

FSFC – messages for senior managers

(businesses and other organisations)



Gain a low carbon competitive advantage!

Adopting a low carbon approach is not just about being responsible and satisfying the increasingly aware consumer (and stakeholder) - it's about:

- A. boosting profits**
- B. gaining a long term competitive advantage**
- C. capitalising on new market opportunities.**

The South West's amazing environment and 'quality of life' are often given as reasons for wanting to do business here. By adopting a low carbon approach, you can tap into a host of new businesses opportunities and help safeguard and enhance our special region along the way.

Key benefits to be gained from adopting a low carbon approach include:

- **Reduced costs and increased profits.** Carbon, both through existing and emerging fiscal incentives, is set to become a highly priced commodity. As is oil, whose price has now hit \$60 a barrel, with costs for this fuel likely to continue to rise into the future. Reducing high carbon activities will undoubtedly save your organisation money, with easy wins (see our Carbon Action Plans on energy, transport and consumption) often resulting in significant savings on your bottom line.
- **Taking action on climate change will not only win you support from customers but your stakeholders alike!** As awareness of climate change grows, consumers are increasingly using their purchasing power - choosing products and services from organisations who are demonstrating a commitment to reducing their carbon footprint. A Carbon Trust study shows that nearly two thirds of UK consumers are more likely to buy from a business they think is taking action to tackle climate change.

- **Being seen as a green 'leader', will help your organisation gain positive PR and enhanced profile.** Awards scheme such as the current Energy Savings Trust 'Fleet Heros' provide major PR opportunities for public and private sector organizations implementing low carbon working practices.
- The Stern Review (2006) makes clear that **tackling climate change is a pro-growth strategy and the shift to a low-carbon economy will bring huge business opportunities** with markets for low-carbon technologies being worth at least \$500bn. Support for environmental technologies is increasingly available – for example the South West Regional Development Agency provides a mix of support, in particular on renewables and waste. Demand for low carbon solutions is set to dramatically increase and businesses in the South West are well positioned to capitalize on this major commercial opportunity to become world leaders in this field.
- **Boosting staff morale and productivity at the same time!** See our Carbon Action Plans for further ideas on what practical measures can be taken.
- **Supporting a low carbon approach provides opportunities to build positive relationships with your local community.** Gain support from your local community by helping local low carbon initiatives eg on energy efficiency and transport etc.

Demonstrate your commitment to adopting a low carbon approach by signing up to *Fair Shares, Fair Choice* today and you'll get gain some positive PR straight away! You can then access our further resources for supporting your organisation to develop and implement your own Carbon Action Plan.