



Selling Verified Emissions Reductions

Ecocem Green Cement: BAT for Reducing Embodied CO₂ in the Build Environment

Embodied CO₂ in the built Environment contributes 20% of World Wide CO₂ emissions

- Typical Building CO₂ Footprint breaks down as follows:
 - 30% Concrete
 - 30% Steel
 - 15% Glass
 - 25% Other
- Ecocem Green Cement is the Best Available Technology (BAT) to reduce embodied CO₂: An overall reduction of approximately 15%
- This technology, applied World Wide, we could reduce CO₂ emissions by a further 100 Million tonnes p.a.

The use of Green Cement has a huge contribution to make in the fight against Climate Change

Ecocem

- Our reductions in CO₂ emissions translate into Verified Emission Reductions (VERs)
 - VERs from Ecocem are fully Validated and Verified under the Voluntary Carbon Standard by and independent, UN accredited, third party (SGS)
- Examples of combinations of Ecocem Cement and VERs
 - Carbon Neutral Concrete
 - Carbon Neutral Building



**The Convention Centre Dublin, the World's first use of
Carbon Neutral Concrete**

Reducing the Carbon Footprint of Business

- To become Carbon Neutral a business must first lower Carbon Footprint = lower energy consumption = lower energy cost
- A 25% reduction energy consumption = a 25% reduction in energy costs
- A 25% reduction is a challenge without top to bottom support within your company

A Carbon Neutral Policy

- Provides the incentives, the goals and ultimately the motivation
- Should be used as an integral part of your overall strategy

Carbon Neutral is not just a label, but a tool to improve overall Economic Performance

The Importance of the Voluntary Market

- Puts a Price on Carbon
- Creates a motivational factor to engender top to bottom support within companies
 - Cost issue becomes a performance enhancement issue, with a financial incentive
- Provides companies with a mechanism to play their part in tackling the issue of Climate Change
- Gain Recognition
 - Externally - Improving company profit
 - Internally - Enhancing Internal Dynamics