



**CARBON
-NEGATIVE-**



BECOMING CARBON NEUTRAL

A journey worth taking

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at Vigyan Bahavan, New Delhi

A journey worth taking

What is the one thing that Google, Sky, Avis and Circular Computing™ all have in common?

The answer may surprise you`

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All of them have either achieved, or are working towards, being carbon neutral organisations. What's even more surprising is that some of them have been carbon neutral for more than ten years.

In this white paper, we will explore why so many companies are investing time, money and significant effort to achieve this particular environmental status symbol - particularly as it becomes more prominent with governmental policies and regulations.

Like a snowball rolling down a hill, more and more organisations are joining the movement for various reasons, including

- Environmental protection
- Cost reduction .
- PR and corporate social responsibility
- Customer expectations
- Dwindling supplies of raw materials and fossil fuels

Whatever the reason that piques a business interest and prompts action towards becoming carbon neutral, the benefits can be far more widespread, adding value in more than one area. Throughout this paper we will be shining a light on both tangible and intangible rewards that can come from taking steps in this direction.



What is carbon neutrality?

Carbon neutrality means reducing your organisation's net carbon footprint to zero by reducing greenhouse gas production as much as possible and then offsetting the remainder. In other words, we are seeking to create an ecological balance between processes that generate greenhouse gases and those which remove them from the atmosphere

Global thought leaders such as 'The Elders' believe that global carbon neutrality can be achieved by 2050.

Today, terms like Global Warming, Greenhouse Gases, and The Hole in the Ozone Layer are at the forefront of public consciousness. Frustratingly, government representatives across the world have been discussing them for more than two decades without coming to a clear consensus on how to tackle it.

Rather than waiting for definitive legislation, enlightened business leaders across the globe are taking matters into their own hands and committing their company's efforts to address this potentially catastrophic problem.

For example, emissions from the burning of fossil fuels are a significant contributor to our global climate problem. Carbon neutrality proponents have recognised the need to phase out the use of these harmful energy sources as much as possible, replacing them with more sustainable, renewable power generation technologies such as solar, wind, tide and biomass

The shift towards such renewable energy sources is accelerating at a rapidly increasing rate as the generating costs plummet.

In May 2019, the whole of the United Kingdom operated for just over a week without using any electricity generated from burning coal.

“ We believe that, by 2025, we will be able to fully operate Great Britain’s electricity system with zero carbon. ”

- Fintan Slye, the director of National Grid





Benefits of gaining carbon neutral certification

Before we consider the steps that an organisation needs to take to become carbon neutral, let's take a moment to look at the benefits of such a commitment in greater detail.


The most apparent benefits of committing to the carbon neutrality path are, of course, the environmental ones but in the competitive business world, taking the moral high ground and committing to saving the planet can be a hard sell when profit margins are being squeezed, and global competition is getting tougher. Companies like Google and the others mentioned in the introduction to this paper understand that going carbon neutral makes sound business sense too

The economic argument

Rising energy costs

Many businesses are currently reliant on non-renewable, fossil fuel energy sources which have been steadily increasing due to the twin factors of growing demand and dwindling supply. In contrast, renewable energy sources are becoming increasingly more cost-effective, thanks to reduced costs and ever shortening payback periods

In addition to utilising renewable energy sources, the rapid evolution of affordable, energy-efficient, electric vehicles and the increasing availability of EV charging stations is making it easier to move away from increasingly expensive, polluting, fossil fuels.





Raw materials

Supply and demand issues are pushing up the costs of raw materials while millions of tonnes of valuable raw materials are still being disposed of in landfill sites across the world. Reclamation, recycling, reuse, and remanufacturing offers a practical, cost-effective solution by prolonging the lifespan of products and components


Customer demand

Recent market research shows that business and domestic consumers are giving more weight to the green credentials of their suppliers when making a buying decision. It clearly indicates, more than ever, that they prefer to buy from suppliers with a demonstrable environmental conscience.

As a result, the inclusion of environmental considerations in tender processes is becoming the norm rather than the exception.

Employee expectations

Human capital is high on the agenda of most successful businesses. Attracting and retaining high performing people, at all levels of the organisation, is critical to maintaining your competitive advantage. As unemployment rates fall, it becomes harder to hold on to excellent staff, but research suggests that there's more to it than a desire for higher wages. The best staff care about the environment and want to work for, and take pride in, environmentally responsible companies. Becoming carbon neutral is an excellent way to tap into these motivating factors while reducing the cost of replacing valuable staff.





National and local neutrality commitment

Transitioning to net-zero greenhouse gas and climate-resilient future, and delivering on the Sustainable Development Goals, is one of the biggest, but also one of the most exciting challenges the world has ever faced.

In September 2018, the leaders of 19 countries including Canada, Denmark, France, Germany, Netherlands, New Zealand, Spain, Sweden, and the UK, adopted a plan of action designed to build global momentum for the development of long-term climate strategies.

Their commitment is to develop and share their action plans before 2020, and to share experience, data and tools to assist each other as well as becoming advocates for higher global ambitions to tackle this critical ecological threat.



Our planet's future depends on how quickly we can become carbon neutral. To do this, and to meet our Paris commitments, countries need ambitious, long-term plans to reduce carbon emissions." 

Mark Field, Minister of State, Foreign and Commonwealth Office of the United Kingdom continues:

"Through our Climate Change Act, the UK was the first country to introduce legally binding emission reduction targets, and it has helped us reduce our emissions by over 40% in just three decades, while simultaneously our economy has grown by 67%.



➔ WHO SHOULD ATTEND?

- ➔ Research and Academia
- ➔ Component Manufacturers & Industrialists
- ➔ End-users
- ➔ Service Providers
- ➔ Government Officials & Regulators
- ➔ Intergovernmental Institutions
- ➔ Utilities, Power, Water
- ➔ Storage and Distribution
- ➔ Gas & LNG Infrastructure
- ➔ Renewable Energy Producers (Wind, Solar, Hydro and others)
- ➔ International and National Oil Companies
- ➔ Mobility Sector
- ➔ Infrastructure & Construction



➔ WHY TO EXHIBIT?

Gain Industry knowledge

This exhibition will offer a chance to showcase your latest innovative products for an opportunity to discuss, collaborate, and do business with investors looking to drive the Carbon Negative Industry forward.

Networking Events with Industry Leaders

Whether attending as an exhibitor, visitor, or conference delegate, you are sure to meet industry leaders during our entertaining networking events. Extend your network and accelerate your low-carbon strategy.

Meet in Person

Attending the exhibition will also enable face-to-face interaction with invited key audience which will lead to better communication and understanding.

Business Dealings

It will allow to host meetings and secure business deals on your exhibition stand along with generating new leads for your company in a highly targeted environment.



KEY HIGHLIGHTS

- Two days of in-depth presentations revealing the latest market spanning nine sectors giving a competitive edge.
- Unique opportunity to integrate with a multitude of end users & seek new market opportunities by demonstrating insight into this evolving sector.
- Exclusive networking opportunity with industry thought leaders and decision makers
- Perfect platform to enhance your brand visibility and corporate presence in front of your target audience

**3 Ministers & Govt
Bodies**

**200+ Expert
Speakers**

400+ Participants

**Knowledge Reports
will be Shared**

**100+ Interviews By
Various TV Channels**

110 Stalls