

0
C
0

CHALLENGE 2050

The Next Steps





The Journey so far

With a target to deliver an 80% reduction of 1990 emissions by 2050, the United Kingdom is at the leading edge of Climate Change.

In the last few weeks there has begun to be some talk of the current recession bottoming out, even of green shoots of recovery. There is no doubt that many businesses are still simply trying to survive the downturn. At the same time public sector organisations are facing the need for massive cost savings if the public finances are to be brought under control.

It is understandable in these circumstances for long term carbon reduction targets to be viewed as a lower priority.

Progress on meeting this challenge is currently hampered by conflicting expectations on action. Government sets the targets and expects business to implement the changes, but businesses are waiting for Government to clarify how the changes will be paid for and to offer a lead with some public money.

The consequence of this conflict is an inertia which is hindering our progress as a nation towards emissions reduction.

To enable these principles to become a part of our national culture, there needs to be a mechanism to bring businesses together with the focus of achieving emissions reduction. This has been a key contributor to our Challenge 2050 follow up programme.

Our first steps

The preliminary step towards addressing this issue was a headline event to bring the main stakeholders together. The Challenge 2050 “Creating the Low Carbon Future Together” was held on the 31st March 2009 at the Inmarsat Centre, London.

The event brought together businesses, Government, advisors and facilitators to work towards the common goal - the reduction target. The day looked at the issues involved with understanding the challenge ahead, including the future of energy supply, creating business changes and the legislative approach. These issues were presented to the floor and discussed in the panel debate.



What was learned?

The initial conversation facilitated by C2050 showed:

Parties who are committed to this target must work together otherwise the goal is not achievable.

There are still gaps in the understanding of how the target is formulated and what will and will not count towards the 80% reduction.

There were other knowledge gaps regarding funding, technologies and base calculations.

Challenge 2050 raised many unanswered questions, which we must together find the answers for.



- Initially keep it simple and low tech.
- Get buy-in from the highest level of your company, leading by example is key.



- Change must be driven area by area, avoid a corporate bland approach.

- Promote local behaviour It must be fun, interesting and appropriate for you audience.



- Embed carbon reduction into part of everyday working not just a one off project.

- Ensure reporting on carbon reduction is a part of your suite of reports and is handled with the same importance.

- Link behavioural change with investment in physical change.



- Sustainable success is made up of small steps.

In Action:

Steve Allen of Punch Taverns spoke at the event and highlighted the real-life actions his organisation had taken to reduce their emissions .

- Introduction of automated monitoring and reporting systems into 850 sites.
- Punch Taverns also invested around £5 million in spend to save projects all with a 40% return on investments.
- 700 of Punch Taverns pub managers participated in energy awareness workshops.

These measures resulted in a 11% like for like reduction in electricity consumption and a 16% like for like reduction in gas consumption.

Next Steps:

To move towards more significant emissions reduction, two fundamentals were uncovered by Challenge 2050:

1. The scale of the challenge requires businesses to **co-operate**, working together to enable progress, rather than view carbon reduction as part of their competitive positioning
2. Businesses needs to **take the lead** in seeking practicable approaches to carbon reduction and proactively highlight to government where businesses exist and suggest change.

These principles are put into practice by organisations working together, to share ideas and learning to identify opportunities to work together to deliver carbon savings.

To enable these principles to become part of our national culture, there needs to be a mechanism to bring businesses together representing the focus of emissions reduction. This has been a key contributor to our Challenge 2050 follow up programme

Moving forward with this process is key to its success, and the ultimate goal of target archival. The best way to do this is to share our collective knowledge. This will enable the formulation of a structured plan on how you will develop your emissions reduction strategy, whilst benefiting from the examples of your peers and discussing prospective plans with experts in the field.

The Forum:

The Challenge 2050 Forum has been created to provide a space for knowledge sharing amongst businesses. This will provide the basis for discussion and inform the future development of the Challenge 2050 programme. Issues and questions will be posed to the forum relating to the strategic or practical issues pertaining to organisations pursuing emissions reduction.

Membership to the forum is **FREE** and not only will you be able to discuss your thoughts with peers, you can also ask questions of experts in the field who themselves will be forum members.

The Pledge

Once the gateway to discussion is open, Challenge 2050 will evolve with its members becoming a vehicle to promote best practice and reduce the gap between Government and the business community. It is intended the Challenge 2050 collective will lobby Government to improve the viability of the 80% reduction plan.

The Challenge 2050 Pledge exists to enable members to demonstrate commitment to emissions reduction and working together to make change possible. It will benefit any for profit organisation across all sectors that are committed to achieving UK Carbon Targets, either voluntary or mandated. It will also benefit any individual within an organisation who is directly responsible for achieving compliance with legislation, or energy reduction targets.

The purpose of the Challenge 2050 pledge is primarily to encourage **co-operation rather than competition** to help businesses that are part of UK PLC in achieving their carbon targets (either voluntary or Government imposed).

If you sign up to the Challenge 2050 pledge, you will be committing to the Challenge 2050 principles and become part of a national forum which will act as:

- A "voice" for UK businesses to highlight common issues that may require Government action
- A forum in which businesses share best practice in energy and carbon efficiency / compliance matters
- Access to information about common issues relating to energy efficiency matters.

For more information on the pledge please email:
challenge2050@inenco.com

Founder Members:

The Challenge 2050 pledge will be headed by our founder members, those businesses that have shown their commitment to the programme and have begun to implement change.

As a founder member you will benefit from :

- Increasing the profile and associated public relation benefits of promoting your brand nationally in association with your emission reduction success.
- Opportunity to contribute to future Challenge 2050 events and Master Classes.
- Web presence in association with a national voluntary change programme tackling carbon emission reduction.

If you are interested in becoming a founder member please email challenge2050@inenco.com

Master Classes:

The Challenge 2050 programme will encourage change by connecting businesses online and facilitating the exchange of knowledge and advice first hand. This will be supported by a series of Master Classes, which will address significant topics raised by the forum by bringing together interested parties to share experiences face to face and seek a way forward.

Each master class will provide an objective mix of practical advice from industry experts and example case studies from other Challenge 2050 members. It will also include a panel debate for live discussion on forum topics and current and relevant information and news. The events will be **FREE** to attend, venues and dates to be confirmed.

What to do now:



1. Put the 1st of September in your diary and join up to the forum on launch day.



2. Commit to the pledge either personally or on behalf of your company to show your determined to make a difference.



3. Email challenge2050@inenco.com with any ideas about Master Class subjects, what would you like the opportunity to discuss / work through with other businesses?