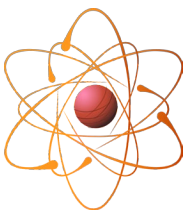




CARBON EMISSION REDUCTION MANAGEMENT (CERM) IS IN THE SPHERES



IF YOU CAN MEASURE IT
YOU CAN MANAGE IT, AND
DIMENSIONAL INSIGHT'S
"SPHERE" TECHNOLOGY
CAPTURES AND MEASURES
THE ATTRIBUTES OF
CARBON EMISSION AND
CREATES KNOWLEDGE TO
TRACK PRODUCT LIFE
CYCLES ENABLING BETTER
DECISIONS TO REDUCE THE
CARBON FOOTPRINT OF
PRODUCTS.

Analysis of the carbon footprint of a product is beginning to become an important part of the consumer industry, with companies such as WALMART in US and ALDI in Australia beginning to introduce an extra element of information to product labels - the amount of carbon dioxide equivalent (CO₂-e) on certain products.

CO₂e is produced at several stages of a product's existence - manufacturing, transportation, and disposal. With the growing need to reduce the amount of CO₂e produced, the production of products with a lower CO₂e cost will become increasingly necessary. Furthermore, the proposed introduction of RFID chips, which will allow consumers to view the carbon cost of items they are buying, will potentially lead to a purchasing habit preference towards low CO₂e produced products.

For example, in the wine industry the production of glass bottles costs an average of 0.391 kg/CO₂e, whereas plastic wine bottles costs an average of 0.053 kg/CO₂e. This then impacts on the CO₂-e produced via transporting the product, with glass bottles generating 1.8 times¹ more CO₂e than the plastic bottles. This has already prompted some Wine manufactures to migrate to plastic wine bottles.

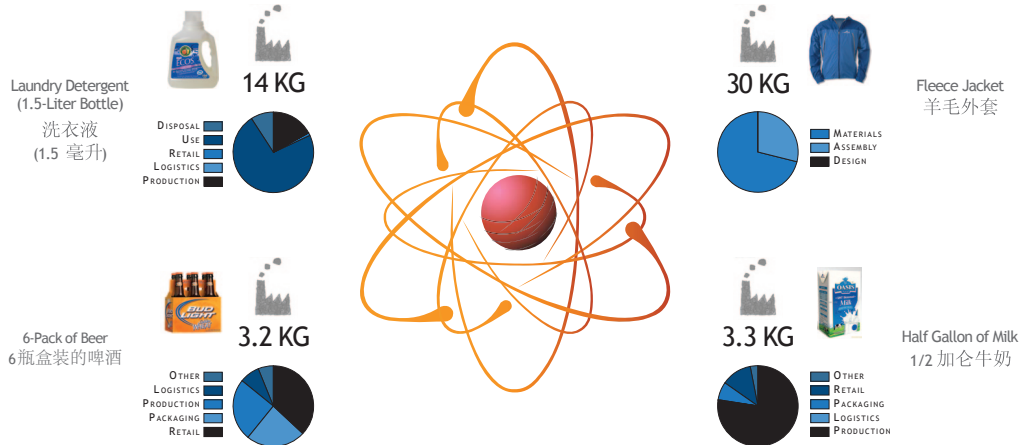


DATA → INFORMATION → ACTION

¹Glass and plastic wine bottle figures: Article by 'Neil' and 'Michael'. Comparing the carbon footprint of plastic and glass wine bottles. <http://wineenabler.com/comparing-the-carbon-footprint-of-plastic-and-glass-wine-bottles/>. Posted on December 2, 2008.

CARBON EMISSION REDUCTION MANAGEMENT
IS IN THE SPHERES

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