



Building the Business Case for a Low Carbon Society

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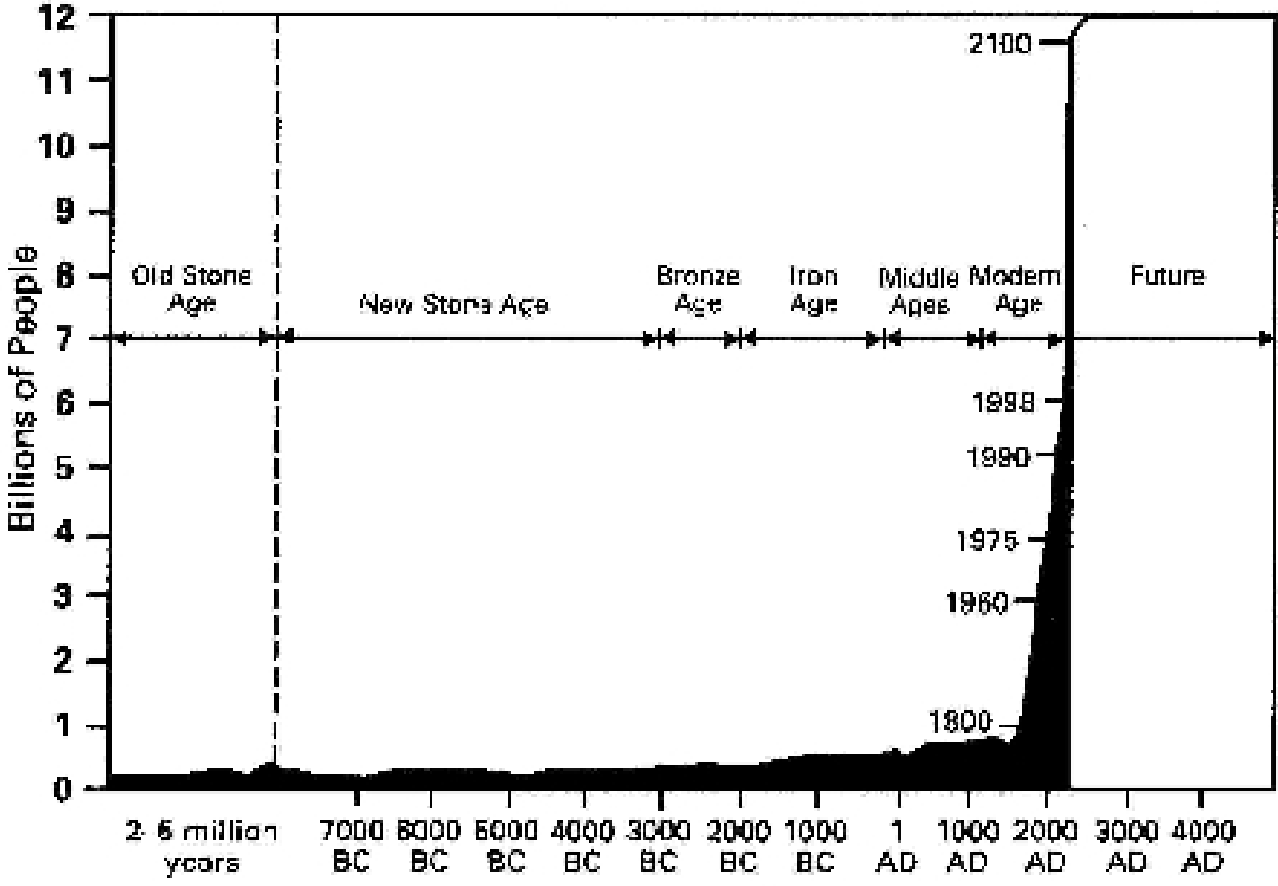


- **Context**
- **Constructing the Business Case**
- **A Warning from History ?**

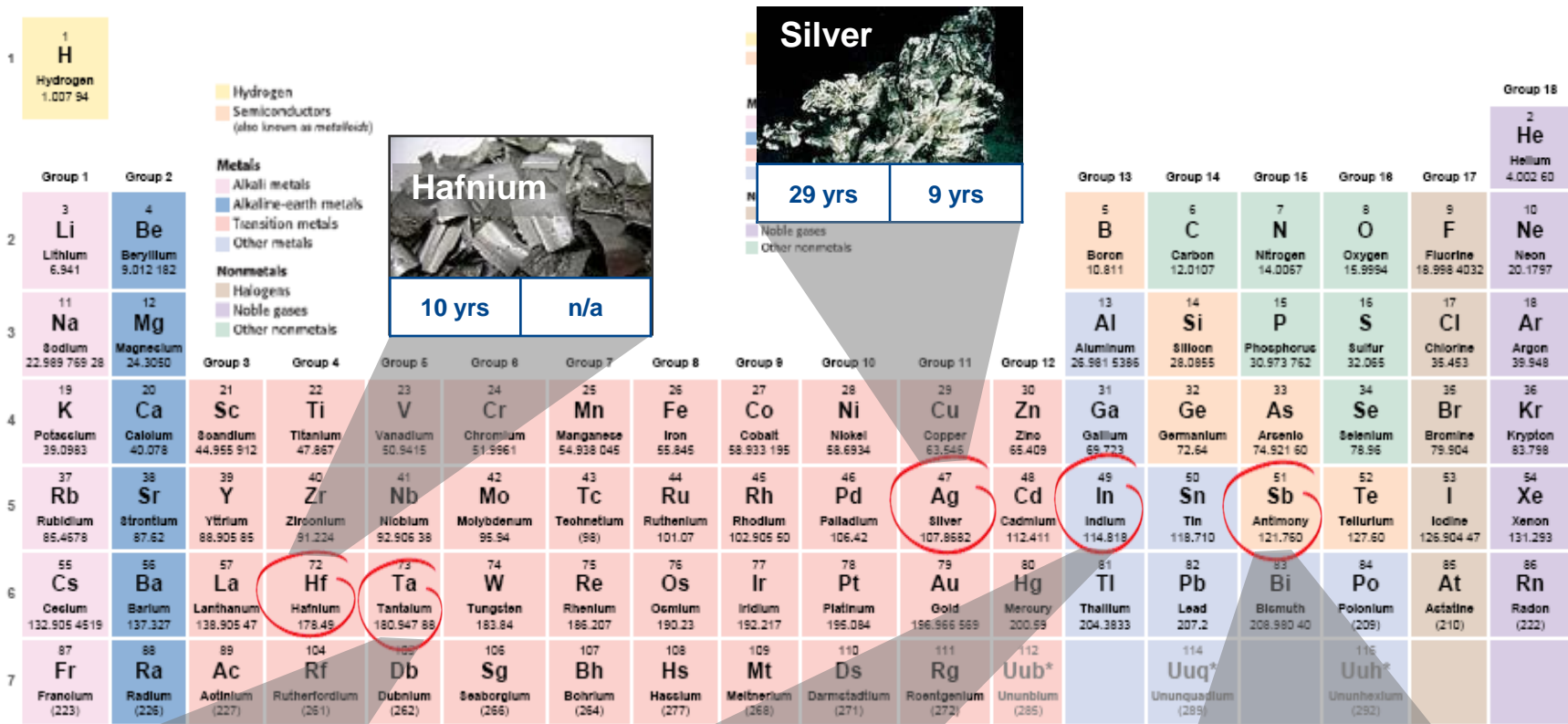


Global population will increase to around 9.5bn people by 2050 – equivalent to adding another two Chinas

FIGURE 21-6. World Population Growth through History



Certain rare metals – that are fundamental to many industries – are being consumed at unprecedented rates¹



X	Y
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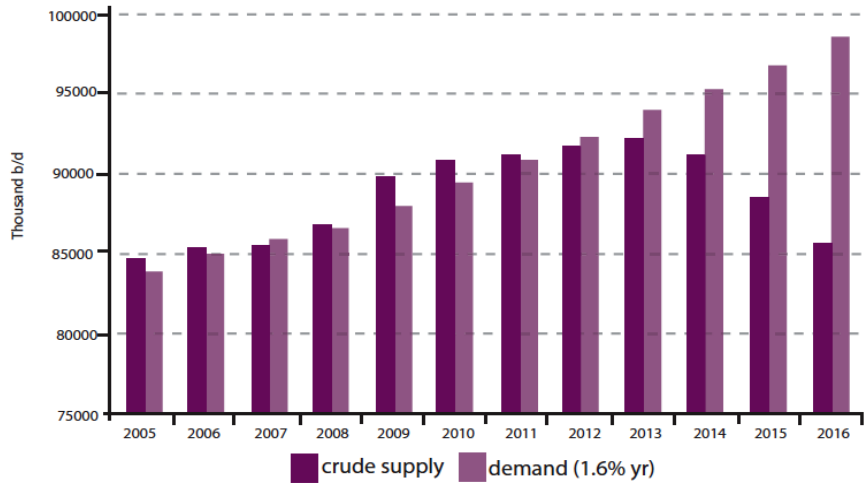
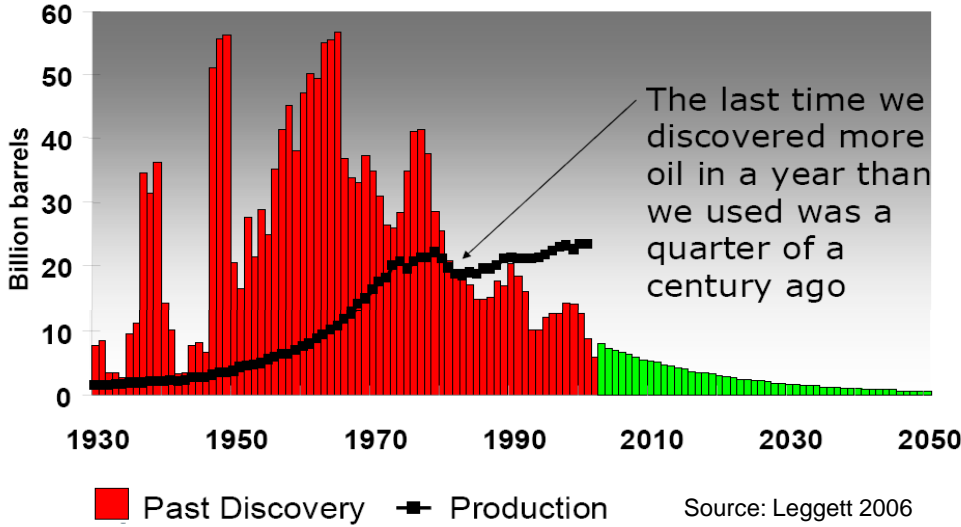
X – years reserves left at current rates of consumption

Y – years reserves left with global consumption at 50% US rate

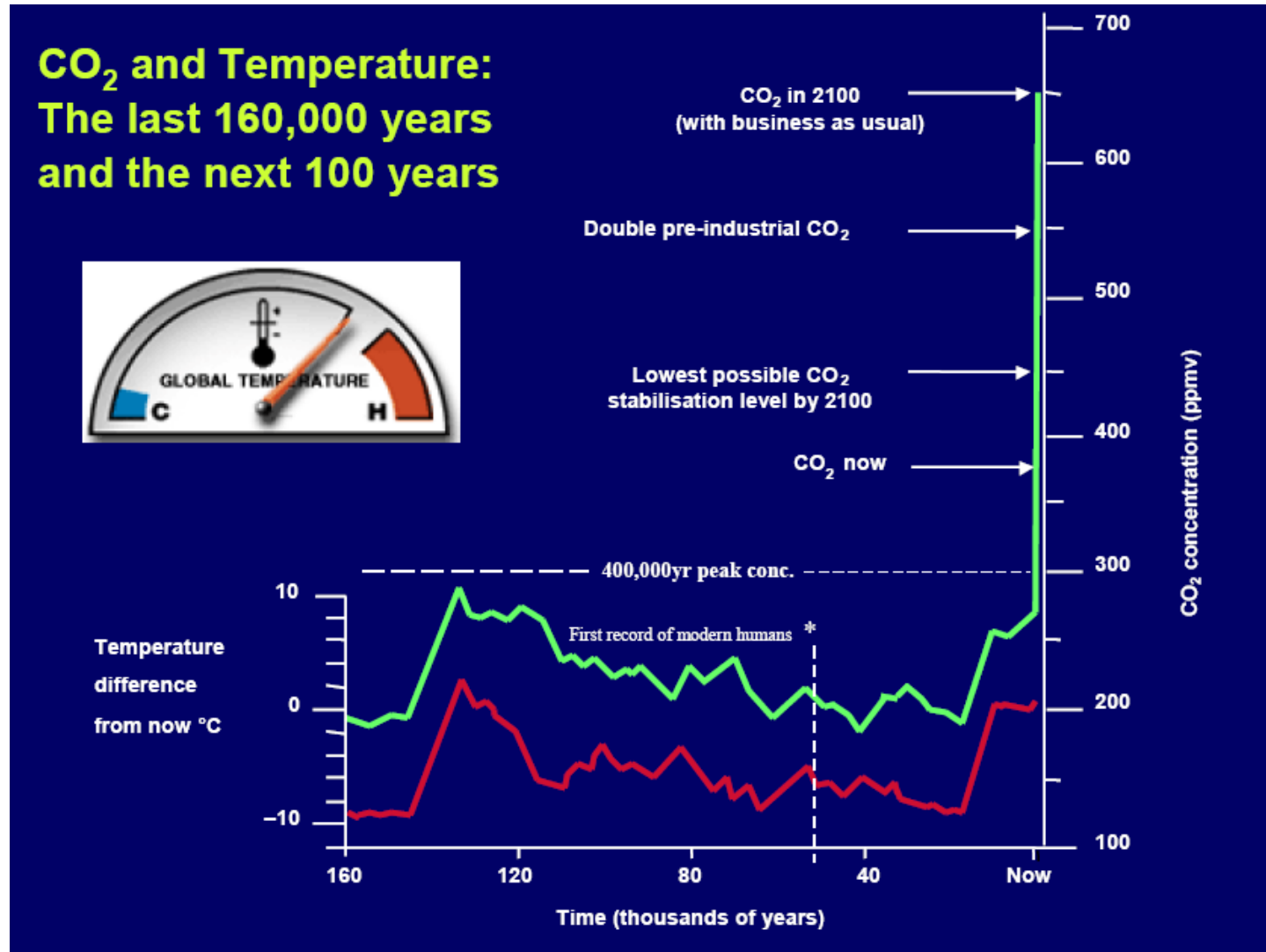
¹ Earth's natural wealth: an audit, *New Scientist*, 23 May 2007

Global oil production will peak in the next decade, heralding profound changes to many of the things business clients now take for granted

Energy from one barrel =
3,500 hours of labour

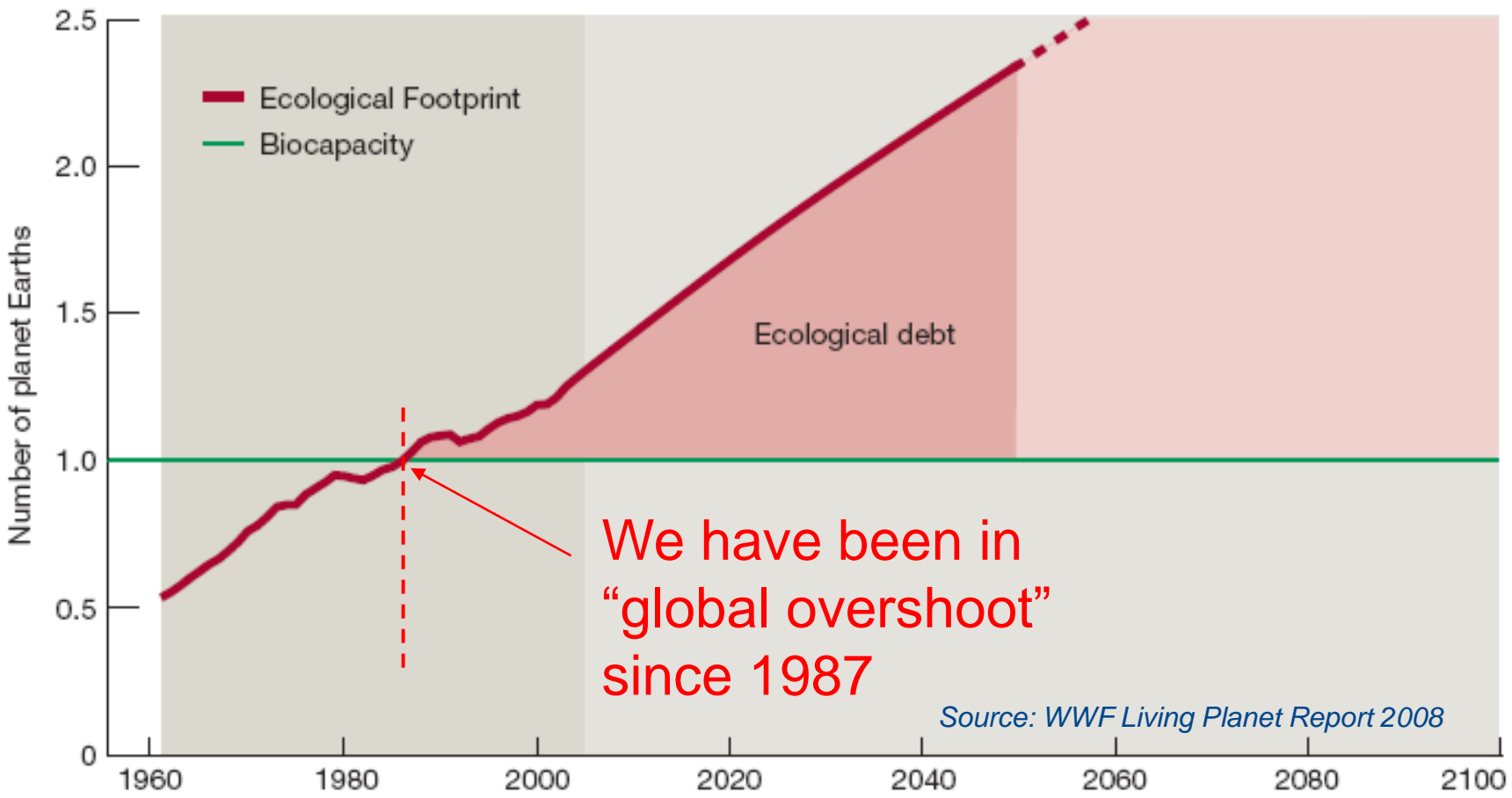


Reducing CO₂ emissions requires a shift to lower carbon energy sources just at the time we may be forced into more carbon intensive fossil fuels



In summary, we are globally living beyond our means

Fig. 31: BUSINESS-AS-USUAL SCENARIO AND ECOLOGICAL DEBT



We have been in "global overshoot" since 1987

Source: WWF Living Planet Report 2008

If this trend continues, by 2030 we will need two planets to sustain current levels of natural resource consumption



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There are four dimensions to the business case

The Business Case...

Access to Markets

- **Customers**
- **Suppliers**

Access to Resources

- **Financial**
- **Physical**
- **Human**

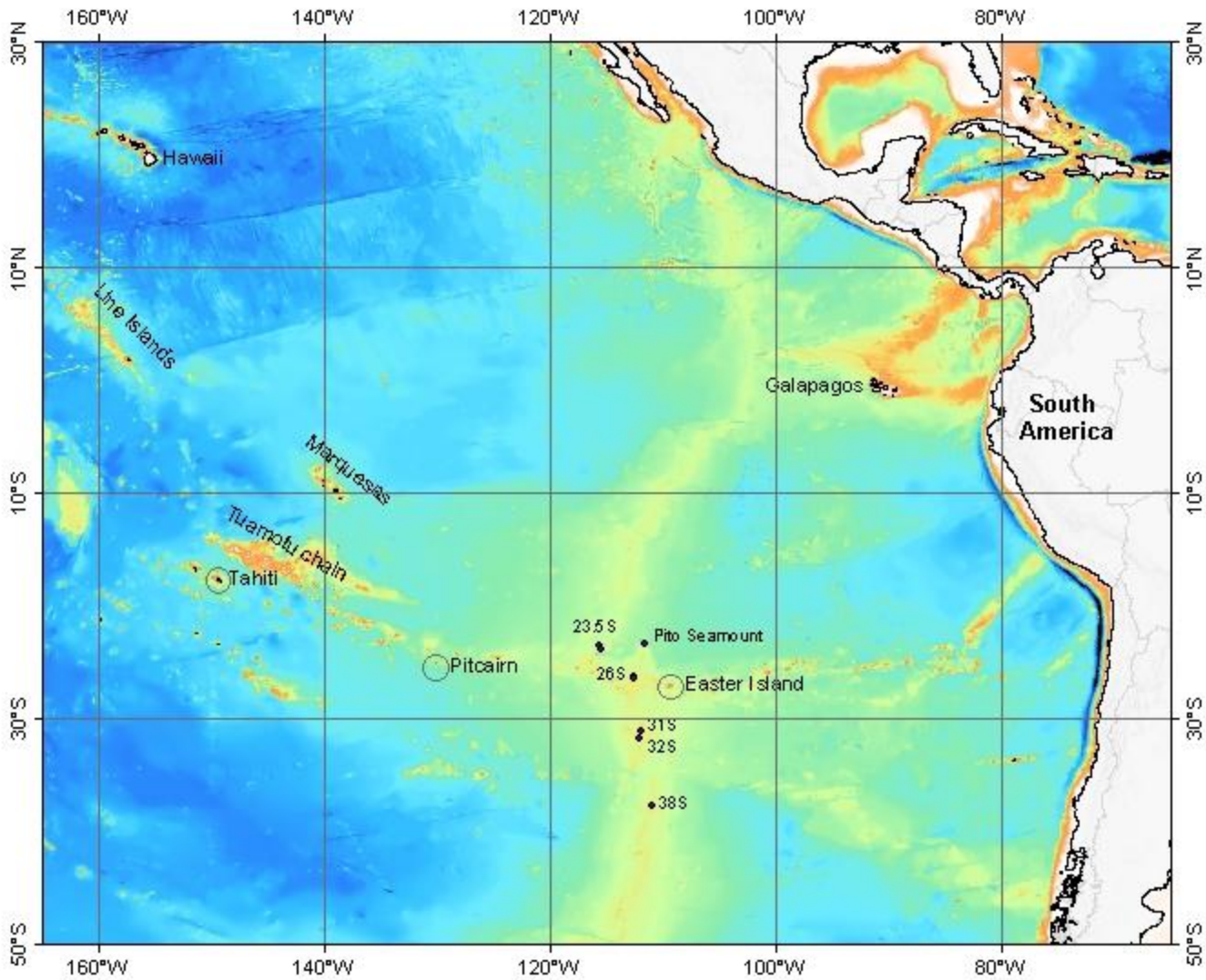
Lean / Efficiency

- **Eliminating waste**

Compliance

- **Legal**
- **Industry**
- **NGOs**

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