



### PRODUCT

The Carbon Tracker model developed by Competitive Energy Services measures the “carbon footprint” associated with a company’s direct and indirect economic activities. These activities may include fuel and electricity usage, waste data, auto and airline travel, refrigerants, and other applicable GHG source information. Carbon Tracker enables a company to:

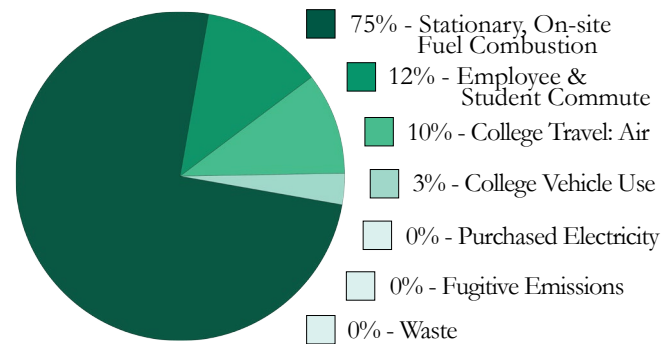
- Establish baseline greenhouse gas (GHG) emissions.
- Measure GHG emissions over time against the baseline to assess performance in attaining corporate GHG emission reduction goals.
- Evaluate the potential benefits and associated costs of corporate strategies and policies designed to reduce GHG emissions. This may include:
  - Climate Action Plans
  - American College & University Presidents’ Climate Commitment (ACUPCC) reporting

### HIGHLIGHTS

Carbon Tracker shows all GHG emissions by source and which GHG emissions are under an institution’s direct control.

Total GHG emissions can be reported alongside a closer look at emissions per unit of operations (such as employees, square footage, customers, revenues, and sales).

#### SAMPLE EMISSIONS BREAKDOWN



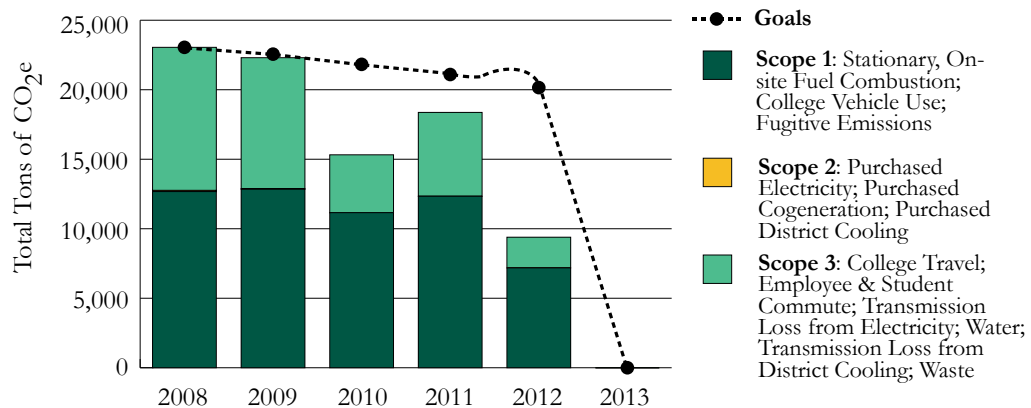
Carbon Tracker easily converts data into a report format that can be disseminated to customers, employees, stockholders, or any other interested party. This information is an essential component of developing GHG reduction strategies to attain corporate goals and objectives.

It also meets certification requirements established by the U.S. Environmental Protection Agency and the ACUPCC.

### CASE STUDY

Using Carbon Tracker, CES assisted **Colby College** with an independent verification of the College’s internal carbon emissions inventory. Based on the depth and quality of this verification study, CES was then retained to create and implement a carbon offset procurement strategy. CES worked with the College to create a strategy, optimized the cost of these carbon offsets, and even assisted with improving the project classification and geographic location. As a result, Colby College became the first NESCAC or Ivy League type school to achieve net zero carbon emissions in 2013.

#### COLBY COLLEGE ANNUAL GHG EMISSIONS



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