

The Commercial Imperative for Sustainability and Techniques for Reducing Greenhouse Gas Emissions

- An introduction to environmental sustainability
- Hierarchy approaches
- Lifecycle assessments
- Next steps

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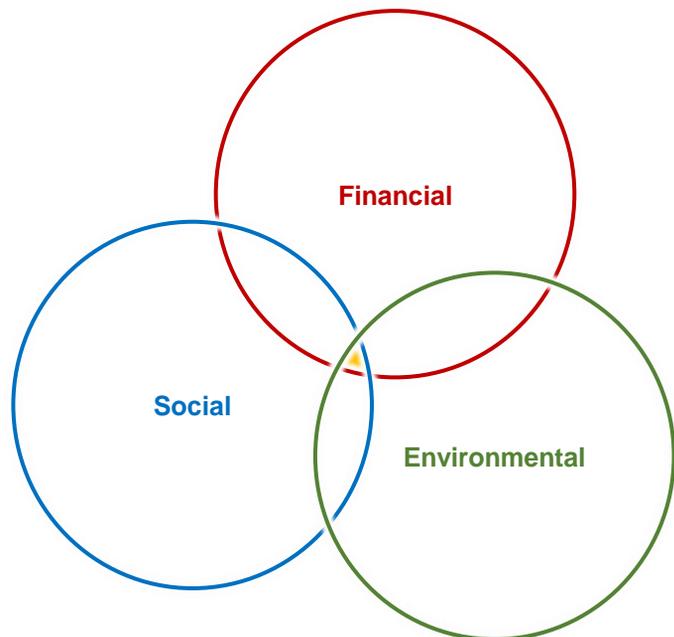
Sustainability... The Triple Bottom Line



1979: René Passet
Three elements of sustainability



1997:
John Elkington
The triple bottom line.



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Sustainability... The Triple Bottom Line

How will I have a retirement income if companies aren't financially sustainable?

How can we have any social sustainability if people are dying from breathing polluted air?

How can a company improve the environment if it has bankrupted itself?

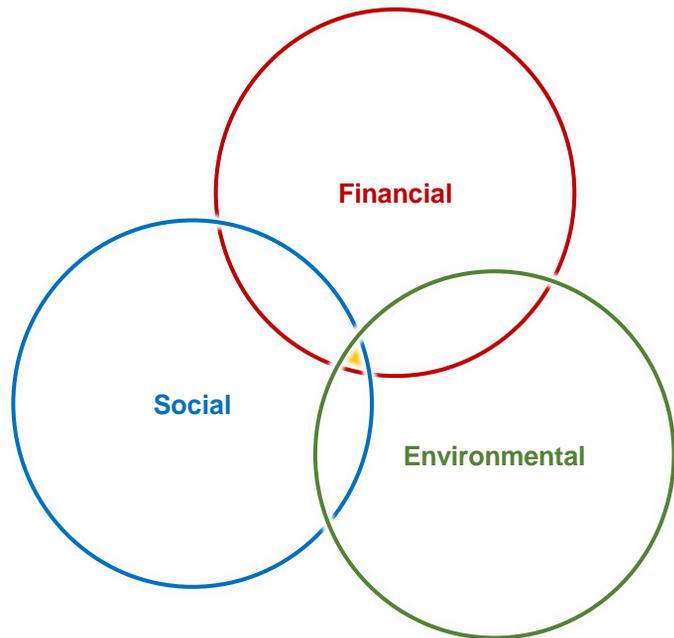
If people are uneducated, how can they possibly solve the climate crisis?

Without biodiversity, how can we develop new medicines?

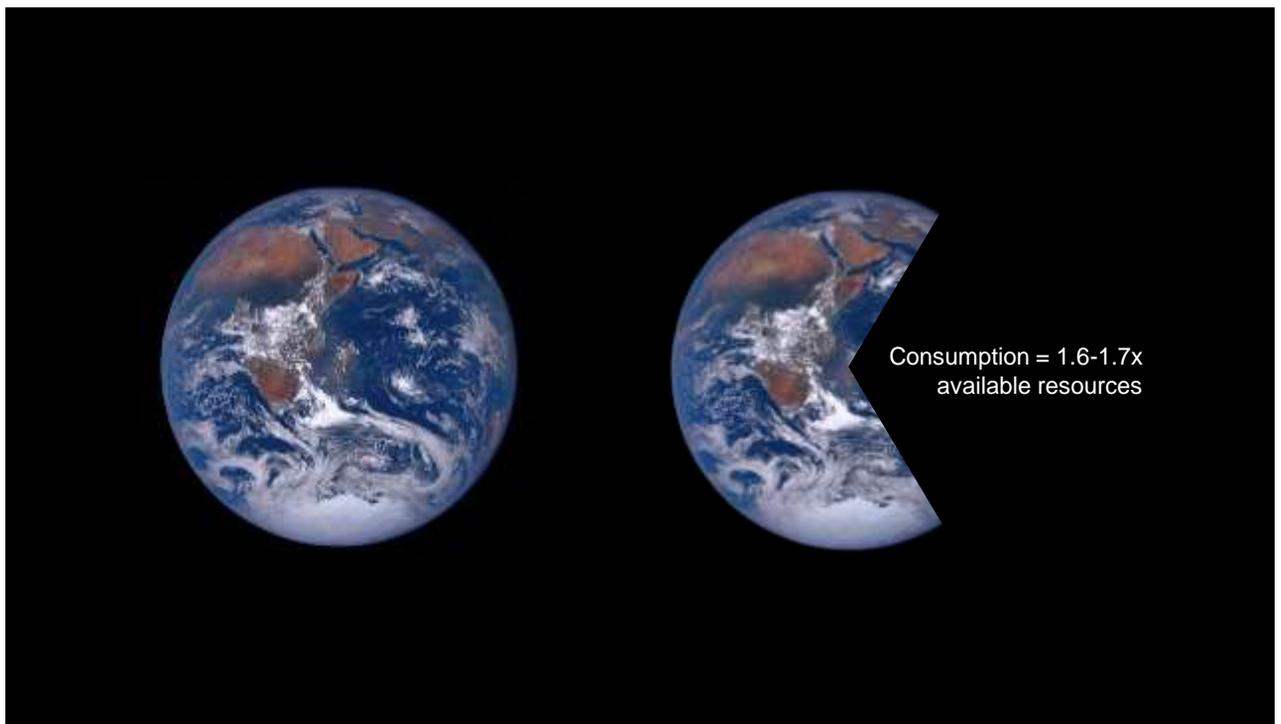
Without better education and inclusion, how can companies continue to prosper?

What sort of jobs can exist on a dead planet?

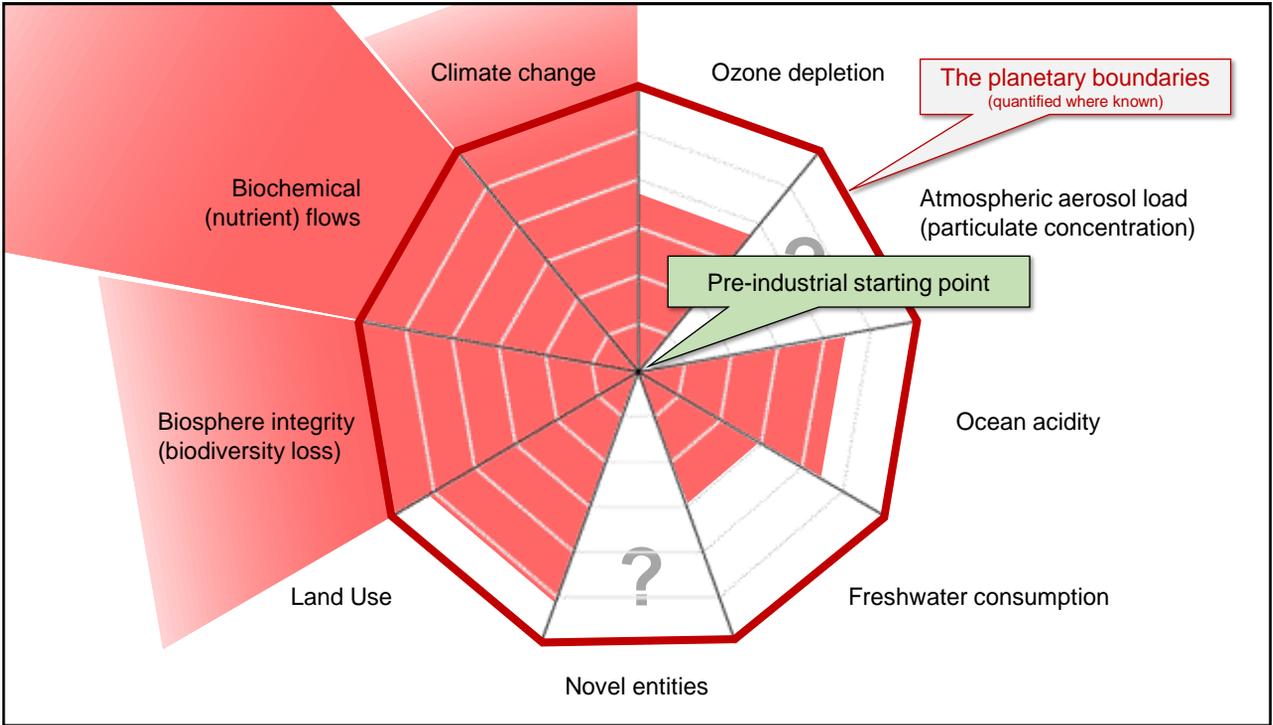
Why are investors seeking out responsible companies?



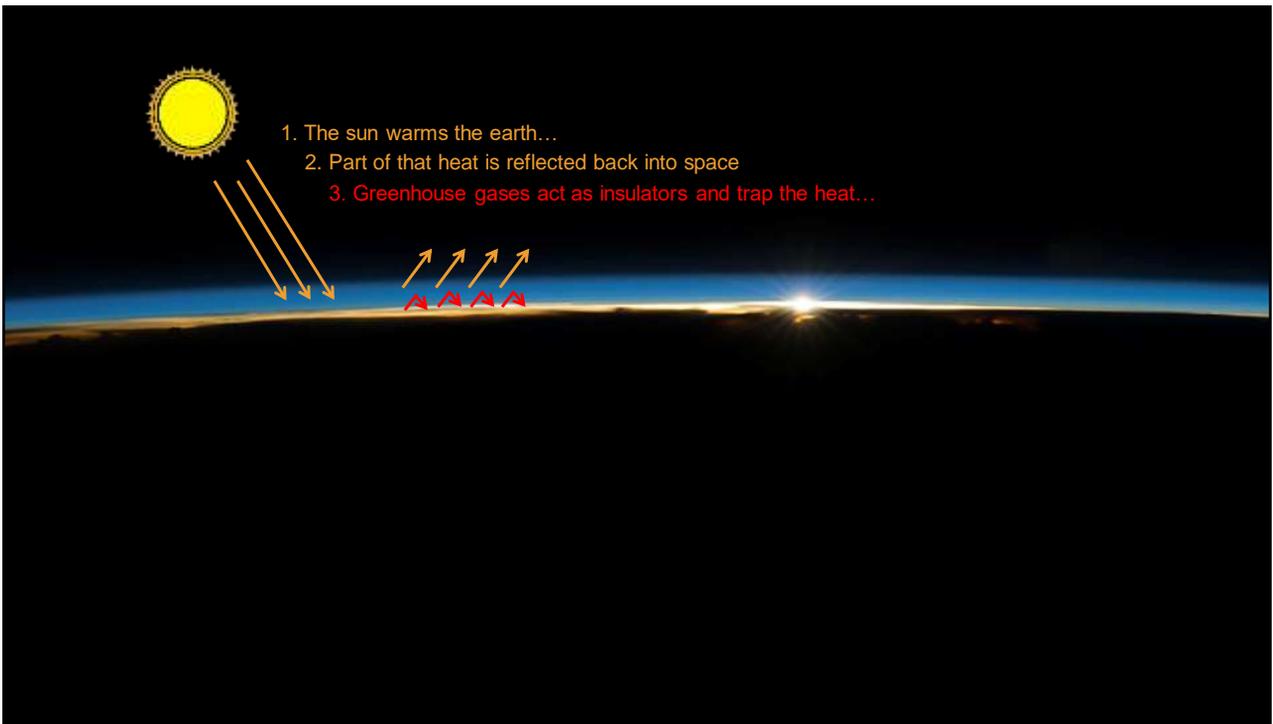
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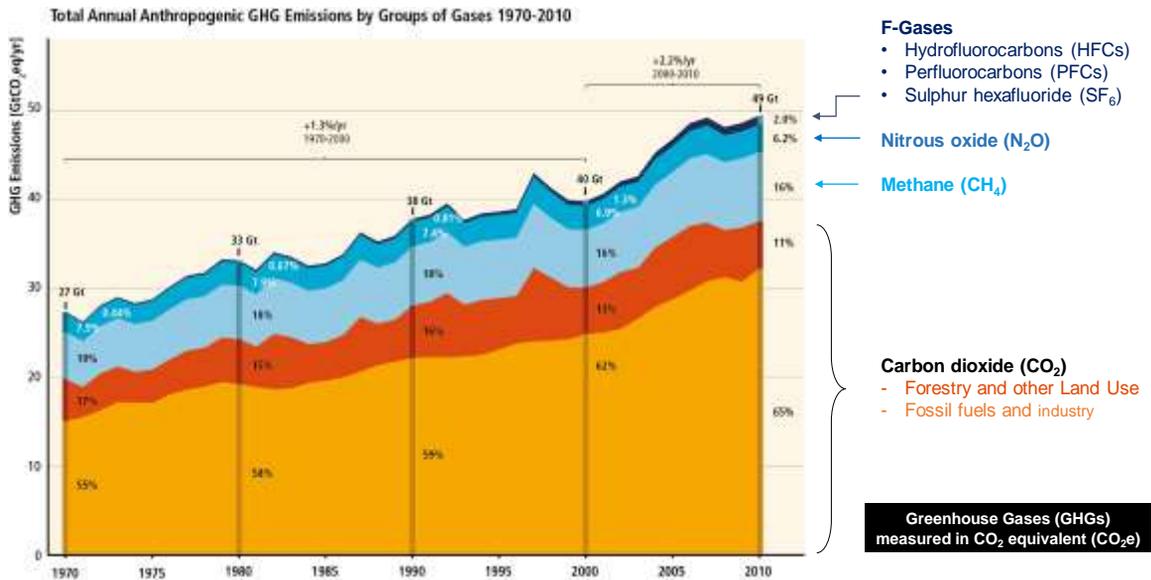


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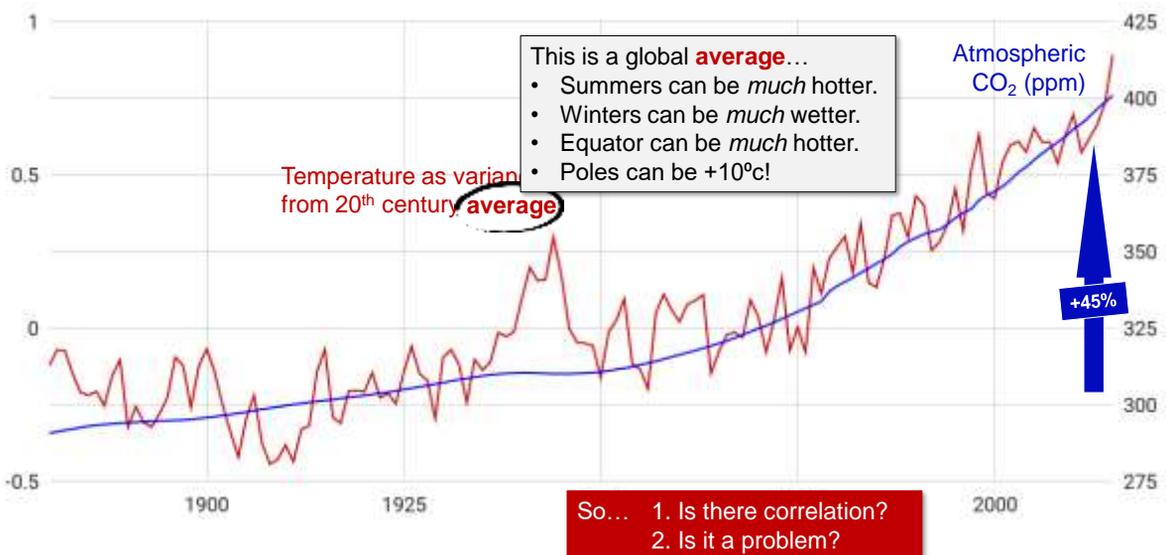
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What are the Greenhouse Gases?

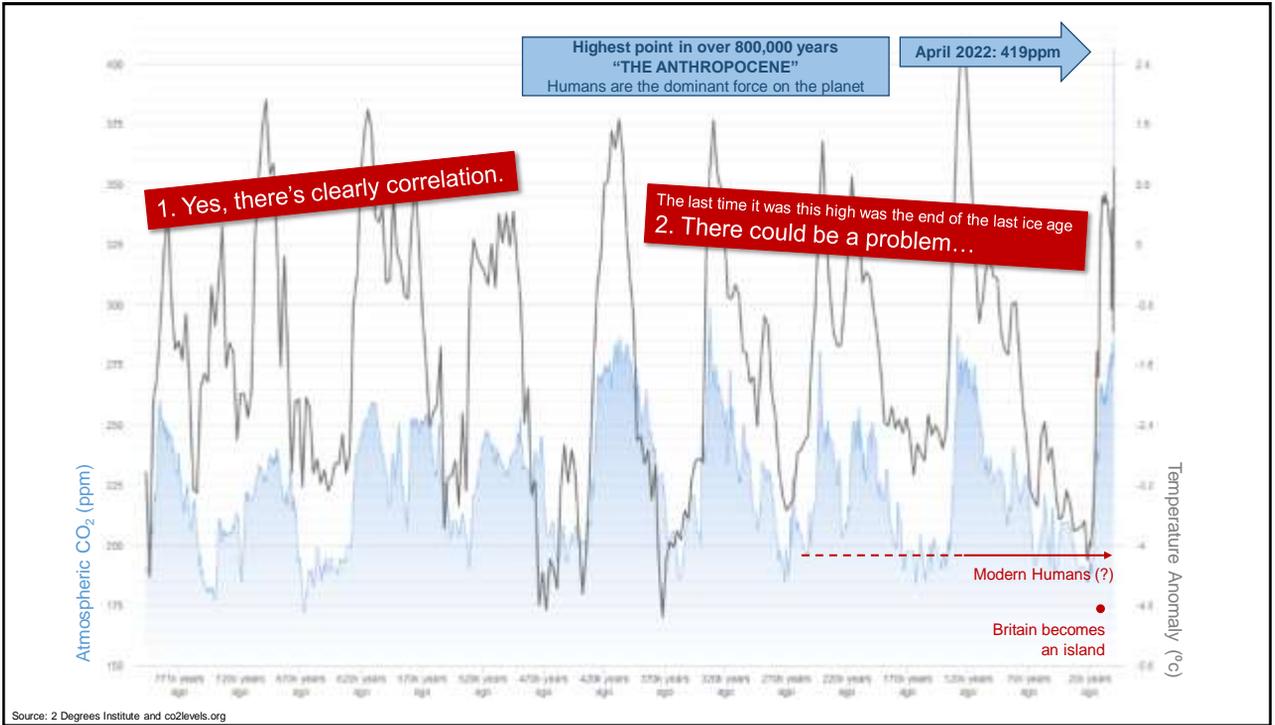


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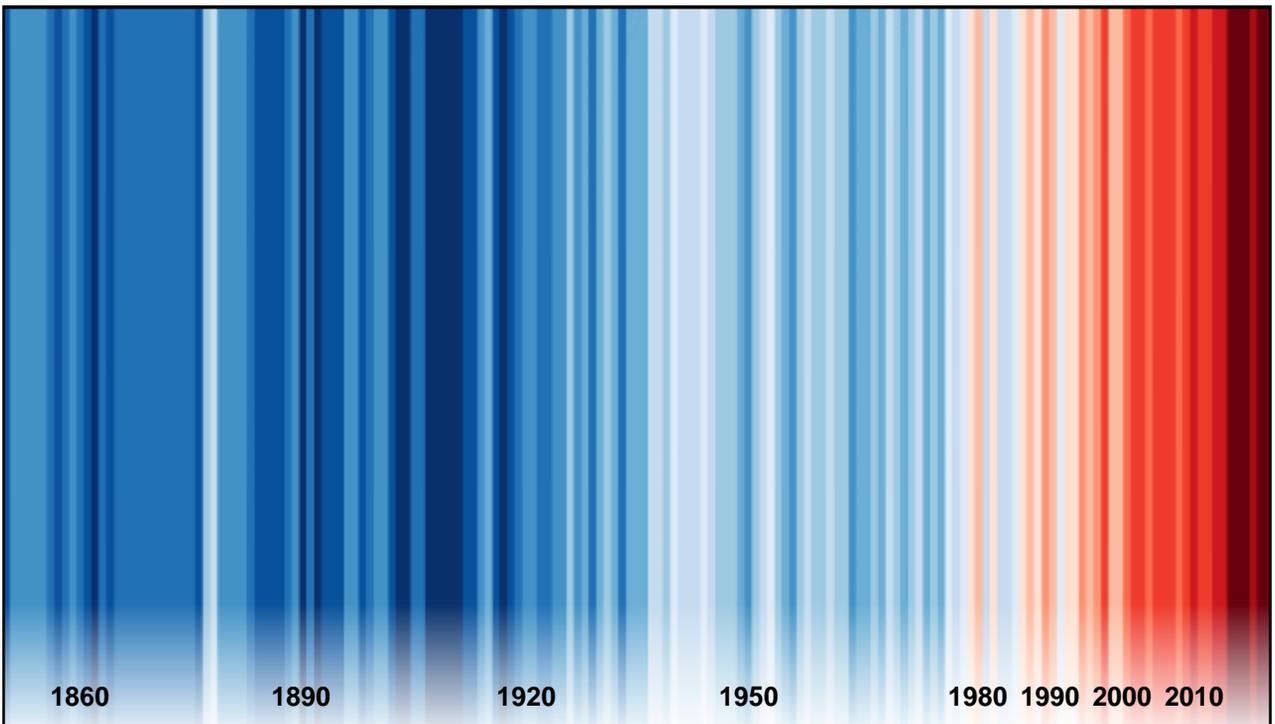
But CO₂ levels are INCREASING...



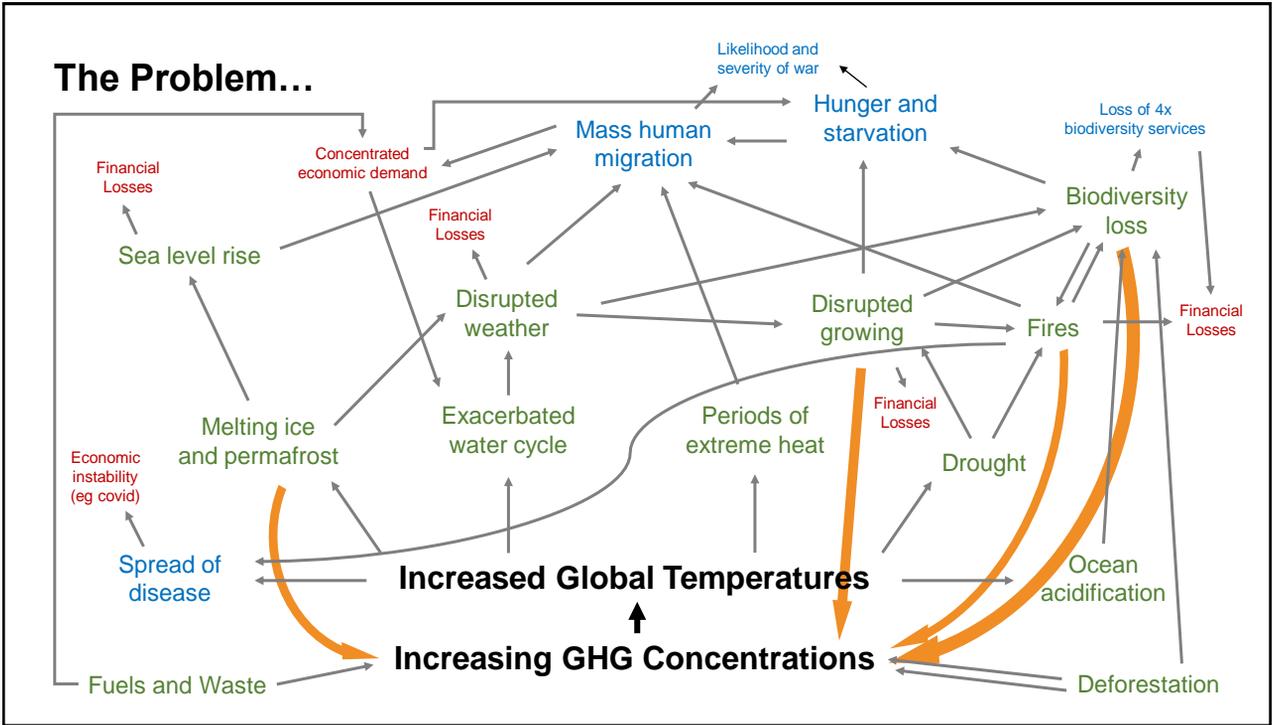
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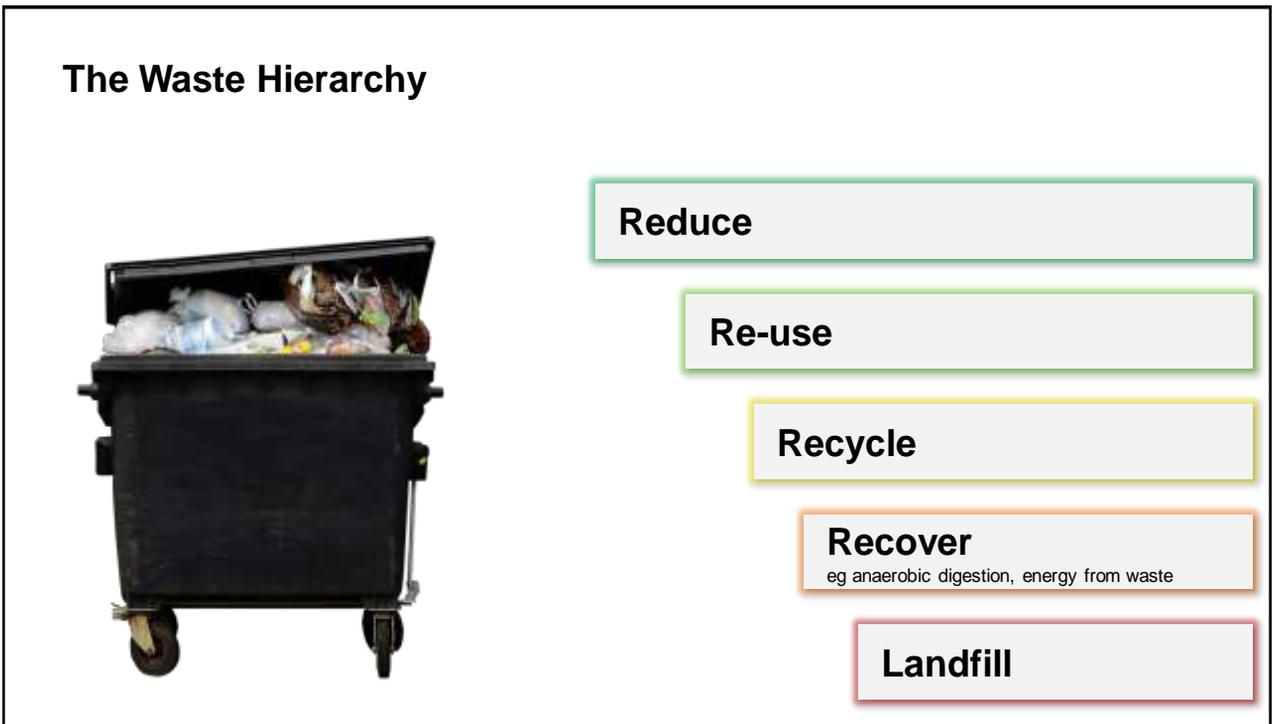
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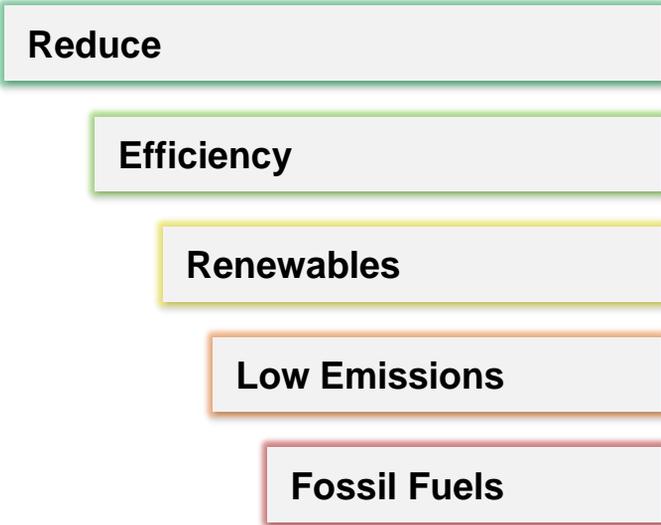


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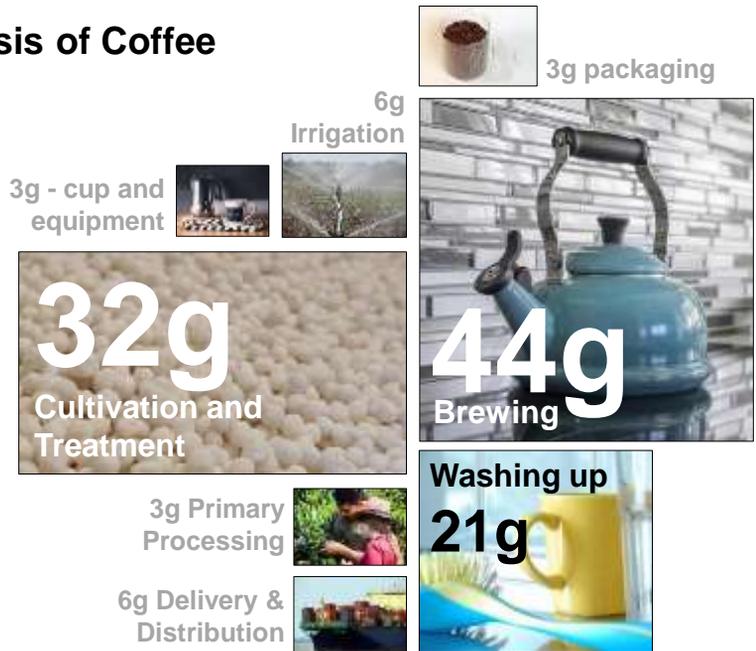
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The Energy Hierarchy



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Carbon Lifecycle Analysis of Coffee

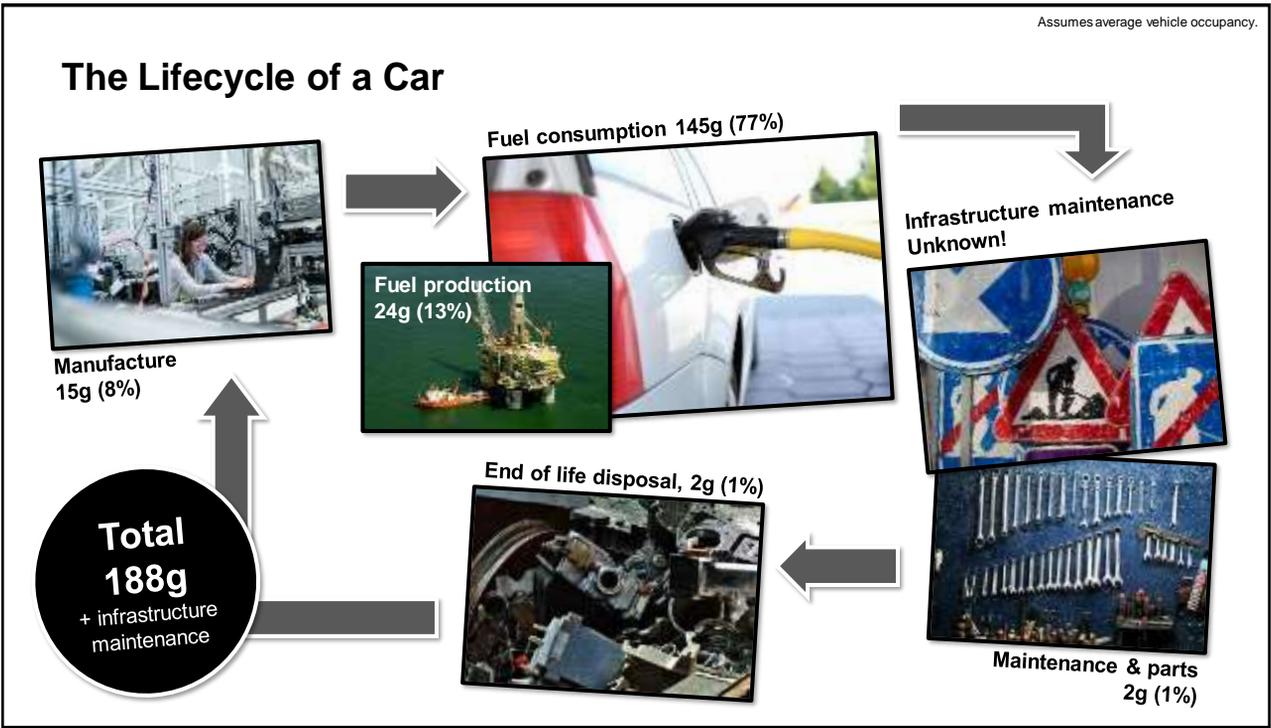


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What are the total lifecycle **CO₂e emissions** to consider when comparing car vs bicycle use?

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The Lifecycle of a Bike



Manufacture & maintenance
5g (24%)



16g (76%)
Increased food intake

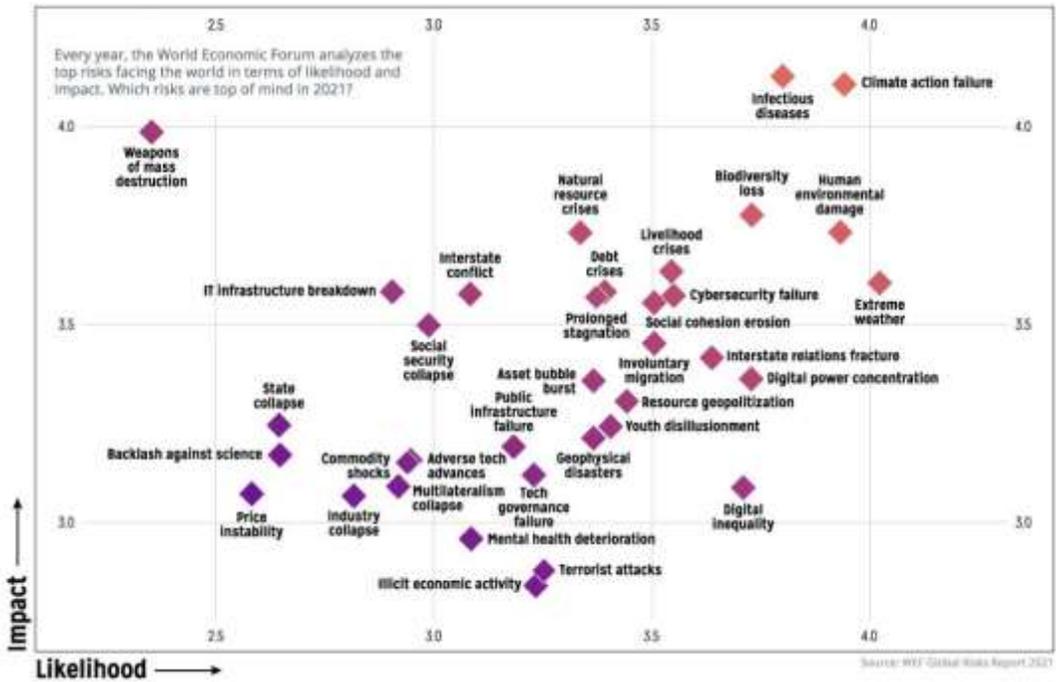


End-of-life disposal
negligible

**Total
21g**

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2021 Global Risks Outlook



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So what's the business case?



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A lack of basic skills...



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IEMA Associate Qualification

Foundation Certificate in Environmental Management

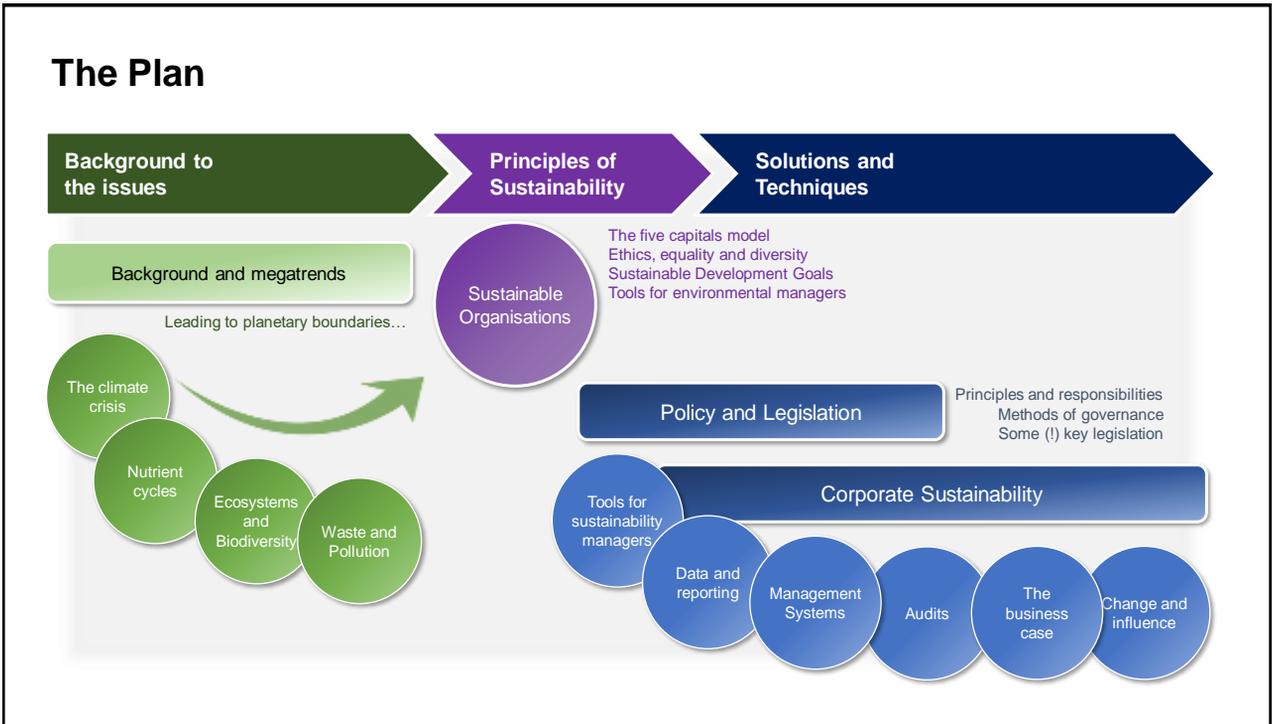
10x Wednesday evenings starting 2nd November 2022
University Studies campus (Bury St Edmunds)

Full course fee £995 (£180 for eligible SMEs) includes:

- Course tuition
- Learning materials
- Practice questions and mock exams
- Exam entry (leading to AIEMA suffix)
- First year of IEMA membership

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