



A Partner Solution for the Communications, Distribution and Public Sectors

Leveraging Content Management to Quantify Greenhouse Gas (GHG) Emissions

IBM **Information Management** software

Enterprise Information Management, Inc. (EIM) GreenCert™

Partner Solution

■ **Target Industries**

Aerospace
Automotive
Chemical and Petroleum
Electronics
Energy and Utilities
Industrial Products

■ **Business Application**

Greenhouse Gas Emissions Management

■ **Products**

IBM FileNet Content Manager

Business Challenge

Around the world, private and public organizations are facing a growing need to acquire new, cost-effective tools to manage, quantify, analyze and report on their Greenhouse Gas (GHG) footprint. At the same time, investors and stakeholders are demanding full accounting of GHG-related liabilities and assets. Energy use is a critical piece of data for the calculation of GHG emissions. Major sources of GHG emissions include heating and cooling, electricity consumption and transportation — all of which can significantly impact an organization's carbon footprint, especially if managed improperly.

Government regulatory agencies, including the United States Environmental Protection Agency (EPA), have passed legislation addressing energy policy, global warming and governmental oversight of the emerging and rapidly expanding carbon credits markets. According to the World Bank, these markets grew from US\$30 billion in 2006 to US\$64 billion in 2007. Despite these efforts, the GHG marketplace continues to be plagued by regulatory uncertainty, a patchwork of voluntary standards and varying complexities in quantification methodologies.

Today, the carbon trading industry currently relies on general models to calculate actual performance or draws on summary data and “look-up” tables for each industry, sector and

geographic region. The uncertainty associated with this practice makes it difficult to obtain scientifically credible, baseline data for an organization's GHG analysis.

Verification and auditing of GHG reductions, removals and avoidances by carbon-offset producers have been costly, time consuming and labor-intensive. Faced with hefty fines and penalties organizations are looking for technology based solutions.

Solution

GreenCert™, developed by Enterprise Information Management, Inc. (EIM), is a repeatable, web-based solution that quantifies GHG emission reductions, removals and avoidances and certifies these environmental improvements as carbon credits to be traded on the open market. The solution enables quantification, verification, analysis of uncertainty, audit and compliance reporting for GHG-related risks and remediation measures including GHG emission and carbon offsets.

As an enterprise solution that registers agricultural and industrial clients, GreenCert will calculate GHG emission reductions, removals and avoidances based on input provided by the client or sensors at the client location. This data is then integrated with verification services from third-party reviewers to ultimately deliver verified credits to external registries or markets.



GreenCert features a simultaneous, multi-location and scalable operation that is adaptable to various regulatory requirements. Using client, project and site specific information at various levels of detail, the solution supports desired statistical ranges of uncertainty associated with quantities of GHG-related liabilities and assets. GreenCert also leverages a wide variety of pertinent baseline data (i.e. energy management and industrial practices, weather, land use, construction, etc.) to establish and project reasonable business-as-usual scenarios as baselines for GHG emission reduction.

Finally, GreenCert's automated generation of reports on baselines and management impacts – including GHG reductions, removals, and avoidances reductions – enables management personnel, investors, owners, sellers and buyers to monitor, audit and independently verify results, converting the liabilities associated with GHG measurement into assets.

Value Proposition

GreenCert is the one of the first GHG emissions management solutions to be accessible to end-users through a web-based portal. With GreenCert, organizations have been able to reduce CO2 emissions by up to 10 percent. C-Lock Certified Emission Reductions (CCERs) can be determined by input provided directly by end users or via sensors at end users' locations. The solution is designed to facilitate efficient third-party verification of carbon credits and to audit the work of other third-party verifiers prior to delivering Verified Emission Reductions to external registries or to the global carbon markets.

Applicable across various vertical and horizontal sectors, GreenCert generates results that are consistent, standardized, repeatable and verifiable. The solution stores information in a secure repository and manages the information lifecycle of all GHG records. GreenCert is compatible with all GHG quantification and accounting methodologies. Furthermore, the solution is readily adaptable to evolving regulatory requirements, regardless of whether the standard is based on a carbon tax or credit trading.

Company Description

Enterprise Information Management, Inc. (EIM) is a veteran-owned solutions-focused company leveraging its proven methodology and comprehensive enterprise framework for the Rapid Automation of Business Processes. Since its inception in 1996, EIM has maintained a uniquely strong commitment to customer attention, while building and growing on the successful business model of professionalism and strong ethical values.

EIM collaborates organizations to customize solutions that streamline business processes, simplify data collection, automate routing and tracking, facilitate collaboration and expedite reporting. An IBM Software ValueNet Business Partner, EIM builds its award-winning solutions on a cross brand suite of IBM products.

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