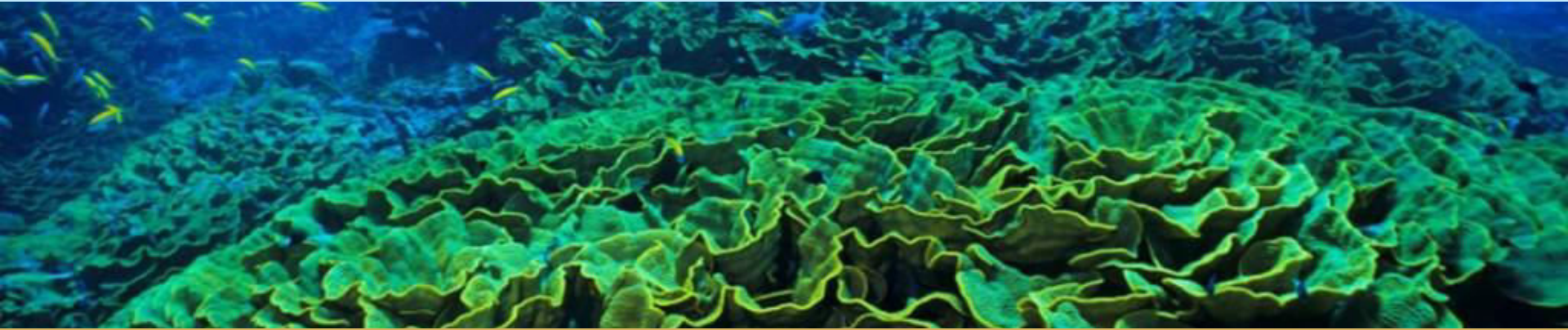


# What Happened in Copenhagen?



EARTHCHECK

*Are We Up to the Global Challenge?*



Stewart Moore, CEO

February 2010

the planet deserves more than half measures

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EARTHCHECK

Compare with others in industry

Ownership across the organisation

Measure

Manage



EARTHCHECK

Marketing and CSR benefits + Reporting

Certify

Reduce

Agreed Targets and Common Purpose

# Partners Committed to Earthcheck





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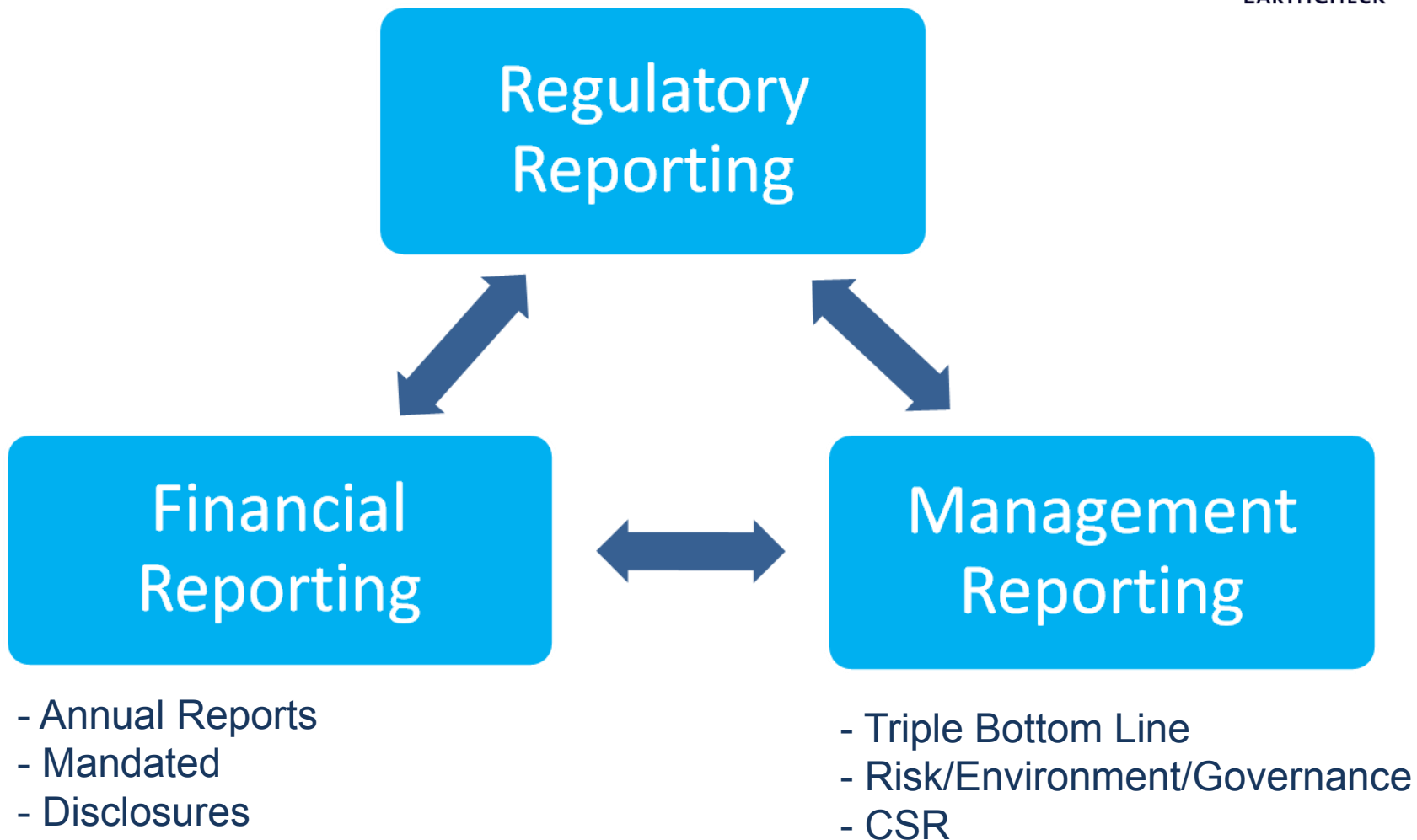
# MESSAGES

- Accurate, consistent, complete and timely GHG accounting requires good internal control
  1. Documented policies and verified procedures
  2. Dedicated roles and responsibilities
  3. Effective information system controls
  4. Data integrity – third party audit
  5. Governance and oversight
  6. Walk the talk (little steps are okay)
  7. Recognition of community / destination outcomes





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# Financial and GHG accounting: an overview



- Disjointed regulation / schemes / standards
- Little current linkage between financial and non-financial data in corporate reporting
- The level and quality of GHG disclosure varies significantly between companies / countries and what is reported is not comparable
- Growing interest from the investment community
- Increased pressure and scrutiny from employees, customers and civil society
- Increasing significance of CSR and triple-bottom-line reporting



# Stakeholders have different information requirements



Who needs GHG data?	Why do they need GHG data?	What GHG data do they need?
Regulators	<ul style="list-style-type: none"> <li>- Compliance requirement</li> <li>- Establishing progress against targets</li> </ul>	<ul style="list-style-type: none"> <li>- Regulated emissions</li> </ul>
Shareholders	<ul style="list-style-type: none"> <li>- Risk assessment</li> <li>- Investment decisions</li> </ul>	<ul style="list-style-type: none"> <li>- Sector and company <i>material</i> GHG performance</li> </ul>
Investors	<ul style="list-style-type: none"> <li>- Investment decisions</li> <li>- Valuations</li> <li>- Risk assessment</li> </ul>	<ul style="list-style-type: none"> <li>- Financial impact of GHG emissions historic, current, and forecasted</li> </ul>
Employees	<ul style="list-style-type: none"> <li>- Reputation / ethics</li> </ul>	<ul style="list-style-type: none"> <li>- Peer group GHG performance</li> <li>- What actions are being taken to reduce GHG</li> </ul>
Customers	<ul style="list-style-type: none"> <li>- Trend towards sustainable responsible consumerism</li> <li>- Increased awareness</li> </ul>	<ul style="list-style-type: none"> <li>- Peer group GHG performance</li> <li>- Intensity data</li> </ul>



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# So where do we start?

A practical starting point is to set boundaries. Decide what emissions you're responsible for and what belongs to others



# Seek Destination Partnerships



## **SUSTAINABLE COMMUNITIES**

Sustainability Policies and  
Strategies for Local  
Government

Savings in the City

Sustainable Schools Program

Precinct Planning and Design



## **SUSTAINABLE ENTERPRISES**

Sustainability Policies and  
Strategies for Companies

Company Standard

Sustainability Challenge

Building Planning and Design  
Standard



## **SUSTAINABLE DESTINATIONS**

Sustainability Policies and  
Strategies for Destinations

Sustainability Challenge

TBL Indicators

Destination Management  
Plans

Investment and Infrastructure



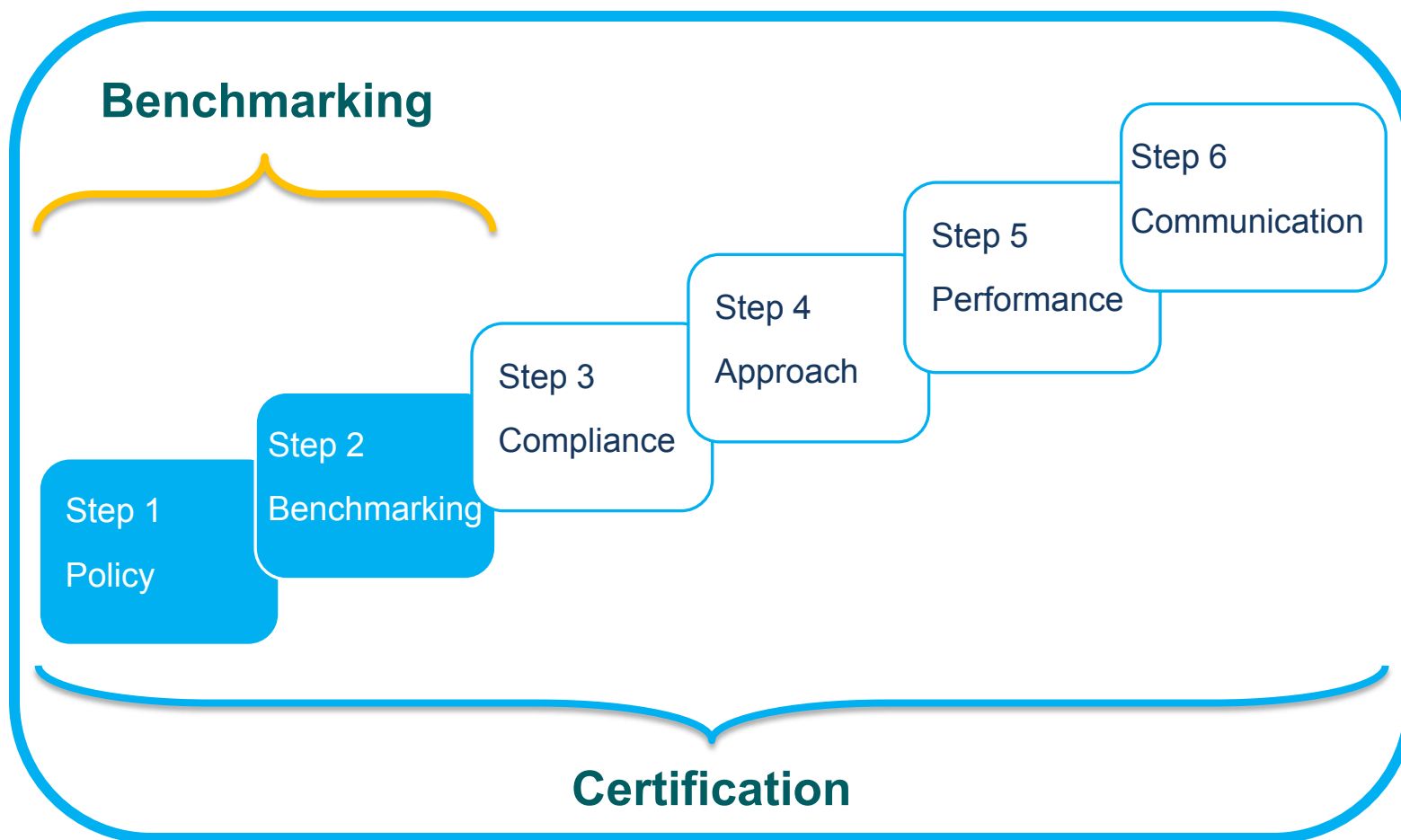
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# Environmental Management Tools



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# The Six Steps



# The Planet Deserves More Than Half Measures



Thank You...