ONE MINUTE CALCULATORS AND WIDGETS

→ Customized one-minute calculators and website widgets enable users to estimate their footprint in sixty seconds or less. These simple, co-branded calculators can be embedded in your website to engage visitors, and are already in place at TD Bank and Unilever, among others.

myZEROWorld™

→ myZEROWorld™ is a co-branded, green lifestyle, social networking forum for community-based organizations. Zerofootprint provides all the development infrastructure. myZEROWorld website embodies the “think global, act local” worldview.

ABOUT ZEROFOOTPRINT

→ Zerofootprint is a socially responsible enterprise whose mission is to apply technology, design and risk management to the massive reduction of our environmental footprint. We operate both in the for-profit and charitable sectors through two entities, Zerofootprint Software and Zerofootprint Foundation using shared technology.

GETTING STARTED

For more information or to schedule a demo:

Zerofootprint Software Inc.
+1.416.365.7557
+1.866.795.5146
sales@zerofootprint.net
www.zerofootprintsoftware.com

MORE INFO?

→ this document

Additional documents are available from Zerofootprint as illustrated at right.

