

SRP™
Sustainability Resource Planning

ENVIRONMENTAL Management



FOOD MARKETING INSTITUTE (FMI)

Carbon Emissions Calculator Study

From Verisae, Inc. | November 2009



EXECUTIVE SUMMARY:

Given the heightened priority of corporate sustainability, Verisae is positioned well to enable organizations to establish a carbon footprint baseline, outline energy management options, and provide a comprehensive corporate sustainability action plans.

Verisae delivered information the FMI Sustainability Task Force valuable carbon baseline information and “what-if scenario” reductions options with their associated ROI. This is being done in a simple to use, web based application that uses calculations by The Climate Registry for the determination of a “Carbon Footprint.”

All of which can be implemented with metrics in place to highlight bottom-line cost savings and return on investment timelines. For these reasons and more, the Food Marketing Institute (FMI) asked Verisae to consult and provide a simplified version of the Enterprise Emissions Tracking (EET), which provides a company with real time carbon footprint reporting across a distributed enterprise.



FOOD MANAGEMENT INSTITUTE (FMI)

Creation of a Carbon Calculator for Member Comparison to the Industry Benchmarks

COMPANY PROFILE

Food Marketing Institute (FMI) conducts programs in public affairs, food safety, research, education and industry relations on behalf of its 1,500 member companies—food retailers and wholesalers—in the United States and around the world. FMI's U.S. members operate approximately 26,000 retail food stores and 14,000 pharmacies. Their combined annual sales volume of \$680 billion represents three-quarters of all retail food store sales in the United States.

FMI's retail membership is composed of large multi-store chains, regional firms and independent supermarkets. Its international membership includes 200 companies from more than 50 countries. FMI's associate members include the supplier partners of its retail and wholesale members.

What is Sustainability?

Business practices and strategies that promote the long term well-being of the environment, society and the bottom-line. (FMI Sustainability Initiatives)

Sustainability is emerging as a critically important issue globally, and FMI is developing the tools and resources grocery retailers need most as they develop and implement sustainable business strategies.

BUSINESS CHALLENGES

Food Marketing Institute (FMI), in light of the recent focus and efforts by its members, started a Sustainability Task Force with a focus on creating industry-wide initiatives to increase the overall sustainability and reduce the environmental impact of its members. As part of this effort, FMI created a focus on carbon emissions and lower energy use across their 1,500 member companies.

SOLUTION APPROACH

Verisae created and provides a web-hosted "carbon estimate calculator" for FMI and its members. As part of the initial rollout, all members of the Sustainability Task Force used this web application to determine their footprint and other associated metrics.

Technical Situation

FMI wanted to create a "Carbon Footprint Calculator" its members could use to determine their overall carbon footprint and some meaningful comparisons they could use to further increase their environmental focus. This web application must be available to all members yet avoid duplication of company entries. Moreover, it must be easy enough for a non-technical user to enter technical information.



Products & Services

- Engagement in Verisae professional services for data analysis
- Establishment of on-going carbon accounting education and consulting
- Implementation of an SaaS model for emissions management software
- Deployment of a 100% hosted solution

The core solution deployed by Verisae comprised of:

Enterprise Emissions Tracking (EET) functionality with some custom web application development in order to create a simplified “Carbon Footprint Calculator” that would remain secure, in that member’s emissions data remained private, yet extensible enough for the establishment of a carbon baseline across the FMI member base.

The carbon calculator included calculations and emissions estimate per The Climate Registry and California Climate Action Registry protocols for carbon tracking, reporting, and accounting.

BENEFITS & RESULTS

FMI Carbon Calculator for Food Retailers

Food Marketing Institute (FMI) and its members have, as an industry, been able to determine their overall carbon footprint, including those from indirect and direct emissions sources.

Moreover, each member is able to compare their footprint to that of the industry average.

The FMI Carbon Calculator can be used to make basic calculations, such as converting raw data (refrigerant use, fossil fuel consumption and electricity use) into carbon emissions equivalents. FMI leveraged the carbon emissions knowledge and experience of Paul Hepperla of Verisae for the creation and use of the financial analysis data and calculator for the Toolkit.

Among the other information the members find extremely valuable are the “what-if scenario” reductions and their associated ROI. This is being done in a simple to use, web based application that uses calculations by The Climate Registry for the determination of a “Carbon Footprint.”

ABOUT VERISAE

Verisae (www.verisae.com) develops, markets, and licenses **Sustainability Resource Planning (SRP)™**, an enterprise solution that empowers organizations to make “sustainability actionable”. Verisae helps measure, manage and monetize energy costs and carbon emissions. SRP covers the core functions of sustainability needs by combining multiple business processes and systems into one database to use across the enterprise. Our platform improve operational efficiency, make sustainability initiatives actionable, and reduce energy costs carbon emissions for distributed enterprises and energy companies.

ENVIRONMENTAL MANAGEMENT

Carbon Emissions Manager

- Scope 1 & 2 Emissions
- Scope 3 Emissions

Sustainability Project Manager

Water Manager

Waste Manager

ENERGY MANAGEMENT

Energy Supply Manager

- Utility Bill Processing
- Active Energy Response
- Utility Contracts Management
- Energy Spend Manager

Energy Demand Manager

- Real-Time Energy Management
- Active EE Dispatch
- Energy Efficiency Projects

ASSET MANAGEMENT

Service Manager

- Service Provider Management
- Financial Management

Asset Manager

- Facilities Management
- Equipment Management
- Asset Monitoring & Alarming
- Parts & Inventory Management

Procurement Manager

- Rebates & Incentives Management
- Total Capital Planning
- Equipment Procurement

Given the heightened priority of corporate sustainability, Verisae is positioned right now to enable organizations to establish a carbon footprint baseline, outline energy management options, and provide a comprehensive corporate sustainability action plans in a manner of months. All of which can be implemented with metrics in place to highlight bottom-line cost savings and return on investment timelines.

Today, Verisae delivers a broad range of sustainability solutions to over **40 global clients** with a service network of **7,500 third party service providers** consisting of **60,000 application users**. Our integrated sustainability platform actively tracks over **2,100,000 million assets** across **20,000 sites**. We help measure, manage and monetize energy costs and carbon emissions. We are uniquely position to help organizations prove return on investment (ROI) for sustainability initiatives.

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