

INDEPENDENT OBJECTIVE SUSTAINABILITY ADVICE

ENVIRONMENTALLY SUSTAINABLE,
EMISSION NEUTRAL BUSINESS IS NOT JUST
A 'NICE-TO-HAVE', IT'S A CRUCIAL
ECONOMIC NECESSITY FOR THE VERY
SURVIVAL OF ALL ORGANISATIONS.

JBA'S UNIQUE 'CARBON BALANCE SHEET'
CREATES A FULLY QUALITY-ASSURED AUDIT
OF YOUR CARBON FOOTPRINT WITHIN JUST
THREE-FOUR WEEKS.



**OFFICES AND ASSOCIATED
COMMUTING ARE RESPONSIBLE
FOR 50% OF CARBON
EMISSIONS**



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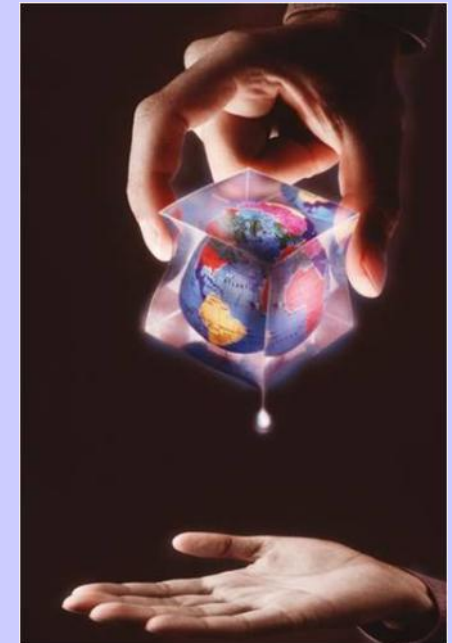
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▶ SUSTAINABLE BUSINESS

— BECOMING A CARBON
NEUTRAL ORGANISATION



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CREATING A SUSTAINABLE CARBON-NEUTRAL BUSINESS



BUSINESS CANNOT CONTINUE THE COPIOUS CONSUMPTION OF ENVIRONMENTAL RESOURCES

BUSINESS LEADERS UNIVERSALLY ACCEPT THAT; WHERE WE WORK, WHEN WE WORK, AND THE WAY WE WORK CAN SERIOUSLY AFFECT THE FINANCIAL FITNESS AND THEREFORE THE VERY SURVIVAL OF THEIR ORGANISATIONS.

HOWEVER, A SIGNIFICANT FACTOR THAT TRANSCENDS THESE ISSUES IS THE IMPACT OF WORK ON THE ENVIRONMENT AND CLIMATE CHANGE.

CURRENT ESTIMATES SUGGEST THAT OFFICES AND THE ASSOCIATED COMMUTING ARE JOINTLY RESPONSIBLE FOR UP TO **50% OF THE WORLD'S CARBON OUTPUT!** AND THIS SIMPLY CANNOT CONTINUE.

TODAY'S ORGANISATIONS CAN NO LONGER BE DERIVING COMMERCIAL GROWTH AT THE COST OF OUR PLANET AND THE COPIOUS CONSUMPTION OF ITS ENVIRONMENTAL RESOURCES.

FINANCIAL MODELLING SUSTAINABILITY

CREATING AN ENDURING ENVIRONMENTALLY SUSTAINABLE BUSINESS DEMANDS CHANGE ACROSS ALL LEVELS OF OPERATION – OFFICE UTILISATION, MANAGEMENT CULTURE, BUSINESS PROCESSES, REWARDS AND INCENTIVES, TECHNOLOGIES, AND COMMUTE CONVENTIONS.

REALISING THIS DEGREE OF TRANSFORMATION DEMANDS A DETAILED FINANCIAL AUDIT—CARBON OUTPUT MUST BE ACCURATELY ASSESSED, OPPORTUNITIES FOR EMISSION REDUCTION MUST BE IDENTIFIED, COMMITMENT MUST BE SECURED FROM THE ENTIRE ORGANISATION, AND A STRATEGY FOR ONGOING SUSTAINABILITY DEVELOPED.



THE BASIS FOR A SUSTAINABLE 'CARBON BALANCE SHEET'

MODELS THE CAPITAL EXPENSE (CAPEX) AND OPERATING EXPENSE (OPEX) OF ALL ASPECTS OF OFFICE UTILISATION, POWER CONSUMPTION, COMMUTE, WATER, AND BUSINESS WASTE.

A CARBON BALANCE SHEET

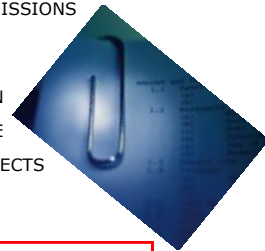
USING PROVEN METHODS THAT ASSESS THE INTERACTION OF PEOPLE, SPACE, AND TECHNOLOGY, WE'VE CREATED A WHOLLY UNIQUE 'CARBON BALANCE SHEET' CONCEPT. THIS

OUR APPROACH ENABLED THE ASSESSMENT OF ANY ORGANISATION, IRRESPECTIVE OF COMPLEXITY, SECTOR, OR SIZE WITHIN A THREE-WEEK PERIOD AND DELIVERS A FULLY AUDITABLE QUALITY-ASSURED STANDARD.

THE ROLE OF OFFSETTING

WHILST THERE'S A HUGE ADVANCES IN CARBON REDUCTION INITIATIVES, WE RECOGNISE THAT ACHIEVING COMPLETE CARBON NEUTRALITY ALSO REQUIRES AN ELEMENT OF CARBON OFFSET TRADING – BASICALLY THE FUNDING OF WORTHY PROJECTS THAT NEGATE CARBON OUTPUT. A CORE FEATURE OF THE KYOTO PROTOCOL, EMISSIONS TRADING IS A LONG-STANDING ECONOMIC PRINCIPLE THAT ALLOWS FOR THE CREATION AND TRANSFER OF EMISSIONS RIGHTS BETWEEN COUNTRIES.

JBA'S APPROACH IS THAT OF AN INDEPENDENT ARBITER TO SECURE THE OPTIMUM PORTFOLIO OF PROJECTS TO SUIT YOUR BUSINESS.



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