

Solving Efeso to author 'Integrated Territorial Climate Action Plan Guidebook'

Solving Efeso, Europe's leading strategy and management consulting firm, is to author the guide book on the global climate change strategy. The award, which is part of the United Nations' strategy 'Towards carbon neutral and climate resilient territories'.

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PRESS RELEASE

This includes setting up a five year action plan for local and regional training of private and public sector businesses and political entities in over 50 municipalities, and helping with the implementation of the new strategy by establishing goals and milestone accomplishments in over 500 regions globally, which call for the reduction of carbon emissions and green house gases by 75% over the next 40 years.

'Based on our experience on climate change especially on a local level, we have been selected to prepare the guidebook for the global strategy on this important issue. We will present the outline of this action plan during the first world summit for regions on climate change which will be held in Saint Malo, in Brittany northwest France this October 2008', comments Anne Ged, Solving Efeso's international expert in Environment and Sustainable Development.

It is no longer a secret that the environment is on the minds of people all over the world, floods, hurricanes and earthquakes are affecting us all, and many lay the blame of the recent increase in natural disasters on global warming caused in part by industry and transport emissions worldwide. Globally there are over 25 million people that have been rendered homeless and refugees from their own habitats because of a direct result of a flood or earthquake brought on by climate change. It is predicted that a further 120 million people will suffer directly with hunger and disease as a result of Climate change by 2050 if something is not done to address the issue.

The Kyoto protocol signed in 1997 by over 181 countries under the auspices of the United Nations Convention on Climate Change is a major step in the admission of the world that there is a problem concerning the environment and that they are committed to working towards a solution. The Solutions however may be inconvenient for many developed countries, that have to curtail their development, invest in greener technologies or buy carbon and green house gas credits from non-developed countries, in order to meet their emission obligations. The big picture is simple enough, reduce carbon footprints per capita

globally in a balanced and sustainable way or face an inevitable environmental disaster, most of which our descendants will suffer, the devil however, as they say, is in the detail, how can this be accomplished practically.

This truth may be more convenient than previously imagined; inaction and apathy is the single most damaging position the world can possibly take against actively helping to clean our environment. People and businesses who feel they want and need to do something are looking to their governments for the answers. Governments are inundated with requests to clarify their positions toward economic and social development vis-à-vis the environment, and to change long running policies. They are finding it hard to keep up with the responsibilities related to the new directives.

This is where the United Nations has stepped in to lend a hand, by realizing the need for consistent and coordinated global policies organized on local levels, the program turned to the management and strategy experts Solving Efeso.

Management consulting firms have the experience of detail, they ensure that companies have the right structures and follow the best procedures to most efficiently and effectively perform, they make sure that natural and economic resources are allocated and used in the best and most sustainable way, the best consultants are also always up to date with the latest strategies and most advanced tools, and as with all things management is an ever changing and evolving discipline. It is this attention to the details that is required in coordinating a global scale policy structure for the environment.

'Solving Efeso helps the management and strategy of more than 30% of Europe's top 200 companies, and is therefore in the best position to help guide the way in which the world tackles this long term commitment' says Ziad Al Askari Vice President at Solving Efeso Middle East & Africa.

Solving Efeso will start by having a general understanding of a territory's climate profile by using the Bilan Carbone™ assessment tool. 'The Bilan Carbone™, a Kyoto-compliant greenhouse gas emissions assessment tool developed by the French Agency for the Environment and Energy Management (ADEME), was selected as a framework for measuring emissions in the deployment plan.

Solving Efeso will implement this assessment tool providing technical and operational guidelines to local policy and decision makers in order to facilitate the design and implementation of local strategies to address climate change', says Rabih Chehouri Managing Director at Solving Efeso Middle East & Africa.

Every country is in different stages of development and has different levels of emissions and energy usages, once there is an understanding of the numbers that make up the different areas of the world, Solving Efeso will formulate a staged plan for the reduction of emissions in the separate regions.

The company will work closely with the Urban Planning Councils of different cities to ensure that they control future development and designs in public transport, which use up

30% of a country's energy and production of emissions, by introducing greener technologies, they will also work closely with Urban Planning to create directives for retrofitting old buildings with new technologies, that will help reduce carbon, and new building construction.

Solving Efeso will also help local businesses locate finance for these new initiatives through advising them with, the creation of private public partnerships, or the application to carbon finance funds or other government available budgets. They will also help set up facility management strategies for building owners to ensure that emission targets are continuously met.

Governments around the world have already started to develop their own strategies in an attempt to tackle the problems. Abu Dhabi, for example, has taken a bold step and announced, in 2006, the building of Masdar the zero carbon city.

Abu Dhabi Future Energy company, the entity behind the project has already started partnering with Industry in the region to help monitor and re-cycle carbon dioxide production thereby reducing carbon emissions, it has also set-up a fund to invest in green technologies, Industry use up 30% of a typical country's energy and hence production of pollution.

'Solving Efeso can help organize these initiatives in a more structured way and make sure that they are globally sustainable and effective,'

continues Ziad Al Askari.

His Highness Sheikh Mohammed Bin Rashid Al Maktoum Vice President of the UAE and ruler of Dubai has issued a directive in 2007, for developers and contractors to adhere to new green building standards when building in Dubai, this visionary step will help ensure a sustainable and environmentally friendly future, buildings after all use up 40% of energy in any major city.