

Together towards a low carbon economy



The worldwide carbon community is about to close a door on what we may call the first wave of projects aimed at reducing greenhouse gas (GHG) emissions that are subject to various standards such as CDM, VCS, CAR, Gold Standard or others. These standards have the mandate of accrediting efforts of reducing GHG emissions into carbon credits, which can be sold in either regulated or voluntary markets. The objective is to compensate for GHG emissions arising from stand-alone sites, commonly called Large Final Emitters (LFE), that produce more than 25 000 metric tons of GHG per year and where efforts in reduction for these sites are very costly. Their implemented efforts have been appreciated. However, to really move forward towards a low carbon economy, some incremental initiatives must take place at a larger scale.

In our opinion, the focus is now changing thus creating a worldwide business opportunity. We believe that the future supply of offsets will come from the aggregation of small-scale projects, clustering thousands of Small Final Emitters (SFE) with 10 to 1000 metric tons of CO₂ emissions per annum.

Therefore, due to their impressive weight in the worldwide picture, SFE's can highly contribute towards the global reduction in GHG emissions thus enhancing the global carbon footprint. In fact, we observe that there is an increasing need to aggregate small-scale projects.

As a result, it appears important to focus on SFE's and generate sustainable behavioural changes within our worldwide community grouping millions of small businesses and other organizations. This "Community-based approach" can stimulate both personal and entrepreneurial behavioural changes. Certainly, some projects grouping several thousands of business entities or individuals might have already been presented to the Clean Development Mechanism (CDM), but to our knowledge, not necessarily to the OECD countries



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Certain considerations that must be considered in such an approach:

1. Millions of businesses and organizations around the world with:
 - a. The opportunity to catalyze their desire and interest for action;
 - b. The potential to involve their employees, suppliers, subcontractors and customers;
 - c. The potential to involve their neighbours in a sustainable Community project;
 - d. A way to stimulate and accelerate individual and societal change;
 - e. As a result, increased productivity and the reduction of carbon and ecological footprints.
2. The emergence and usage of Information and Communication Technology (ICT), such as Internet, wireless phone and WEB 2.0, have created a deep societal transformation. Furthermore, their utilization can support society's behavioural changes required to face the challenge related to global climate change. It appears obvious that the creation of stronger links between hardware clean technologies (known as "Clean Techs") and enabled technologies (such as ICT) stimulate each other.
3. The creation of a positive cognitive impact amongst communities when rewarding conscious actions and efforts to society's behavioural changes will help to overcome the challenges related to global climate change.
4. Allowing access to the global carbon market, not only to the large final emitters, but also to all organizations desiring to act, will stimulate their participation to overcome the challenge of climate change.
5. The dilemma of inertia associated to all changes including the start-up efforts and the amount of time required to implement a significant and effective change.

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We believe in the importance of focusing on small-scale GHG reduction projects by facilitating the emergence of new GHG protocols or by adapting existing ones in order to meet market needs. As a result, the Community-based approach seen in these projects reinforce Small Final Emitters' commitment by integrating sustainable decisions to traditional business management. Moreover, it may be important to let new community projects emerge and reward their willingness to participate, hence contribute to a low carbon economy.

Operating a business unit, or site, requires 3 different inputs initiating generic activities: 1) Building energy; 2) Goods & people transport; 3) Waste and residual material from business operations. These generic activities can be optimized by the use of technologies and by people's behavioural changes. Those management enhancements supporting a sustainable development contribute to a low carbon economy.



How to favour projects emerging from SFE projects regrouped into communities? The new GHG protocol supporting these projects should provide enterprises and organizations with a unique access to a unique project aiming at a lower carbon economy, including facilitating their participation and their involvement in the global GHG reduction effort, a Community-based approach with a proper use of ICT creating real cashable rewards in the community members' pockets (after having removed costs related to the project's registration, third party verification and internal monitoring). It is time to overcome inertia.

ABOUT THE SUSTAINABLE COMMUNITY SOLUTION

The Sustainable Community Solution, powered by Gedden, targets a large range of small companies or business units located in regional clusters (up to 5,000 business units). This business solution stimulates people from those businesses to work into a "Community mode" by sharing information and business opportunities aiming to a sustainable eco-management and reducing their GHG emissions. As a result, the Sustainable Community Solution stimulates measures and aggregates many small GHG emission reduction projects into a material aggregated volume. These reductions will be generated through a variety of activities including diversion of waste from landfill, transportation optimization and building energy efficiency improvement.



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In view to support these potential projects, the new methodology should address the following issues:

- Give to small final emitter an easy access to the carbon market without laxity, by a clear, simple and rigorous methodology to measure, monitor and reward their participation;
- The recognition and the use of all ISO 14 064 principles;
- Addressing all issues related to ISO 14 064 principles: identification of a baseline scenario (source and links), leakage, double and additionality;
- The establishment of a benchmark and the evolving use of the ground data from each site participating in such a project for their yearly comparison to their baseline scenario;
- The quality of the data and the integration and optimal use of ICT.

We strongly support the idea of having all enterprises and organizations around the world being linked in "Communities", which will ensure the avoidance of leakage/double accounting. There is a need for robust and more cost effective assurances; emphasizing validation and verification.

To conclude, we would like to highlight the importance of implementing a solution / tool that canalizes the desires to act and that provides access to the carbon market for all societal stakeholders: the large final emitters (LFE) as well as the smaller ones (SFE).



ABOUT WILL SOLUTIONS INC. (GEDDEN)

Gedden is recognised globally for its innovative, flexible and efficient solutions to stimulate greenhouse gas (GHG) emissions reduction. Gedden's community-based solutions provide businesses and governments with alternatives in sustainable management. These alternatives focus on re-using waste, optimizing transportation and increasing energy efficiency by measuring and quantifying GHG reduction efforts. Therefore, Gedden's solutions make converting these efforts into exchangeable carbon credits (national and international markets). Gedden's team is proud to provide win-win solutions to businesses, governments as well as involved communities.