

**How can businesses
reduce their carbon
footprint?**

FUTURE READY
singapore



In the global spotlight

As the world takes steps to reduce carbon emissions, it has become imperative to include carbon management as a key business capability. What can businesses do to stay compliant with legislation, but perhaps most importantly, remain competitive in tomorrow's carbon-constrained economy?



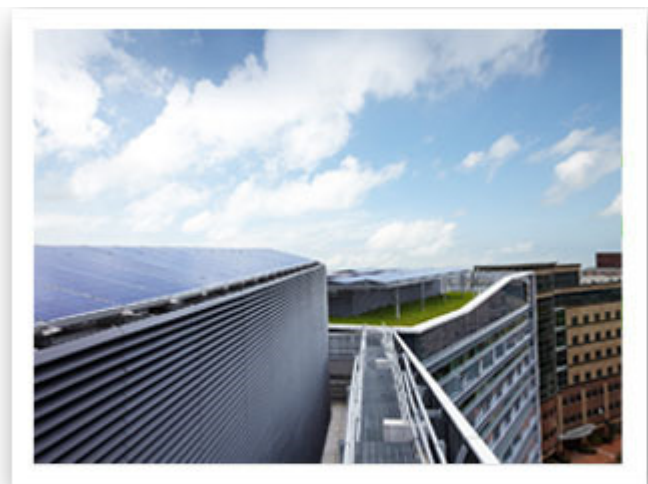
Tackling the issue

Reducing carbon emissions may help trim rising energy bills, but it is a tremendous undertaking for any company to approach it alone. The costs of incorporating energy efficient capabilities can easily eclipse the costs of dealing with the effects of carbon emissions. To address this challenge, The CarbonNeutral Company (TCNC) is piloting an innovative, web-based carbon management tool that will make carbon reduction cost-effective for small, medium and large companies.



What makes the solution innovative

The software provides companies with real-time monitoring of carbon emissions across their operations, allowing them to measure and calculate their carbon footprint accurately according to international standards. Companies can verify their results against a baseline measurement of greenhouse gas emissions, which will guide them in determining offset-inclusive carbon reduction programmes that are financially sustainable.



Singapore's role in developing the solution

Singapore has been chosen as the test bed to launch this tool across various industry sectors in a one-year pilot programme. Participating organisations include City Developments Limited, Wong Partnership LLP, Jebsen & Jessen (SEA) Pte Ltd, Pan-United Concrete Pte Ltd, Drydocks World – Singapore Pte Ltd and The National University of Singapore. With this tool, TCNC will partner these organisations to measure and manage their carbon emissions online to develop offset-inclusive carbon reduction programmes that lower operational costs, achieve corporate responsibility and prepare them for future regulations.

Exploring new frontiers

As cities become highly urbanised, carbon management is a key capability that organisations need to develop in order to prepare for a carbon-constrained new economy. Thanks to its global capability, this carbon management pilot scheme can be easily implemented and scaled up in other cities as an effective methodology in reducing emissions.



Background on solution provider

A global leader in providing carbon reduction solutions, The Carbon Neutral Company works with major and small-medium enterprises around the world to help reduce their carbon footprint with solutions that strengthen their business. As pioneers in the carbon offset industry, The Carbon Neutral Company have contracted more than four million tonnes of carbon from 300 projects on six continents to reduce the impact of carbon emissions worldwide.



**Today's
business partner_**

**For tomorrow's
world_**

What is *Singapore: Future Ready*?

Singapore: Future Ready articulates Singapore's aspiration to be an ingenious partner for global businesses as they develop their ideas for tomorrow's solutions. We do so by recognising the value of long-term relationships, adopting a forward-looking approach, and taking on challenges with a can-do spirit. Against the backdrop of an ever-changing economic landscape, it also underlines Singapore's unique ability to help companies deliver solutions more quickly, with the right combination of talent, innovation, and strategic leadership.

To witness Singapore's future-ready partnership in action, visit www.singaporebusiness.com now.