



**Balance  
Carbon**

Emissions Auditing  
& Consulting

# Training

## Getting business value out of your carbon footprint

At Balance Carbon we understand that as the impacts of Climate Change become more frequent, Government have set new policies such as the Clean Energy Futures Legislative Package and provided additional market-based incentives to drive significant reductions in emissions. In response to this and associated supply chain and customer forces, businesses need to start planning for this transition for the low carbon economy now as they make decisions that will lock in their investments for years to come. Not only does measuring your carbon footprint drive reduction and improve economic attractiveness and efficiency. Disclosing your carbon footprint in government tender situations and to the public can build brand reputation and improve competitiveness through managing emissions aligning to broader corporate social responsibility pledges.

This half day course is designed for participants who have built an existing Carbon Footprint and/or Energy and Emissions Inventory and would like to acquire the knowledge and understanding of maximising value out of the information revealed within a Carbon Footprint.

### Learning Outcomes

At the end of the course, participants will have the skills to;

- Identify opportunities to create business value through disclosing an organisation's Carbon Footprint
- Identify and manage carbon risk (including carbon pricing, greenwash, competitive advantage)
- Understand and begin to implement an Emissions Management Plan (EMP)
- Begin to identify opportunities to build upon brand reputation
- Understand how a 'Carbon Narrative' will increase consumer engagement for your organisation/product
- Investigate opportunities and risks along the value chain

### Who should attend?

This course is suitable for small, medium and large organisations that already have an existing Carbon Footprint and/or Energy and Emissions Inventory

- Staff who are involved in a green/cross divisional group
- Staff who are responsible for managing finance, operations, environment, marketing and sales, including; business advisers, directors, managers, engineers, accountants, analysts, compliance and environmental

**Duration:** 3 hours + networking opportunities

**Locations:** Adelaide and Brisbane

**Cost:** \$350 (ex-GST)

Please register your interest at [info@balancecarbon.com](mailto:info@balancecarbon.com)



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