



**KANSAS STATE UNIVERSITY
SUSTAINABILITY SEMINAR
January 6, 2010**

WHY IS CARBON FOOTPRINTING IMPORTANT?





It's the Critical First Step In Developing Climate Protection Plans or Strategies





- Develop Baseline Inventory of GHG Emissions
[Carbon Footprint]
- Determine GHG Reduction Goals to be Achieved
 - Identify Actions to Reduce GHG Emissions
 - Implement GHG Reduction Measures
 - Monitor and Assess Progress



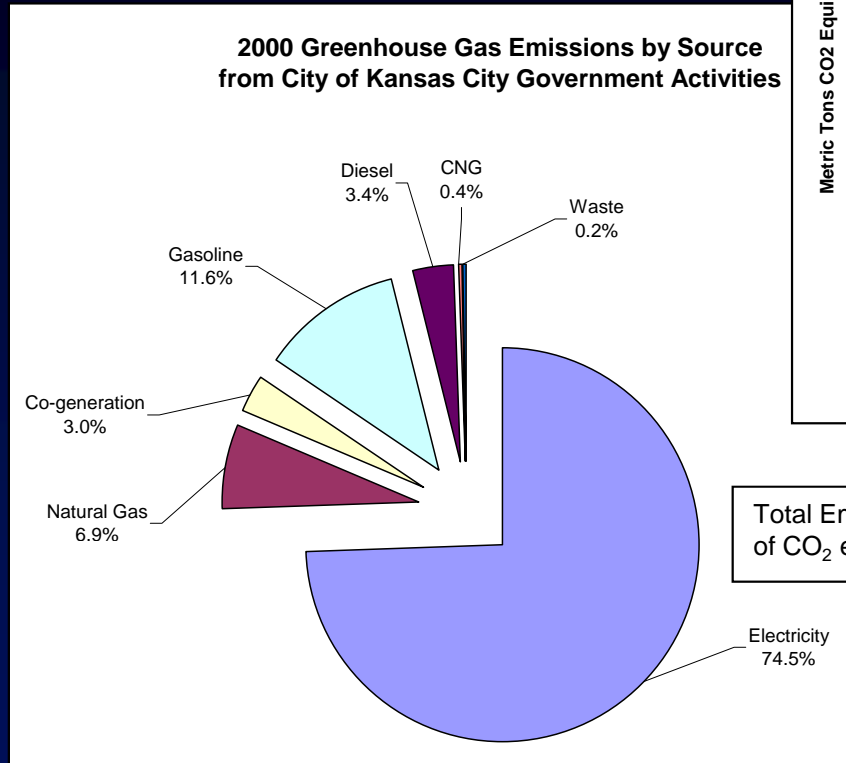


Carbon Footprinting Identifies What Activities are Generating GHG Emissions & How Much

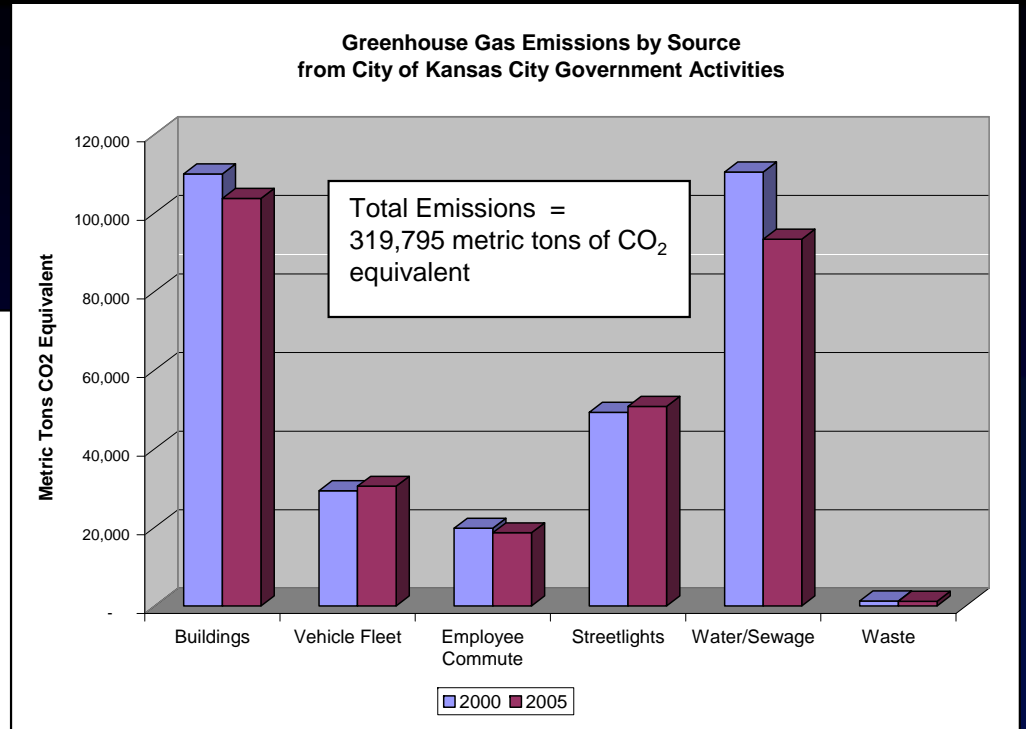




Baseline Inventory for GHG Emissions from Government Operations



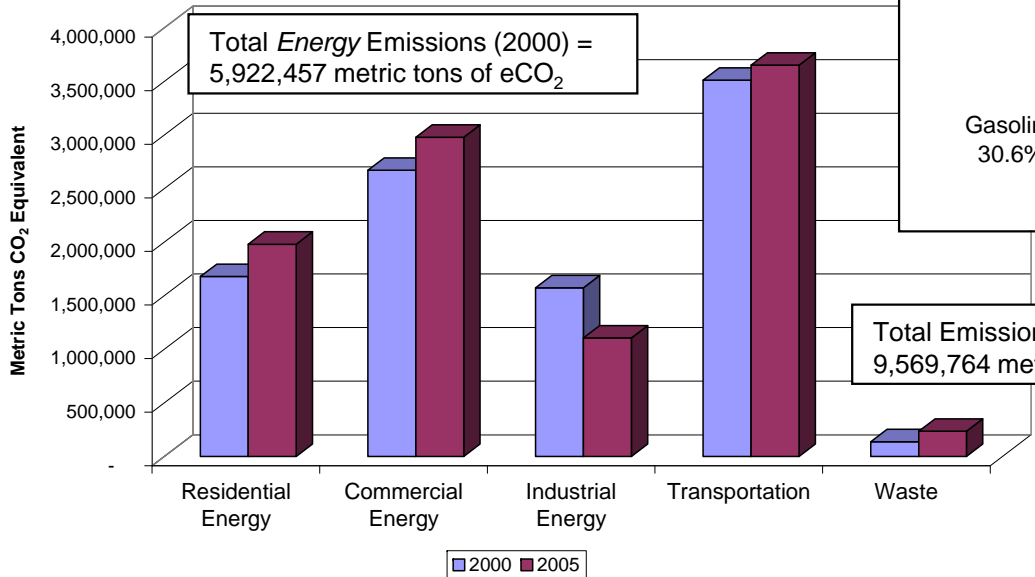
Total Emissions = 319,795 metric tons of CO₂ equivalent



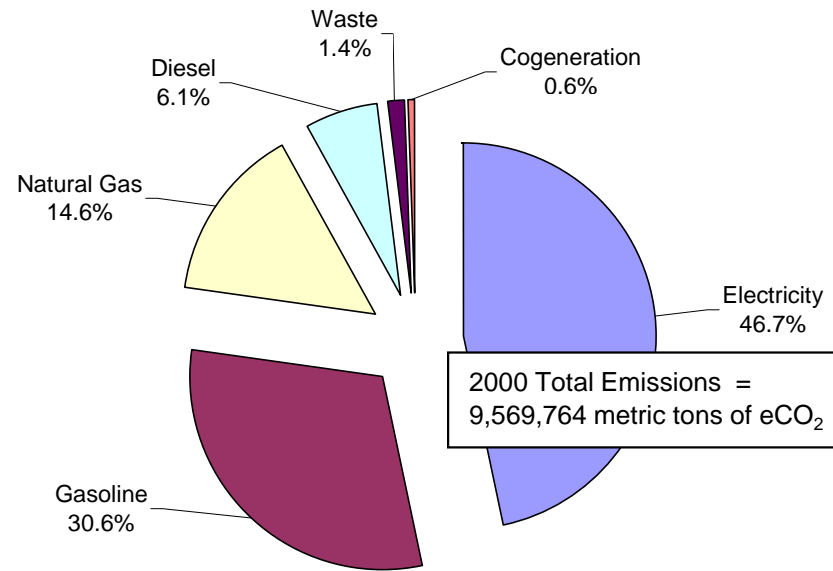


Baseline Inventory for Community-Wide GHG Emissions

**2000 Community Wide
Greenhouse Gas Emissions by Sector
for Kansas City, Missouri**



**2000 Community Wide
Greenhouse Gas Emissions by Source**



Total Emissions (2000) = 9,569,764 metric tons of eCO₂



Carbon Footprinting Can Quantify Expected GHG Emissions from Various Strategies





Carbon Footprinting Helps to Identify & Prioritize Actions to Focus GHG Reduction Efforts to Achieve Specific Goals:

- Lowest Cost Reductions
- Highest GHG Reduction Impact
- Cost-Effectiveness (i.e. GHG Reductions per Unit Cost)



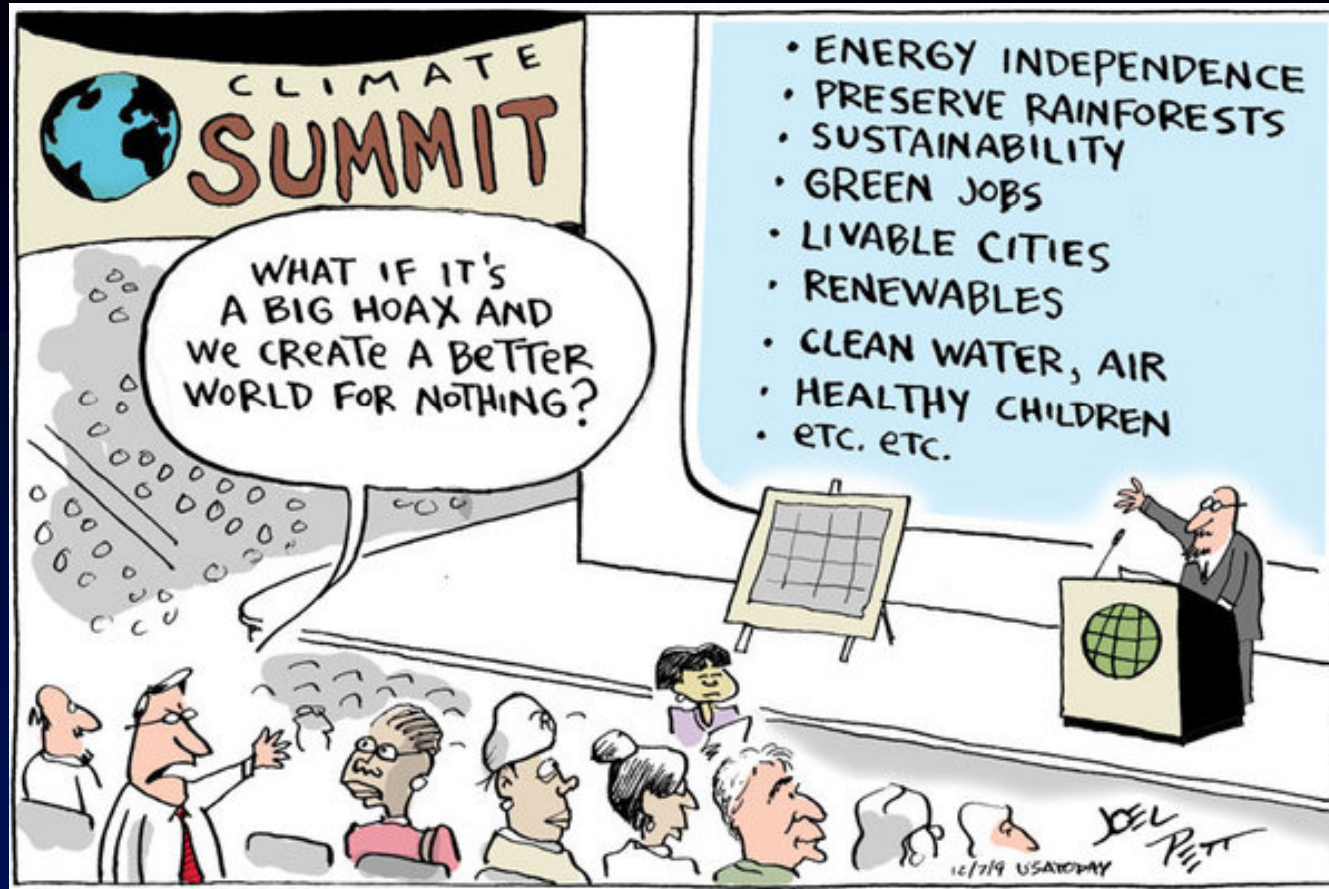


Carbon Footprinting Can Also Identify Impacts of Actions Already Initiated for Reasons Other than Reduction of GHG Emissions





What If It's a Hoax?





GHG Reduction Strategies Can Have Many Other Impacts:

- Cost Savings
- Improved Air Quality
- Improved Housing
- Better Access to Public Transportation
- Reduced Dependence on Imported Petroleum





Carbon Footprinting Enables the Measurement of Progress, Monitoring Performance, and Making Adjustments if Anticipated GHG Reduction Goals are not Being Achieved





**Carbon Footprinting Will Help You to Discover
Connections Between Activities Previously
Thought to be Unrelated
(e.g. Water and Energy)**





So, to Accommodate Those Who Believe
Anthropogenic Climate Change is a Big Hoax,
Our New Motto is

“Creating a Better World, for No Reason at All.”

