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Creating a Return on EnvironmentSM

Environmental Footprint Practice



Environmental Footprint Analysis is an essential component to understanding the carbon and the environmental footprint of your product. Undertaking the appropriate Life Cycle Assessments for key products may yield valuable insights into strategic branding and marketing efforts such as eco-labeling for sustainably harvested wood, chlorine-free paper, biodegradable packaging, etc.

MetaVu's Environmental Footprint practice encompasses the breadth of the following: Greenhouse Gas baseline assessment and economic modeling, Climate Change strategy and implementation, chemical and physical footprint analysis, life cycle assessments, product / process Carbon Footprint Analysis, eco-labeling strategies and applications, and social and environmental impact measurement.

❖ **Greenhouse Gas (GHG) Baseline Inventory**

Assessment and Economic Modeling is a cornerstone to understanding and informing your climate change strategy and its integration into a corporate sustainability strategy. Building and maintaining an informed position on your organization's carbon liability informs capital investment decisions, assesses product risks, optimizes portfolio management, and anticipates branding challenges.

❖ **Assess Feasibility of Emissions Reduction Projects**

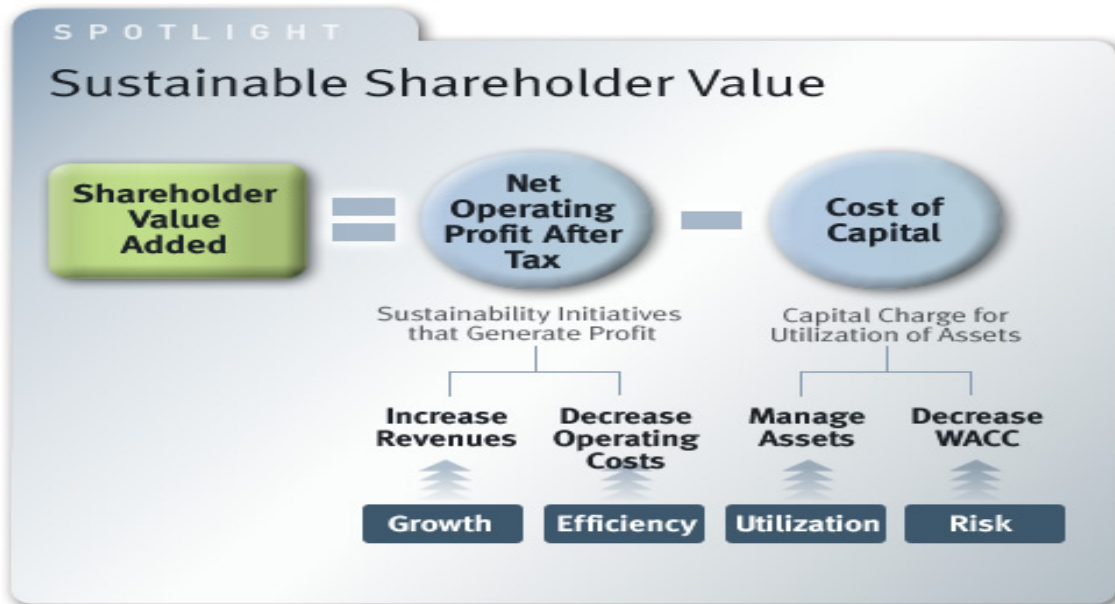
for voluntary participation in CDMs (Clean Development Mechanisms) and Carbon Disclosure Projects. Optimized GHG Emissions reduction strategies position the organization for cost effective compliance under existing and impending regional / federal mandatory GHG assessment and reporting programs and can lead to competitive advantage.

❖ **Climate Change Strategy and Implementation** is essential to operate in today's markets – domestic and globally. Stakeholders, public media groups, and NGOs are increasingly demanding a greater level of corporate accountability relating to the organization's relative intensity level of carbon emissions. MetaVu has a broad depth of experience in defining an organization's climate strategy within the context of an overall sustainability strategy to position for long-term growth and profitability.

❖ **Life Cycle Assessment** is typically used to quantify the environmental impact of a product throughout its life cycle – cradle to grave. Gaining a science-based understanding of the multitude inputs and outputs involved in the creation and use of a product or service allows for a solid foundation from which to make sound corporate investments in impact reduction initiatives, alternative materials selection, and market identification.

❖ **Eco-Labeling** provides a valuable means by which organizations may differentiate their products from those of their competitors based on inherent environmental attributes. In MetaVu's experience, many business units within a single organization have already made considerable capital investments in environmental differentiators, though a return hasn't been realized on these investments. Oftentimes, the solution is as simple as taking an inventory of existing environmental investments and determining which qualify for eco-labeling opportunities that would communicate their enhanced value to the marketplace.

Environmental footprint analysis is a critical component of an organization's comprehensive strategy to increase shareholder value through sustainability. Research indicates that proactive Environmental Footprint management and reduction methodologies positively contribute to NOPAT and Cost of Capital, as depicted below.



How can MetaVu help you? MetaVu's experience in all aspects of Environmental Footprint analysis can make a significant contribution to your organization's current set of environmental investments, as well as defining opportunities and strategies to optimize those investments in the marketplace.



Why Choose MetaVu?

MetaVu's value stems from its unique understanding of the drivers of environmental performance and their inextricable link to product and process environmental footprint. Management strategies serve as a critical component of a corporation's sustainable approach to business. Clients of MetaVu's Environmental Footprint Practice:

- Reduce Greenhouse Gas emissions through strategically applied reduction methodologies and the application of new technologies;
- Expedite the Environmental Footprint process by applying succinct and well-defined boundary conditions and properly identify Scope I, II, and III emissions culminating in an informed and actionable analysis; and
- Provide unique opportunities for eco-labeling applications, which allow for opportunities of meaningful communication with target market consumers.
- Reduce the cost of GHG emissions reduction compliance

For more information on MetaVu's Environmental Footprint practice, **please contact Liz Jensen at 303-679-8340, or visit www.metavu.com.**