

Attenda

Always On Managed Services

CarbonNeutral[®] company

Protecting our world from climate change with CarbonNeutral[®] company status

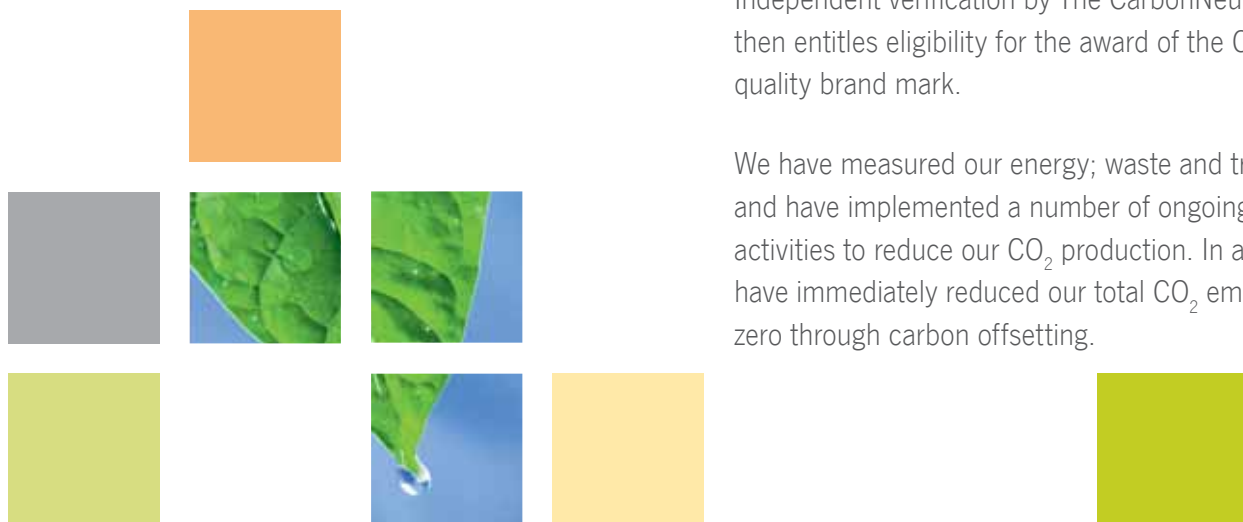
The average temperature of the earth's surface and oceans has varied less than one degree Celsius since the dawn of civilisation, but this is projected to rise.

The prime cause of global warming is the build up of 'greenhouse gases' (GHG) which trap heat in the atmosphere. By volume, carbon dioxide is the most significant GHG. It is produced as a bi-product of almost everything we do. Scientific consensus is that climate change is an inevitable consequence of global warming causing severe harm to social, economic and environmental systems.

Every person produces CO₂ – and the amount is known as a 'carbon footprint'. Because we all produce CO₂, it is the responsibility of everyone to try to reduce the amount they produce to help slow global warming. A major source of CO₂ emissions is energy used at work, in the home, driving and flying.

CarbonNeutral company status is essentially calculating the CO₂ emissions produced from office activities and then undertaking initiatives to reduce this amount back to zero. Independent verification by The CarbonNeutral Company then entitles eligibility for the award of the CarbonNeutral[®] quality brand mark.

We have measured our energy; waste and travel emissions and have implemented a number of ongoing internal activities to reduce our CO₂ production. In addition, we have immediately reduced our total CO₂ emissions to net zero through carbon offsetting.



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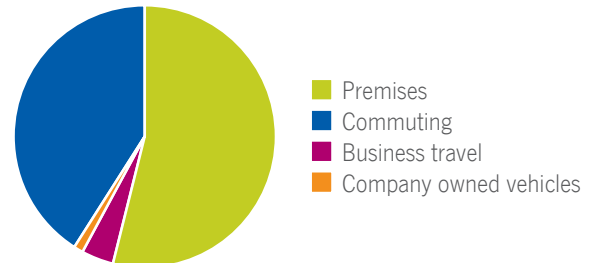


How has Attenda reached net zero CO₂ so quickly?

Attenda has been working for some time to reduce what we can internally – activities like using energy efficient computers, turning off unnecessary lights and implementing an effective office waste recycling scheme. Attenda then ‘offsets’ the rest through The CarbonNeutral Company: for every 1 tonne of CO₂ that needs to be ‘neutralised’, they arrange for 1 tonne of CO₂ to be saved somewhere else in the world by a project which has been verified to international standards. One ‘offsets’ the other.

Measurement

Attenda produced just under 2,000 metric tonnes of CO₂ in 2008, most of this relates to staff commuting, business travel and providing power to our office.



Right: Breakdown of emissions by source: (breakdown of Attenda's footprint)

What internal changes are happening?

- We have developed and expanded a comprehensive recycling programme within the Attenda office, which sees over 95% of our waste being recycled rather than being sent to landfill
- We have developed and are implementing flexible working practices to reduce our travel footprint
- We actively encourage the use of public transport (where practical) and car sharing whilst undertaking business journeys
- We continue to select recycled products (eg stationery) where suitable sources are available
- We are supplementing existing lighting fixtures and electricity saving devices with more energy efficient lighting fixtures and bulbs
- We are revising our procurement process to encourage our suppliers to become CarbonNeutral®
- As our internal CO₂ emissions drop, we will need to buy less carbon credits to ensure that we have net zero CO₂ emissions

What projects are we supporting through carbon offsetting?

- **Guizhou Hydro Power Project** – This project displaces the electricity generated by fossil fuel power plants through the construction of small and medium hydro power stations in Guizhou province South West China.
- **Raigarh Waste Heat Recovery Project** – This project captures and utilizes waste heat at a steel plant in India to provide on-site electricity.

How does this benefit our clients?

We also offer the CarbonNeutral® Attenda hosting programme that allows our clients to immediately achieve and report a net zero impact from their infrastructure hosted within Attenda's data centres, with a certification mark that gives clients a clear and recognisable sign to demonstrate action against climate change.

Who is The CarbonNeutral Company?

The CarbonNeutral Company, established more than ten years ago, is one of the leading carbon offset and management businesses working with more than 300 national and international corporate clients, thousands of small and medium sized companies and 200 offsets projects across six continents. Commitment, quality and experience are fundamental to the Company and the manner in which they handle clients, regardless of size, project scope or geography.

If you are interested in calculating CO₂ emissions then log onto www.carbonneutral.com

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