

Green Conscious in Business

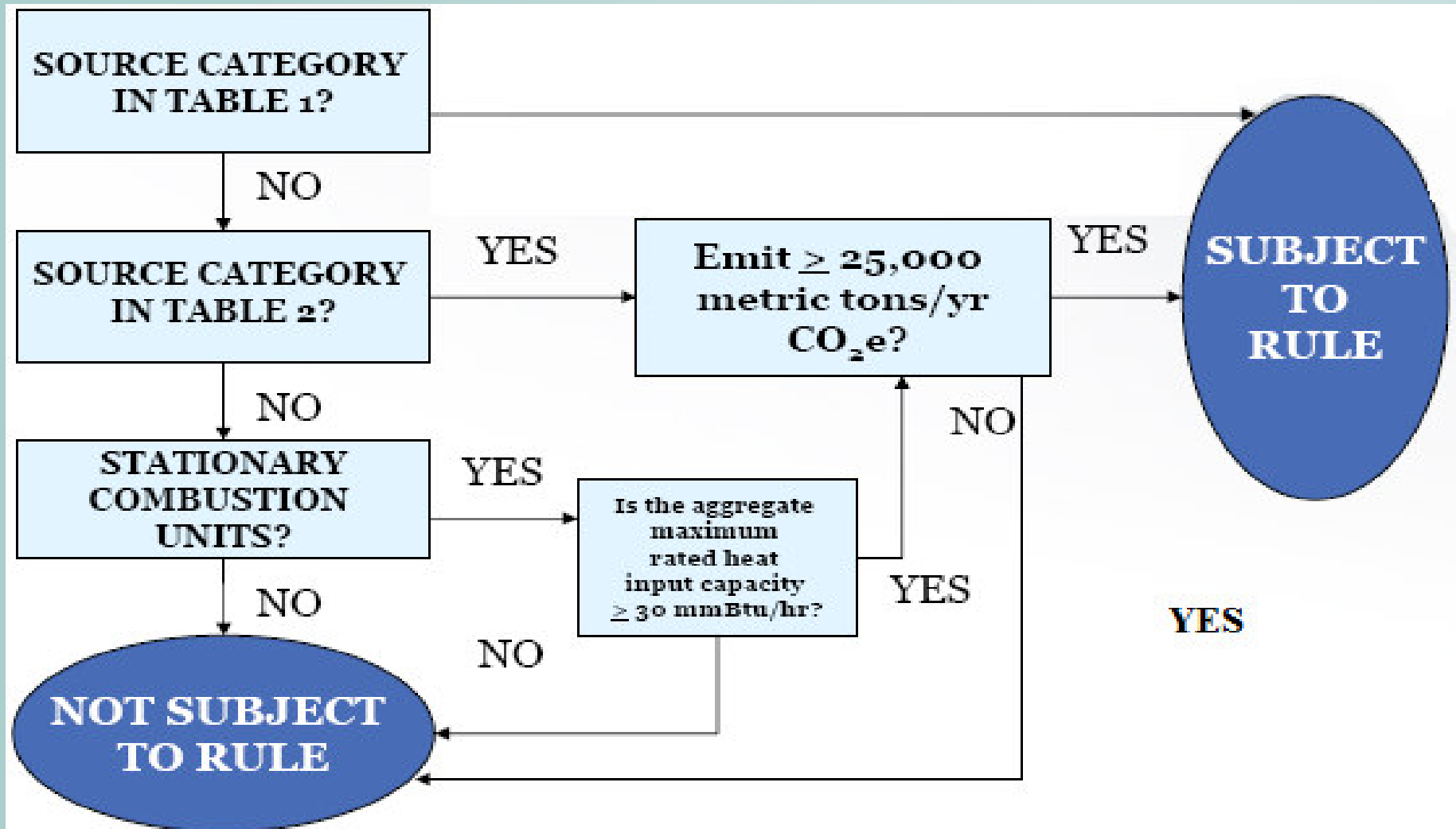
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Greenhouse Gas Reporting

- Requires reporting of greenhouse gas (GHG) emissions from all sectors of the economy in the United States.
- Monitoring began January 1, 2010; first reports due March 31, 2011.
- 25,000 metric tons CO₂ e per year reporting threshold for most sources:
 - Annual greenhouse gas emissions from the energy use of approximately 2,300 homes
 - Annual greenhouse gas emissions from approximately 4,600 passenger vehicles

Who Does This Affect?



Tracking and Monitoring

- Tracking and monitoring is mandatory for any business with heating, ventilation and air conditioning systems or refrigeration and air-conditioning systems.
- Monitoring Plan consists of:
 - Identifies responsibilities (i.e., job titles) for data collection
 - Explains processes and methods used for data collection
 - Describes QA/QC procedures for monitors
 - May rely on references to existing corporate documents (e.g., existing QA plans, standard operating procedures)

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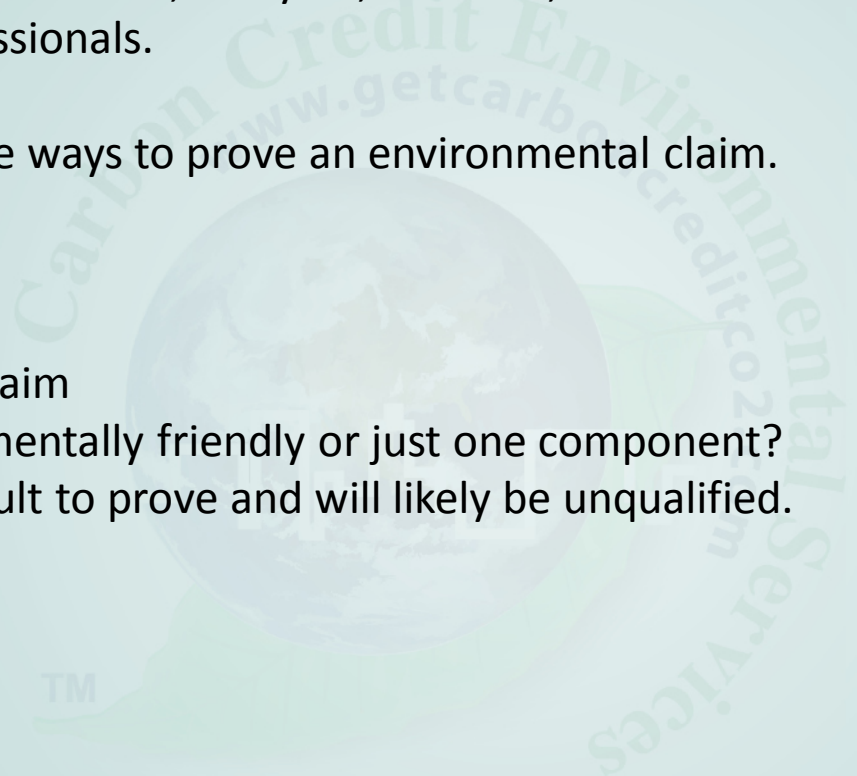
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Green Labels



Marketing Claims

- When it comes to environmental claims, a reasonable basis often may require competent and reliable scientific evidence, which is defined as tests, analyses, research, studies or other evidence based on the expertise of professionals.
 - A Life Cycle Assessment (LCA) is one of the ways to prove an environmental claim.
- Claims should contain all of the following:
 - Substantiation– reasonable basis to the claim
 - Specificity– is the entire product environmentally friendly or just one component?
 - Avoidance of generalizations– more difficult to prove and will likely be unqualified.



Other Environmental Claims

- Eco-seal/Seal-of-Approval:
 - Should inform of the basis for this award.
 - Should have truly independent third-party verification.
- Degradable, Biodegradable, Photodegradable:
 - Product breaks down in a reasonably short time after consumer disposal.
- Recyclable Claims:
 - Can be collected and separated from other wastes and reused.
 - Must indicate what is recyclable (package, product, both).
 - Must be collected for recycling in a substantial majority where it is sold.
- Ozone Safe, No CFC's:
 - Must not deplete the upper ozone AND must not contribute to ground-level ozone.

Biopreferred Labeling

- The rule seeks to establish a voluntary labeling program for biobased products under Section 9002 of the Farm Bill.
- Under the proposed labeling program, biobased product manufacturers and vendors could affix a “USDA Certified Biobased Product” label to their products.
- The purpose of the labeling program is to promote the sale and use of biobased products in the commercial sector.
- Must have proof to be considered for biopreferred labeling.



Utility Incentives

- Consumers Energy and DTE Energy are currently offering incentives for an array of energy-saving technologies, both electric and gas.
- Specific to DTE Energy, the incentives include energy-efficient lighting, motors and drives, controls, heating ventilation and air conditioning, refrigeration and more.
- For DTE Energy incentives, please see <http://www.dteenergy.com/businessCustomers/saveEnergy/rebates/prescriptive.html>
- For Consumers Energy incentives, please see <http://www.consumersenergy.coop/programs.php?pn=Residential%20and%20Commercial%20Incentives&pl=incentives>

Questions?

