

As the drivers for **change** to a **low carbon** economy become clear (legislation, customer pressure, moral pressure ...), too many **organisations** are **failing** to recognise what is required to successfully transform into a low carbon business.

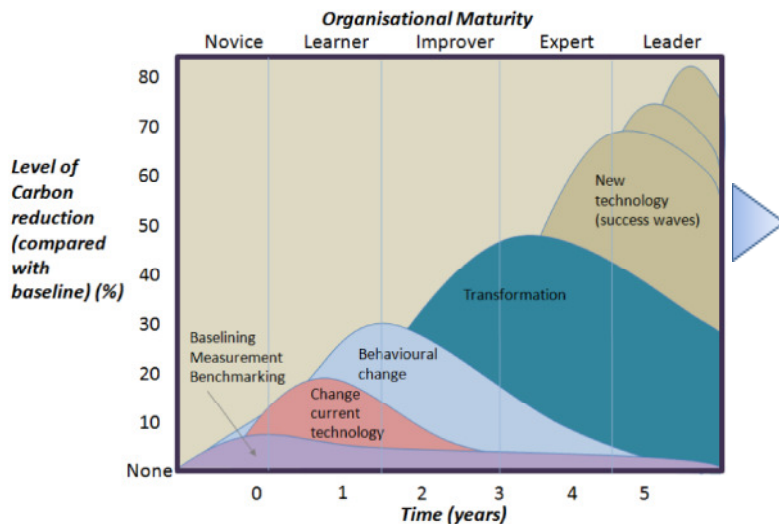


Figure1: Pathfinders' Carbon Strategy Model

In our view a **balanced strategy** is required that delivers quick win power savings through implementing currently available technologies, whilst using behavioural change to drive on-going transformational savings in the medium term. Reengineering ways of working will open the way for new technologies to provide long term step changes in power reduction.

Many **companies** are failing in 4 key areas:

1. **Light Bulb Syndrome:** focusing on current technology ("change the light bulbs") and forgetting about behavioural change ("switch the lights off"), which will drive significant reductions in the short to medium term.
2. **Denial:** lack of awareness/ understanding of the threats and opportunities arising from drivers to change
3. **Insularity:** too little effort on driving carbon reduction & sustainability up and down the supply chain
4. **Guess Work:** Data collection and measurement is an ad hoc activity, not an integral part of a cohesive management system

Our **Low Carbon Solutions portfolio** applies methodology and tools to move companies forward along this strategic path. We work with specialist support partners to deliver across both behavioural and technology change, and to provide specialist advice for CRC/ Eu ETS legislation issues.

Implementation	Direction	Understanding	Awareness	
<ul style="list-style-type: none"> • Change programme • Supplier audit & improvement • Interim management 	<ul style="list-style-type: none"> • Low Carbon strategy • Change drivers analysis e.g. CRC impact • Sourcing strategy 	<ul style="list-style-type: none"> • Opportunities Diagnostic • Supply Chain opportunities analysis 	<ul style="list-style-type: none"> • Awareness survey • Senior Manager workshop 	Change Behaviours
<i>Align and Connect</i>				
<ul style="list-style-type: none"> • Implement enabling technologies • Investment in new technologies 	<ul style="list-style-type: none"> • Technology strategy • Investment in Innovation Strategy 	<ul style="list-style-type: none"> • Energy survey & assessment • Technology analysis 	<ul style="list-style-type: none"> • Awareness survey • Engineering/ Energy management workshop 	Change Technologies

We have **already worked** with companies in the UK to reduce carbon usage and emissions.

We are uniquely placed to help you with your carbon reduction journey: strategic **change** management and reengineering **heritage**; deep **skills** in IT, supply chain and sourcing; **experienced** at working with supplier partnerships.

For an initial discussion please contact..

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Figure2: Pragmatic Entry Points to Achieving Low Carbon