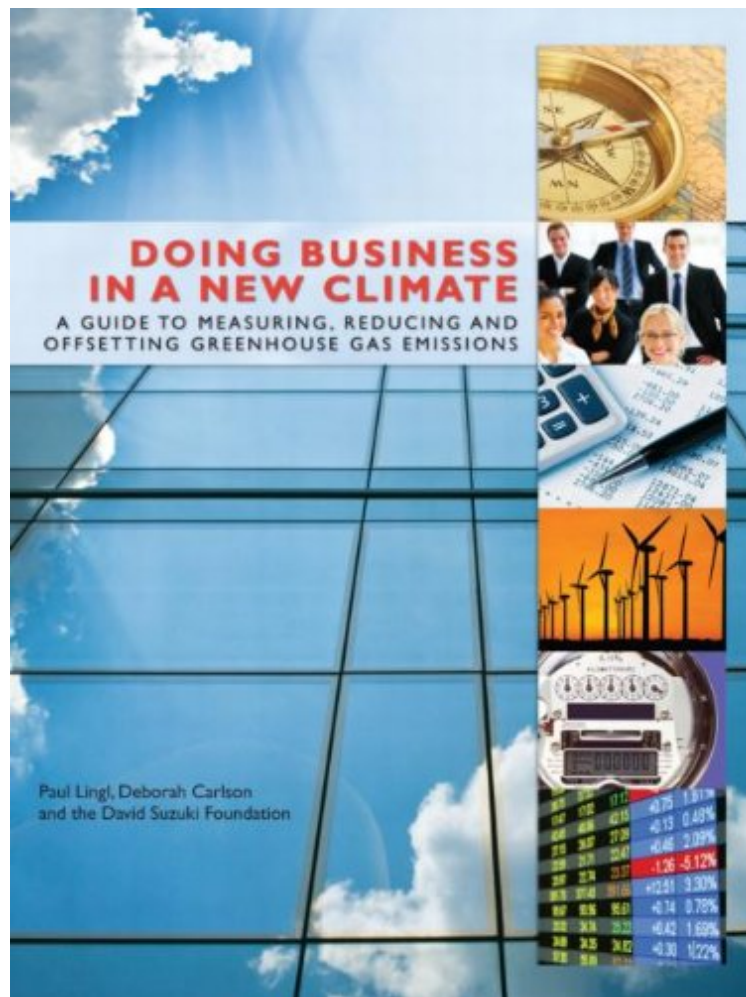


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## Doing Business in a New Climate: A Guide to Measuring, Reducing and Offsetting Greenhouse Gas Emissions

*Paul Lingl, Deborah Carlson, The David Suzuki Foundation*  
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**Paul Lingl, Deborah Carlson, The David Suzuki Foundation : Doing Business in a New Climate: A Guide to Measuring, Reducing and Offsetting Greenhouse Gas Emissions** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Doing Business in a New Climate: A Guide to Measuring, Reducing and Offsetting Greenhouse Gas Emissions:

Around the world, a growing number of businesses are taking steps to reduce their climate impact by managing their greenhouse gas emissions. At the same time, these businesses are discovering that effective greenhouse gas

management can enhance their brands, motivate employees, increase operational efficiencies, and save money. This guide walks readers through the key activities that make up a greenhouse gas management program, including measuring, reducing, and offsetting emissions and developing a communications strategy around the program. Throughout, case studies of over fifty leading businesses from around the world highlight innovation and solutions to common challenges, and further resources are provided for each section. While this guide was developed primarily for the business community, many of the greenhouse gas management practices explored can also be used by other organizations that wish to reduce their climate impact, including government agencies, municipalities, non-governmental organizations and educational institutions. Published with the David Suzuki Foundation.

**About the Author**The David Suzuki Foundation is committed to protecting the diversity of nature and our quality of life, now and for the future. Paul Lingl has been developing climate change solutions at the David Suzuki Foundation since 2001, and has advised businesses, governments, and major event organizers. He has also worked for a number of leading green businesses in Canada. Deborah Carlson has worked at the David Suzuki Foundation since 2006 developing greenhouse gas management strategies for businesses and other organizations. Previously she practiced law in Vancouver and Geneva. Lingl and Carlson have also co-authored *Meeting the Challenge, A Carbon Neutral 2010 Winter Games Discussion Paper*, which was commissioned by the organizers of the 2010 Vancouver Olympics.