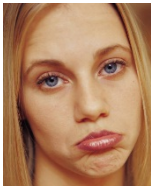


Clare's Carbon Quiz



**What do you think about climate change –
and what does that mean for your
business?**



Take the Quiz:

1. Do you think that global climate change is happening?	Yes <input type="radio"/>	No <input type="radio"/>	No idea <input type="radio"/>
2. If you think it is happening, do you think that people are causing it?	Yes <input type="radio"/>	No <input type="radio"/>	Don't want to know <input type="radio"/>
3. Do you follow the news on climate change or emissions controls such as cap and trade or carbon tax schemes?	Yes <input type="radio"/>	No <input type="radio"/>	Too scared to look <input type="radio"/>

If you answered 'Yes' to all three, that's fine.

If you answered 'No' to all three, that's fine, too.

Even if you answered 'No idea', 'Don't want to know' or 'Too scared to look' – this is fine as well.

Why? There's no point squabbling about it – BECAUSE – carbon emissions are what we call a 'proxy indicator' of waste: they are one measurement that indirectly measures lots of other things. So if your vehicle fleet is poorly maintained, you'll be wasting fuel and oil – that is, carbon – and a good fleet maintenance program will save you not only fuel but also wear and tear on your vehicles. Yes, that's right – it will save you MONEY.

It's the same for any other form of waste. Everything we do or use has a carbon cost.

Those offcuts in your factory come from goods or materials that were grown, mined or caught, transported, processed, transported again, processed by you – then transported to the landfill. Reduce that waste, and you reduce the amount of carbon you emit whenever you waste goods or materials that you bought from your suppliers. What do you save? MONEY.

Work in an office? Good insulation, more efficient lighting and heating, more energy-efficient equipment and a host of other straightforward measures will reduce the carbon emissions from running the building and providing your services. What do you save? MONEY.

It works for everything from farming cows to cloud computing.

See? Climate change is not the enemy – and carbon is your friend!

It shows you where your use of resources of all kinds is needlessly costly, and how you can run a smarter, more cost-effective organization.

It also means we can leave the science of the debate to the scientists. So, if climate change *is* happened and we *are* causing it, reducing our carbon emissions means we'll have taken some big steps to slowing it down – thereby reducing some very serious (and expensive) risks to people and economies all round the world. If it *isn't* happening or we *aren't* causing it, our businesses will be more intelligent, efficient and profitable. Either way, we win. What are we waiting for!

My thanks to Ann Andrews of [The Corporate Toolbox](#) for encouraging me to capture this thinking!



Clare Feeney is a sustainability strategist who helps organisations of all types grow their sustainability capability. She can help you grow jobs, increase profits and improve the environment – and have fun along the way! You can find out more at www.clarefeeney.com and contact her at clare@clarefeeney.com.