

[www.ecodesk.com](http://www.ecodesk.com)



# ECODESK: CONTINUITY.



7/20/2011





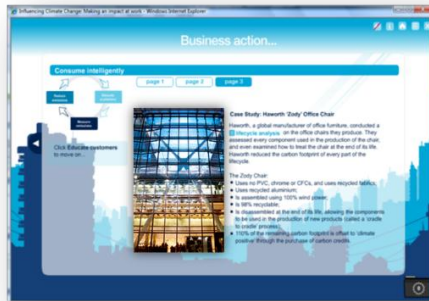
Profile.




Training.




Organisation.



BETA



Ecodesk™

HOME

GLOSSARY

FAQ

FEEDBACK

RESOURCES & TOOLS

EXIT X

### Help & Assistance

#### What is it all about?

- ▶ The Big Picture
- ▶ Think about it
- ▶ What might happen?
- ▶ Intro

START

ASSESSMENT

☰ LESSON MENU



BACK

NEXT



© Andromeda 2009





**Warming the Earth...**

When sunlight (also called **solar radiation**) reaches Earth's atmosphere, some is reflected away by clouds, atmospheric dust, or by the Earth's surface, especially the white surfaces such as ice or snow.

Once the sunlight hits land, some of it is absorbed by the land and re-emitted as **infrared radiation** or heat.

**Greenhouse gases trap heat...**

Let's take a closer look at the atmosphere to understand the gases that are responsible for warming the Earth.

The atmosphere is 99% oxygen and nitrogen. Greenhouse gases, used in the atmosphere in small concentrations (less than 0.1%), but they are important because they absorb and re-emit heat.

The main naturally occurring greenhouse gases are:

- Water vapour
- Carbon dioxide
- Methane
- Nitrous oxide
- Ozone

**A balancing act...**

The composition of the atmosphere is in balance. **Move the slider** to see what would happen if there were changes in the amount of greenhouse gases in the atmosphere.

**Less than optimal**

If the concentration of greenhouse gases in the atmosphere was too low, it would reduce the amount of heat that would be absorbed and re-emitted.

The Earth's temperature would be much colder.

**What is optimal?**

Scientists have measured that there are currently **380ppm** (380 parts per million) of greenhouse gas in the atmosphere. This isn't necessarily what would be considered 'optimal'.

It's estimated that if the atmosphere contains more than **450ppm** of greenhouse gases, the earth's climate would change enough to significantly affect the way people live.

\* Reference: *Reducing Dangerous Climate Change*, Schneider, Peter 2009

**More than optimal**

If the concentration of greenhouse gases in the atmosphere rises, more heat is stored and re-emitted. Earth's overall temperature increases, affecting the delicate balance of climate and weather systems. In turn, this increases the probability of extreme climate events such as droughts, floods and cyclones.

**International science tells us that if the atmosphere contains more than 450ppm of greenhouse gas, it risks upsetting the balance of climate everywhere.**



# Computer

Reducing your computer's in-use energy consumption

My Data

Eco-Desk

35% completed

Money saved

\$ 100

What kind of computer do you have?

Laptop  Desktop

How many hours per day is the computer on?

0 3 6 9 12 15 18 21 24

How many monitors do you have?

1  2  3  4

How many hours per day are the monitors on (this includes stand-by)?

0 3 6 9 12 15 18 21 24

Current Footprint

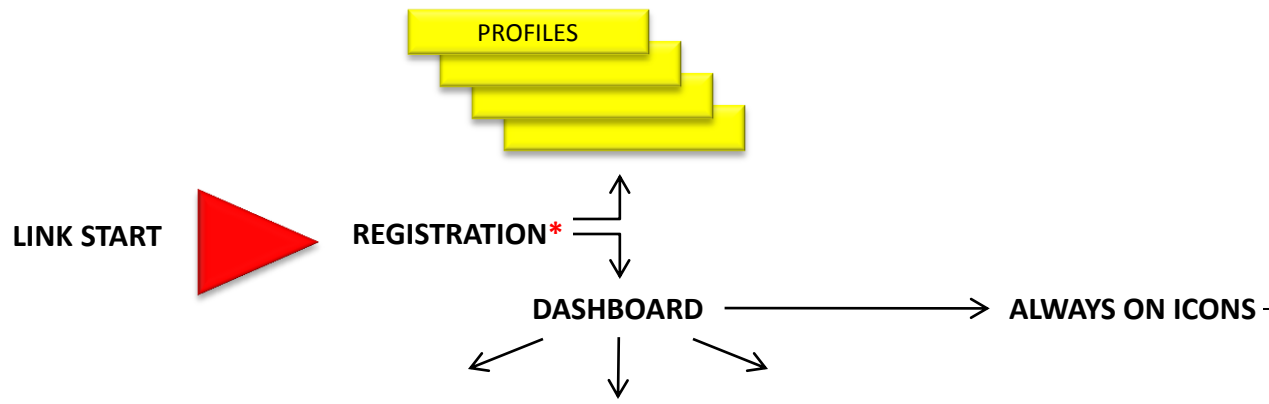
Target Footprint



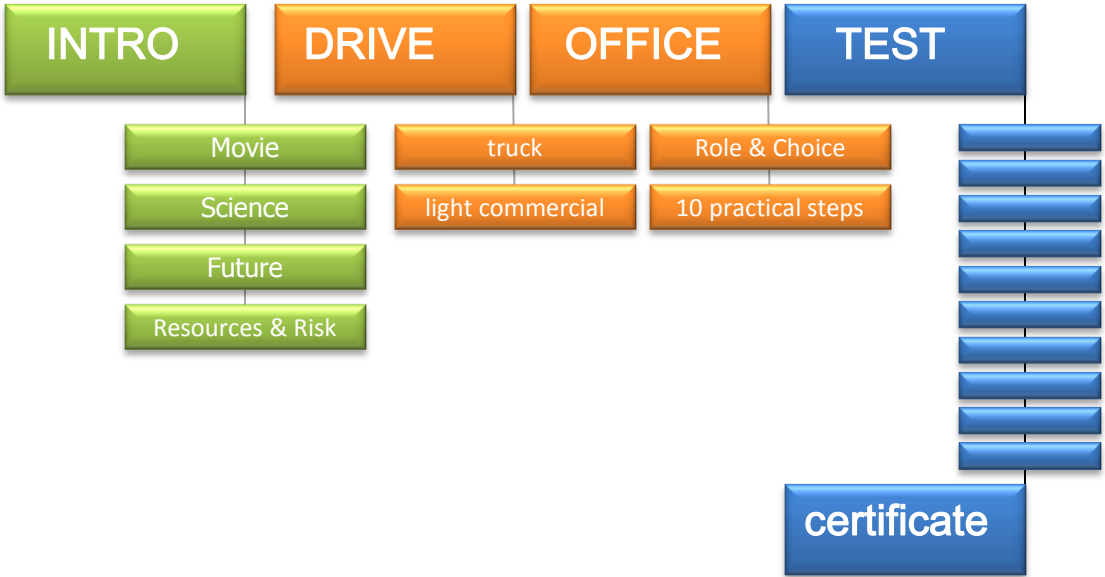
STAYING NEXT



CLICK ON VERSION:



- GLOSSARY++
- FAQ++
- RESOURCES & TOOLS++
- 



PRODUCTION SLATE 2011:

- BUILD
- maritime
- procurement
- retail
- carbon trading





**93% of CEOs see sustainability as important to their company's future success**

Accenture Global CEO Sustainability Survey 2010

**“By 2030, energy efficiency and behaviour change will offset more CO2 than all the new wind, solar and alternative energy generation methods combined”**

World Energy Outlook 2009, IEA/OECD



## MOVING FROM STRATEGY TO EXECUTION

- Leading organisations have their strategy in place
- Aligning management and staff is the major challenge
- Generating new knowledge, skills and mindsets for sustainable growth
- Actively shaping consumer and customer awareness
- Embedding new concepts of value and KPI metrics



*“Megatrends force fundamental and persistent shifts in how companies compete. They emerge from or be accelerated by financial crises, shifts in the social realities that define the marketplace, or the threat of conflict over resources.”*

1. Mass production
2. Technology
3. Quality
4. Globalisation
5. Information Society
6. **Sustainability**

The common thread? Megatrends present inescapable strategic imperatives for corporate leaders.

**Megatrends also ignite unprecedented opportunity.**

*The Sustainability Imperative: David A. Lubin and Daniel C. Esty HBR 2010*



## WHY WILL BUSINESS SEEK MEASUREMENT?

- Risk mitigation
  - regulatory uncertainty
  - energy price volatility
  - reputation
- Organisational best practice
  - processes and efficiencies
  - reputation, investor and stakeholder relationships
  - internal communication, staff attraction and retention
- Quantifiable, case studied cost reduction and ROI

...Sustainability hooks can work in a variety of circumstances, e.g. Staff engagement, staff retention, morale. Do you want proof points for the objective, or the sign-off challenge?



2006



www.projectandromeda.com

# Haworth Australia is proudly climate positive.

Haworth Australia engaged Project Andromeda to calculate the carbon footprint of its operations at the time below for the period 1/1/06 to 31/12/06 using the Project Andromeda™ Carbon Footprint Methodology.

A carbon footprint of 727 tonnes of carbon dioxide equivalent of greenhouse gases was calculated. This total is a measure of greenhouse gas emissions associated with Haworth Australia's sites, which takes account of corporate greenhouse gas emissions from land and air travel, electricity usage, paper usage and staff contributions, using recognised measurement standards and information provided by Haworth Australia.

Project Andromeda has organised the purchase of carbon credits corresponding to 1170% of this calculated footprint to offset those greenhouse gas emissions. In this way, Haworth Australia is climate positive.

Over the next 12 months Haworth Australia has agreed that they will endeavour to reduce their carbon footprint, tracked the positive steps they take towards mitigating climate change and communicate their willingness to make change voluntarily as to be part of the solution to climate change.

Certificate number: 000002

Sites to which this certificate applies: 640 Bourke Street Melbourne, 137 Pymont Street Sydney

Period for which certificate valid: 1/1/06 to 31/12/06

Issue Date: 30th March 2008

**CLIMATE POSITIVE**

ABC member since 2006

www.projectandromeda.com

# Our carbon footprint.

For Haworth Australia

Asset	Consumption	Unit	Impact
Air travel	1,000,000	Kilometres	105.4
Electricity	200,000	Kilowatt hour	53.9
Paper	85	Number	141.9
Transport	100	Number	2.0
<b>TOTAL</b>			<b>727</b>

For the following sites: 640 Bourke Street Melbourne, 137 Pymont Street Sydney

For the period: 1/1/06 - 31/12/06

**How your footprint was calculated**

Your carbon footprint is a measure of the greenhouse gas emissions associated with business activities at your listed sites for the period indicated. We calculate using the Project Andromeda™ Carbon Footprint Methodology, which takes account of corporate greenhouse gas emissions from the following sources (see below):

- Air travel: All flights for all staff as an official part of any individual's corporate activities from the use of air routes to destinations anywhere from the issuance of tickets/receipts to your organisation, in these instances, an accepted methodology is used to cover the liability assigned.
- Electricity usage: Greenhouse gases are produced as a result of generating electricity at power stations and transmitting it through the grid. Emissions are greater from local fuel generation (power stations like Kiewit, etc) and so, the electricity used anywhere from its point of origin to the energy used (direct or indirect) at your site is taken into account provided by the Australian Government office.
- Staff contribution: People are responsible for greenhouse gas emissions as a consequence of their personal use of site activities: use of cars and commutes to work, the manufacture or where electricity generation occurs. We are unable to track this down to an individual or work unit provided by the Project Andromeda office, but we do have an accepted methodology to estimate the average per capita footprint for the Australian national United Nations Framework Convention on Climate Change.
- Paper usage: Greenhouse gases are produced both in the manufacture of paper and in its delivery to the office. We have taken data from the Australian Government's Office of Paper Industry Control and website from the Australian Government Office.
- Road travel: Emissions from road vehicles vary with vehicle type, engine size and fuel used as well as period, speed of travel and distance. We use the vehicle type and mileage information provided by the Australian Government's Road Vehicle Emissions Estimation Model (R-VEEM) methodology for the calculation of road travel emissions.

**727 tonnes**

A full detailed methodology can be found at www.projectandromeda.com

# Business Briefing: How to be climate positive

**Project Andromeda Business Briefing Version 2.2 July 2007**

A climate change solution for business. Climate change is the big issue facing business today. Media coverage is significant and provoking the same questions from all sides:

- What can we do about it?
- What does it cost?
- What are the business gains?
- What benefits will bring to business?

Project Andromeda has established to respond to business confusion by developing a methodology to help you understand, through our highly competitive model, business action is an immediate decision and ongoing. The cost is not an immediate decision and ongoing. The cost is not an immediate decision and ongoing. The cost is not an immediate decision and ongoing.

Two golden rules:

- Any action immediately reduces an enterprise's carbon footprint as a matter of business must be taken.
- Nothing immediate by itself can reduce the total carbon footprint. Only by taking immediate action can the total carbon footprint be reduced.

**Avoid Greenwash**

Compare an beginning to understand that action in climate change brings positive benefits, not just to the environment, but to all aspects of a business, from legally clear advantages to staff retention, through to sales and marketing. Rupert Murdoch said recently, "It is clear that we would take action not only as a matter of public responsibility, but because we intend to benefit as many companies as we can by acting on this issue in a truly good business. For us as a media company this is a business decision as well as a social one. We are not worried about the costs of the carbon footprint, we are worried about the costs of the carbon footprint."

**This chair is climate positive.**

This is a chair that's better than any other. It's better because it's made from recycled plastic. It's better because it's made from recycled plastic. It's better because it's made from recycled plastic.

Project Andromeda™ Basic Business Model

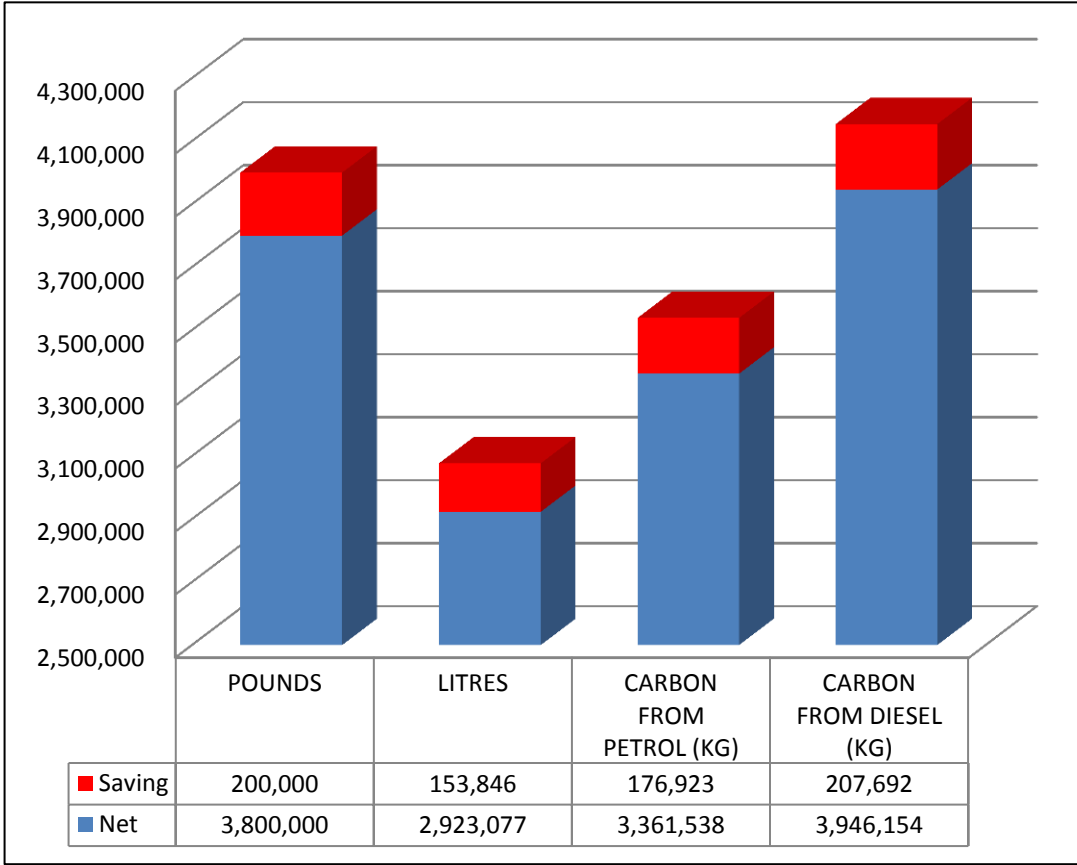
The Project Andromeda™ Business Model follows the fundamental principle that environmental responsibility is good for business. By definition, it also for creating a carbon footprint in business. Action to mitigate climate change can therefore be a business opportunity and a financial challenge for industry and government.

Project Andromeda™ provides a clear, simple and effective way to reduce carbon emissions. It's a simple and effective way to reduce carbon emissions. It's a simple and effective way to reduce carbon emissions.

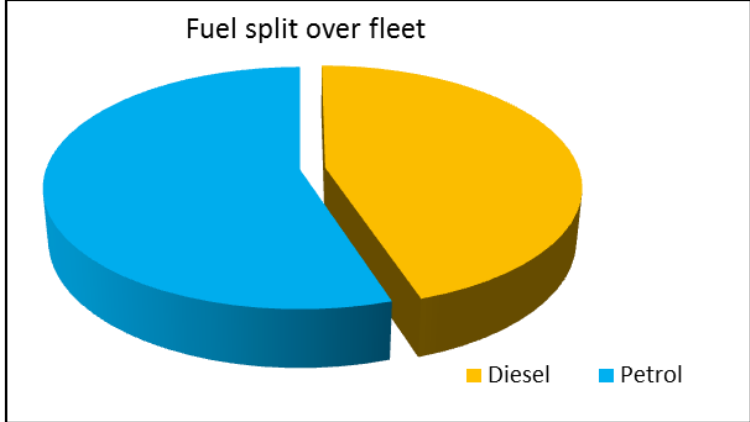
**ABC member since 2006**



	Spend/yr	Diff. (£)	Litres	Diff. (L)	Carbon 1 Diesel (kg)	Diff.	Carbon 2 Petrol (kg)	Diff.	Overall carbon (kg)	Overall carbon diff. (Kg)
0%	£4,000,000		3,076,923		3,738,462		3,892,308		7,630,769	
5%	£3,800,000	£200,000	2,923,077	153,846	3,551,538	186,923	3,697,692	194,615	7,249,231	381,538
10%	£3,600,000	£400,000	2,769,231	307,692	3,364,615	373,846	3,503,077	389,231	6,867,692	763,077
15%	£3,400,000	£600,000	2,615,385	461,538	3,177,692	560,769	3,308,462	583,846	6,486,154	1,144,615

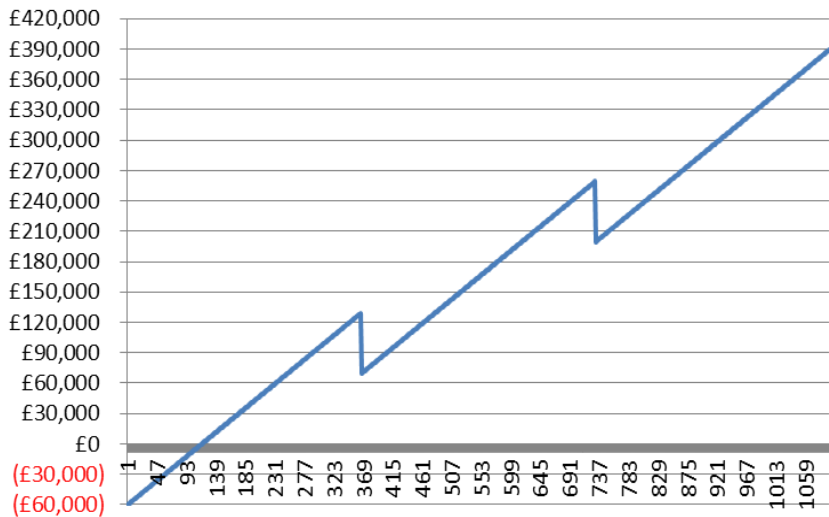


Assumptions:

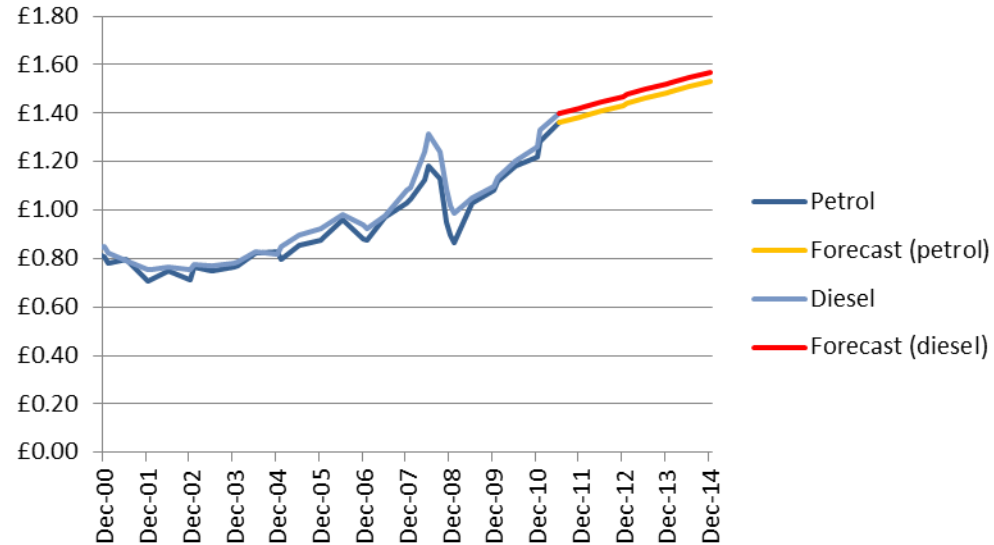


Date	Forecast petrol prices	Price per year	5% saving	Forecast diesel prices	Price per year	5% saving
Jul-11	£1.350	£2,362,784	£118,139	£1.398	£1,501,442	£75,072
Dec-11	£1.386	£2,425,791	£121,290	£1.418	£1,522,921	£76,146
Jul-12	£1.431	£2,504,551	£125,228	£1.448	£1,555,141	£77,757
Dec-12	£1.431	£2,504,551	£125,228	£1.468	£1,576,621	£78,831
Jul-13	£1.461	£2,557,057	£127,853	£1.498	£1,608,841	£80,442
Dec-13	£1.481	£2,592,061	£129,603	£1.518	£1,630,321	£81,516
Jul-14	£1.511	£2,644,567	£132,228	£1.548	£1,662,540	£83,127
Dec-14	£1.531	£2,679,572	£133,979	£1.568	£1,684,020	£84,201

**Graph to show return on investment over a 3 year period**



**Graph to show petrol prices since 2000 and 3 year forecast**



**Assumptions:**

- Initial investment of £xxxx
- Return on investment after xxx days
- Cumulative return on investment of £xxxx at a 5% level



### Eco-Toolkit

- Big Picture
- Risk and Resources
- Climate Change
- Eco-Desk**
  - Your Role
  - Ten Steps
  - FAQs
- Eco-Drive
- Eco-Exec
- Eco-Work
- Eco-Build

### Telstra's Vision



Telstra is one of the biggest brands in Australia and we touch millions of daily lives. It's our responsibility to set an example by not just announcing our eco-intentions, but acting on them too. Use the ECO-DESK toolkit to refer to as you prepare work, and as you go about your daily business. Make use of the training, resources and tools, and don't call on our own eco-sustainability specialists to help with any tricky issues.

[>> read more](#)


SHARE THIS SOLUTIONS EMISSION VISION

### Key Data

1.5m t CO<sub>2</sub>-e in 2009

15% by 2015 (target)

**2: Electricity**  
Electricity and gas for lighting, heating and air conditioning in office buildings and electricity to operate the network (90.9%)



### Telstra Eco-Products

Video Conferencing  
Save time, money and carbon



[learn more...](#)

### A Word from the CEO



### Goals

- Educate**  
ECO-DESK is a new generation software application pioneered in Australia. Telstra has chosen to deploy ECO-DESK to help us learn...  
[>> read more](#)
- Reduce
- Offset

### My Data | Our Data

Eco-Desk: 45% completed

Eco-Drive: 65% complete **Certificate**

Climate Change:



**Not Registered? Start Here**



**Resources & Tools**



**Global Trends**



**About Eco-Products**





# ECODESK PROFILE

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**SB** Sustainable Business CONFERENCES

**Investing for Sustainability**  
27th January 2011,  
One Whitehall Place, London  
**Register today!**

**Telstra**

Like Tweet +1

Sustainability summary Staff engagement Progress

Telstra's focus is on the efficient use of energy and conservation of resources. For this reason, energy, water and waste management programs form the centrepiece of our strategy. "Setting measurable targets demonstrates that we are serious about providing good stewardship of the environment - and what gets measured gets done. We believe that adopting a target will help motivate our company to identify novel solutions to reduce Telstra's carbon intensity. There is also an increasing expectation from employees, customers, governments and communities that we demonstrate our commitment to addressing the issue of climate change. Investors see high performing environmental programs as a proxy for management effectiveness, which impacts on investors' valuation of the company". Nelida Caesar, Group Managing Director, Telstra Enterprise & Government. Ecodesk™ is a major factor in achieving emissions reductions at Telstra, and a contributor to greater efficiency and significant financial savings which will be accurately measured.

Leave a comment

Create your profile now

**Key Data.** @Ecodesk2010

1,500,000 Metric Tons CO<sub>2</sub>e

8,600,000 Giga-Joules

10% by 2015 Emissions reduction target

2009 Base line year

Click icons to play training

10,000 Ecodesk users

About Telstra  
Telstra is one of the world's leading telecommunications companies.

Australia

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Linked in 40 Chat live

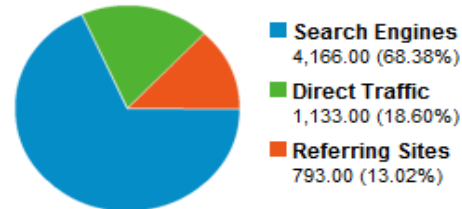
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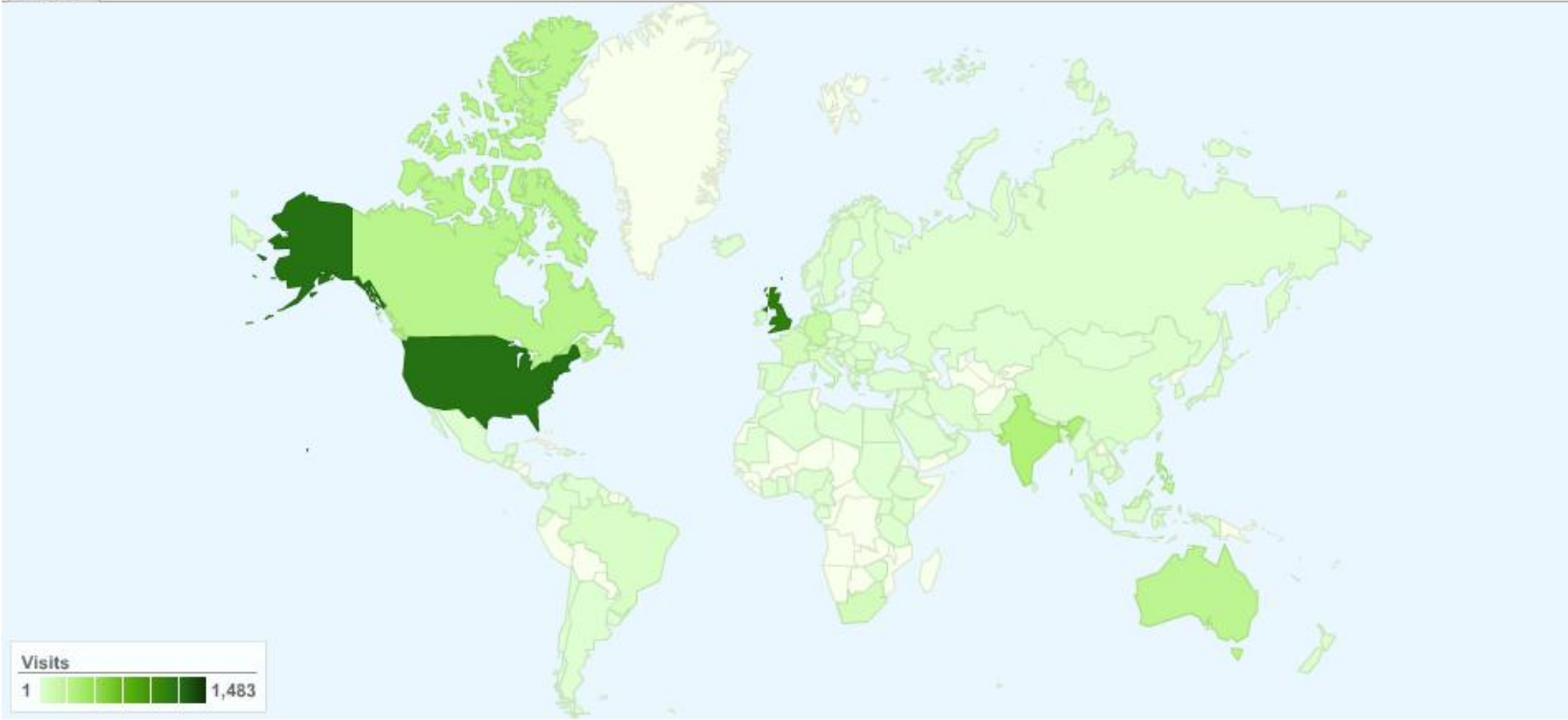
Detail Level: <input type="button" value="Country/Territory"/>	Visits	Visits	Country/Territory contribution to total: <input type="button" value="Visits"/>
1.  United States	1,483	24.36%	
2.  United Kingdom	1,354	22.24%	
3.  India	391	6.42%	
4.  Canada	311	5.11%	
5.  Australia	282	4.63%	
6.  Philippines	276	4.53%	
7.  Germany	184	3.02%	
8.  Malaysia	137	2.25%	
9.  South Africa	105	1.72%	
10.  Bulgaria	105	1.72%	

## All traffic sources sent a total of 6,092 visits

- 18.60% Direct Traffic**
- 13.02% Referring Sites**
- 68.38% Search Engines**



Visits ▾

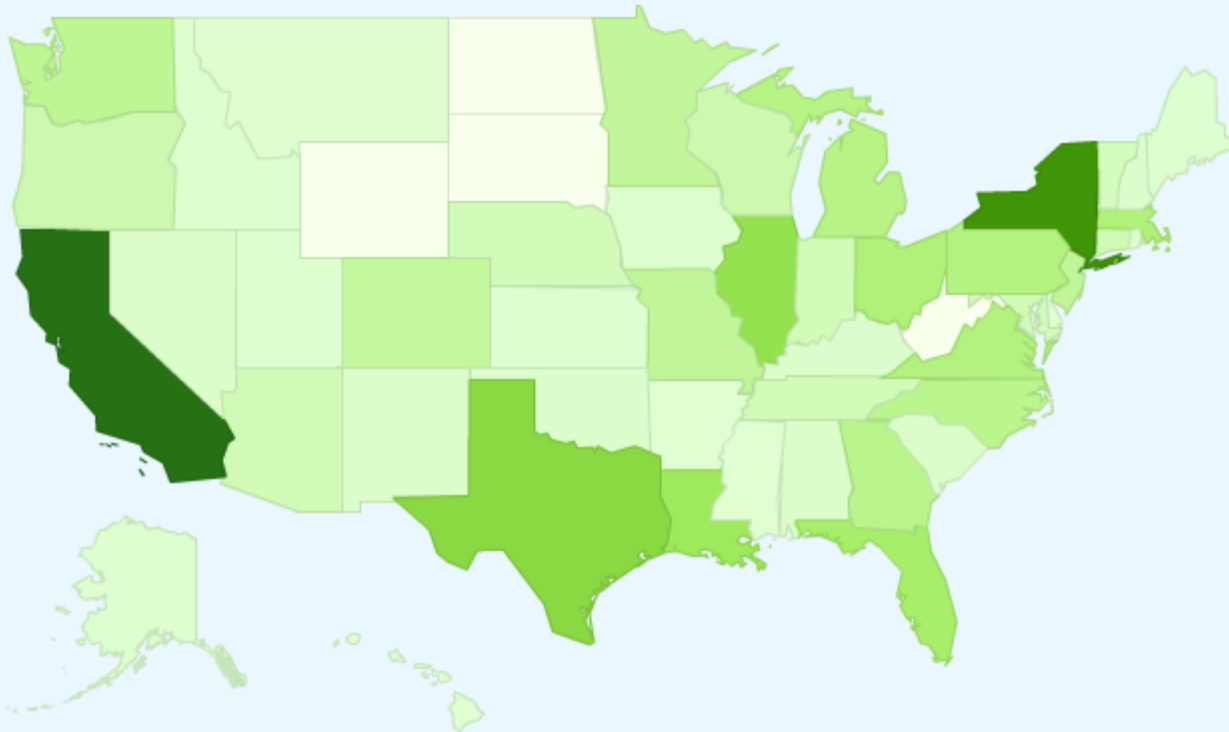


### 6,089 visits came from 121 countries/territories

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#)    Dimension: [None](#) ▾



Zoom Out



**This country/territory sent 1,483 visits via 48 regions**



# DEVELOPMENT TRACK

ECO-PRODUCT	SCOPE	SME (TBC)	BUS CASE	SCRIPT	AVAILABLE	WEBSITE	SALES	LANG
PROFILE	✓	✓	✓	✓	✓	✓	✓	UK, AU
BUSINESS								
DESK 2.0	✓	TELSTRA	✓	✓	IN DEV	✓	✓	UK, AU
DRIVE TRUCK	✓	LINFOX	✓	✓	✓	✓	✓	UK, AU, CN, IN, MY, ID, TH
DRIVE FLEET	✓	✓	✓	✓	✓	✓	✓	UK/AU
EXEC	✓	✓	✓	✓	✓			
WORK	✓	LINFOX	✓	✓	✓		✓	UK, AU,
BUILD	✓	ARUP	✓					
FLOAT	✓	MAERSK	✓	✓	IN DEV	✓	✓	✓
DATA CENTRE	✓	TELSTRA	✓					
PRINT MGMT	✓	RICOH	✓					
VID CONF	✓	TELSTRA	✓					
CARBON TRADE	✓	(TBC)	✓					
RECYCLING	✓	(VEOLIA)	✓					
RETAIL	✓	(TBC)	✓					
SALES	✓	(TBC)						
SUPPLY CHAIN	✓	(TBC)						
WATER	✓	(TBC)						
WASTE	✓	(TBC)						
TRAVEL	✓	(VIRGIN)						
GOV	✓	✓	✓	✓	✓	✓		
SCHOOLS	✓	(TBC)						



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