

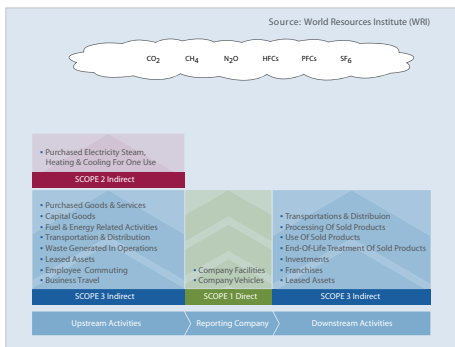
PV Carbon Consulting Services

Increase sales, build your brand, comply with legislation, and reduce overhead

Benefits of a Trustworthy Carbon Footprint Certification:

- Increase sales (Product CO2 footprint certificate is a decisive buying argument)
- Create an effective USP and market differentiator
- Reduce overhead cost (energy management leads up to 10% cost reduction in the first year)
- Pro-actively prepared for upcoming legislation and mandatory reporting requirements
- Responding to requests from investors (Carbon Disclosure Project)

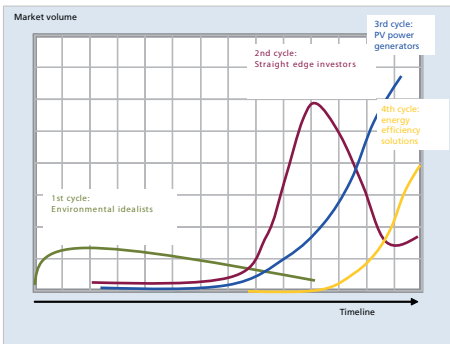
How much carbon is emitted to produce and bring your module to market?



That is the question solar PV manufacturers are being asked by project developers, installers, investors, government agencies and end customers. Answering this challenge requires you to know the direct emissions

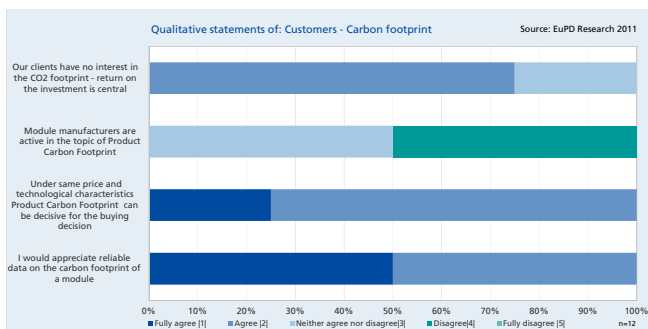
- from the manufacturing process (scopes 1 & 2)
- combined with those emitted from your upstream supply chain (scope 3) including raw materials, packaging, procurement and transportation.

Why will it become important?



PV solar received much support and public attention initially because it promised to be a sustainable energy sources with low carbon emissions. That is why customers bought it before ROI time and will buy it again in the future.

Carbon footprint certificate is a decisive buying argument for customers.



A carbon footprint certificate creates a unique selling proposition as end customers compare products. A leading carbon footprint will help to build a premium brand, and directly increase sales.

- Carbon footprint is a decisive buying argument (under similar price and technology offers) as our recent market research shows

PV Carbon Consulting Services

Workshops, Whitepapers, Carbon Management, and Certificates

Carbon Consulting Services

Workshops

- Learn how to strategically leverage this increasingly popular sustainability theme.
- What stakeholders are involved, what is your potential carbon liability or 'exposure', what future legislation will affect your business, how do you build an effective strategy to manage and reduce carbon emissions, and how will your business benefit?

Whitepapers

- Leverage your carbon reduction efforts, or low carbon products to position yourself as a 'thought leader' and gain considerable market power through the communication of advantages and differentiation.
- A whitepaper is used as instrument to explain an issue to decision makers and sensitize that target group. We can publish a whitepaper for you with a neutral instance and provable expertise.

Carbon Management Systems

- Identify the biggest opportunities to reduce carbon emissions.., with a positive ROI
- Monitor and report scopes 1, 2 and 3 emissions to the Carbon Disclosure Project, and other international standards

Carbon footprint certification

- This is a standardized (ISO 14025/TR) third-party product certificate that allows customers to compare the full module CO₂ footprint (from cradle to grave).
- Offering PV modules that hold a trustworthy certificate will encourage customers to buy modules whose production is environmentally sound.

Communicate your CO₂ Footprint Certificate as USP

- Create awareness → We send out press releases to more than 4,000 PV press contacts
- Arranging a press conference during important exhibition shows
- Marketing material → ideas and design leaflets, roll-ups, brochure, postcards, ..

Why choose EuPD Research and DCTI

- The Carbon Consulting team has strong experience in Carbon Management, and Life-cycle Assessment (LCA) of PV technologies (e.g. thin film silicon, crystalline silicon, and CdTe). Team members have published several scientific publications in leading scientific journals such as Progress-In-Photovoltaics.
- EuPD Research has extensive experience in certification of Sustainable Management. Top50 DAX and TecDAX companies, with over 100.000 employees and multi-billion turnover are being successfully certified in the area of Sustainable Management.

SharedService conditions

The SharedService conditions refer exclusively for the Carbon Management and Certification services, and is open until January 2012 or when we reach a maximum of 5 customers. Please note that requests for workshops, whitepaper and communication strategies are welcome at any time. We are interested in your feedback and invite you to personally discuss this service with one of our consultants.