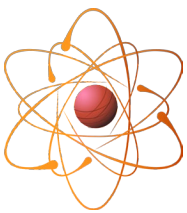




## CARBON EMISSION REDUCTION MANAGEMENT (CERM) IS IN THE SPHERES



IF YOU CAN MEASURE IT  
YOU CAN MANAGE IT, AND  
DIMENSIONAL INSIGHT'S  
"SPHERE" TECHNOLOGY  
CAPTURES AND MEASURES  
THE ATTRIBUTES OF  
CARBON EMISSION AND  
CREATES KNOWLEDGE TO  
TRACK PRODUCT LIFE  
CYCLES ENABLING BETTER  
DECISIONS TO REDUCE THE  
CARBON FOOTPRINT OF  
PRODUCTS.

*Analysis of the carbon footprint of a product is beginning to become an important part of the consumer industry, with companies such as WALMART in US and ALDI in Australia beginning to introduce an extra element of information to product labels - the amount of carbon dioxide equivalent (CO<sub>2</sub>-e) on certain products.*

CO<sub>2</sub>e is produced at several stages of a product's existence - manufacturing, transportation, and disposal. With the growing need to reduce the amount of CO<sub>2</sub>e produced, the production of products with a lower CO<sub>2</sub>e cost will become increasingly necessary. Furthermore, the proposed introduction of RFID chips, which will allow consumers to view the carbon cost of items they are buying, will potentially lead to a purchasing habit preference towards low CO<sub>2</sub>e produced products.

For example, in the wine industry the production of glass bottles costs an average of 0.391 kg/CO<sub>2</sub>e, whereas plastic wine bottles costs an average of 0.053 kg/CO<sub>2</sub>e. This then impacts on the CO<sub>2</sub>-e produced via transporting the product, with glass bottles generating 1.8 times<sup>1</sup> more CO<sub>2</sub>e than the plastic bottles. This has already prompted some Wine manufactures to migrate to plastic wine bottles.



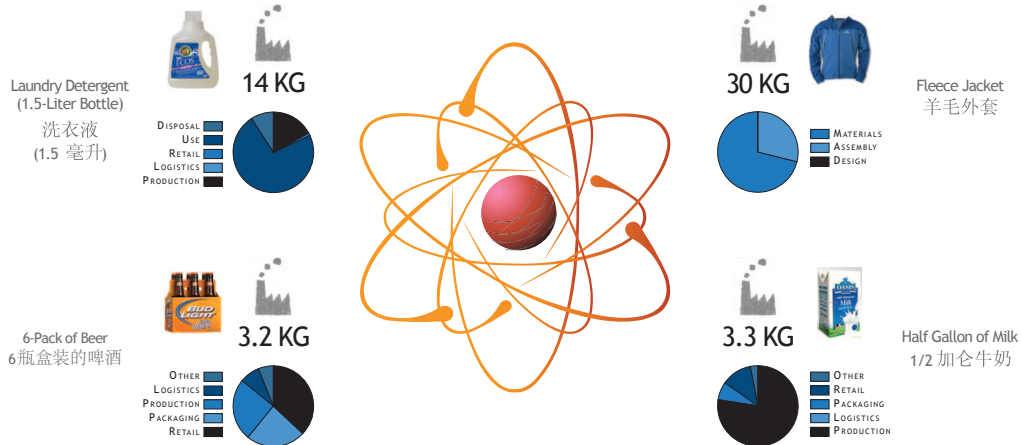
DATA → INFORMATION → ACTION

<sup>1</sup>Glass and plastic wine bottle figures: Article by 'Neil' and 'Michael'. Comparing the carbon footprint of plastic and glass wine bottles. <http://wineenabler.com/comparing-the-carbon-footprint-of-plastic-and-glass-wine-bottles/>. Posted on December 2, 2008.

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CARBON EMISSION REDUCTION MANAGEMENT  
IS IN THE SPHERES

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