



## Who should I talk to about the IBM Carbon Management Model?

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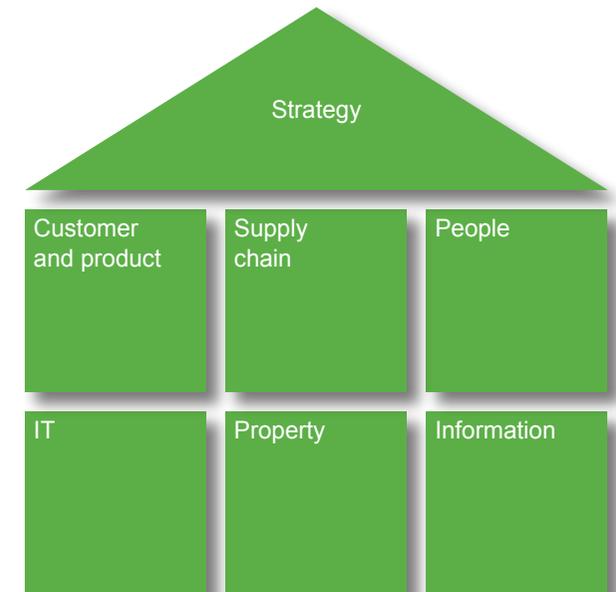
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## Introducing the IBM Carbon Management Model

*A framework to help organisations address carbon*



## What's the issue?

The scientific evidence provided in the latest assessment from the Intergovernmental Panel on Climate Change makes clear that it's time to act: climate change is happening and human activities are very likely to be the cause. Even if you are not convinced by the wealth of scientific evidence, the need to take action now is still a clear business imperative. Investors and consumers increasingly expect businesses to manage their carbon footprint as effectively as they do their finances. So organisations know they need to act. But where should they start? What issues should they look at first, and how should they balance investment in long term carbon reduction strategies with quick wins?

## How does the IBM Carbon Management Model help?

The IBM Carbon Management Model is an holistic framework to help organisations develop effective action plans to address carbon across their operations. It works in two dimensions:

- 1. It helps identify where carbon is being generated across the business.  
By analysing how carbon is generated in the 'rooms' of the house, organisations can decide where to focus and how to prioritise their efforts*
- 2. The framework then guides organisations to carbon management solutions that help to deliver the carbon reductions in priority operational areas.*

The IBM Carbon Management Model offers a simple and structured approach to a complex problem. It helps break the problem into discrete areas that can be addressed as manageable pieces of work. At the same time, because it views carbon management as an interconnected set of activities across an organisation, the framework helps to ensure the various initiatives combine to meet the targets an organisation has set itself.

Wherever you are on your carbon management journey, the IBM Carbon Management Model can help. You may need to set carbon reduction goals but don't know where to start, or you might have agreed targets in place, but aren't sure how to achieve them. If you have already achieved significant carbon reductions, the IBM Carbon Management Model can help you to enhance existing initiatives, and identify opportunities for further carbon reduction.

## Client Challenges

