

# Spotlight



Using carbon footprint and global carbon impact as a strategic and commercial tool for businesses

Paris, France | November 29-30, 2017

Information Pack

#Spotlight  
[spotlight.climate-kic.org](http://spotlight.climate-kic.org)



Climate-KIC is supported by the  
EIT, a body of the European Union

# About the workshop

More and more start-ups and businesses are dedicated to environmental issues and offer solutions to contribute to climate change mitigation.

However, even if they have the intuition that their solutions and services are contributing to the energy transition or GHG emission mitigation, **they often don't know how to rigorously estimate the carbon footprint of their activity and how to compare it with a reference scenario in order to prove their climate benefits.**

Additionally, in the post-COP21 context, top economic players increasingly adopt carbon metrics such as avoided emissions (also called "global carbon impact"). The use of such indicators is encouraged by carbon mandatory regulations and investors to support businesses contributing to the energy transition and climate change mitigation.

**Therefore, not only carbon metrics are a tool to lower the carbon footprint of businesses but also a commercial argument for innovative start-ups in order to thrive in a competitive environment.**

Objectives of this intensive two-day course:

- Strengthen your knowledge on post-COP21 developments regarding climate reporting regulations in Europe (including new article 173 French Energy Transition Law and recommendations from the Task Force on Climate-related Financial Disclosures) and the involvement of new top players (finance sector);
- Understand the carbon footprint methodology principles, assess induced and potential avoided emissions related to sold products and services;
- Understand how to promote the carbon benefits of sold products and services to gain new clients and financial partners.

## Focus on your own business

This course is designed to focus **on your own business**

- To estimate the carbon footprint of your activity,
- To investigate how to reduce them,
- And to identify potential avoided emissions due to your activity and products.

## What we offer:

Over the course of the workshop you will:

- Understand carbon footprint methodologies and current context of carbon metric indicators and regulations,
- Learn how to assess the carbon footprint of activities and draw relevant action plans to lower your GHG emissions,
- Learn how to estimate the global carbon impact of sold products and services by comparing their emissions with a relevant reference scenario,
- Build market and commercial pitch to promote products and services based on climate benefits metrics.

## Who can take part:

The course is geared towards participants with the following background:

- **Entrepreneurs who are planning to or already running start-ups that are directly or indirectly related to energy/climate/environmental issues.**

The course is participant-focused. We will address specific issues related to your initiatives, adjusting the content to be as close as possible to your context.

**Course limited to 15 participants max**



# Agenda

Location Paris, France  
November 29-30, 2017

## Nov. 29, 2017

### Day 1 – Carbon metrics and how to assess a carbon footprint

09:00-12:00

**Context:** the post-COP21 context, renewed commitments of the finance sector, new regulations on carbon reporting (article 173 of the French Energy Transition Law), recommendations of the Task Force and Climate-Related Financial Disclosures (TCFD)

#### Carbon footprint methodologies – assessing and reducing the carbon footprint

#### Case studies

12:00-13:00 **Lunch Break**

13:00 – 17h15

#### Workshop to

- assess the carbon footprint of participant's businesses
- explore the possibilities to reduce this carbon footprint and define an action plan

#### Group presentation

## Nov. 30, 2017

### Day 2 – What is my global carbon impact? Comparing my solutions with a reference scenario.

09:00-12:00

**Context:** Introducing the concept of avoided emissions: principles and key issues

#### Carbon footprint methodologies – assessing the global carbon impact of activities and products

#### Case studies

12:00-13:00 Lunch Break

13:00 – 17h15

**Assessing the global carbon impact of participants' activities and products**  
(this workshop content depends on businesses maturity and development stage)

#### Marketing pitches

#### Debriefing session and outcomes

## Coaches and experts



**Juliette Decq**

Juliette is senior consultant at Carbone 4. She holds a dual master "Environmental Sciences and Policies" at Sciences Po Paris and Université Pierre et Marie Curie. She has undertaken numerous missions regarding carbon accounting, avoided emissions calculations and climate performance indicators for companies in the financial and non-financial sector. She has led numerous training sessions related to climate change and the energy transition. She also took part in the Climate KIC summer school in 2012!



**Clément Ramos**

Clément is manager at Carbone 4. He holds degrees from the École Centrale de Lyon and Duke University. After a first experience in an international consulting firm for 3 years, Clément joined Carbone 4 and lead several strategic and prospective studies (e.g. economic and environmental benefits of the biomethane industry, development of electromobility in Europe). Clément also assessed the avoided emissions by an international renewable energy producer, and he recently developed a methodology to assess the global carbon impact of a Green Bond program dedicated to the railway sector.

## Partner organizations



Climate-KIC is Europe's largest public-private innovation partnership, working together to address the challenge of climate change. It drives innovation in climate change through creative partnerships large and small, local and global, between the private, public and academic sectors. All Climate-KIC partners bring their industry experience to the community and are connected through the centres across Europe.



Carbone 4 is the first French consulting company specialized in carbon and energy strategy. Its name refers to the concept of "Factor 4", which corresponds to the French target of dividing by 4 its GHG emissions by 2050, in comparison with 1990 emissions. Carbone 4 advises public and private entities, in order to help them in the transition towards a low-carbon economy. Carbone 4 was founded in June 2007 by Alain Grandjean (engineer and economist, expert in climate finance) and Jean-Marc Jancovici (engineer and expert on energy and climate topics; he is in particular the author of the "Bilan Carbone" method on behalf of ADEME).

Carbone 4 gathers about 30 consultants who carry out different missions for public and private organisations, in order to:

- Understand energy transition issues related to their activities and identify the most efficient projects for the organisation;
- Define main levers of actions and prioritize objectives;
- Act and drive change throughout the organization to improve its resilience.

Finally, Carbone 4 has worked with numerous start-ups and businesses to measure avoided emissions linked to products and services.

# Course location and Logistics

**Date and exact location for the course:** Nov. 29-30, 2017, Paris, France

## Practical information

### Where

UPMC, Jussieu Campus, 4 place Jussieu 75252 Paris cedex 05, France

Tower Zamansky, rooms 2302 & 2304

### Access

Métro, lines 7 et 10 (Jussieu station)

Bus 89 (Jussieu station)