



BEST FOOT FORWARD

Bringing sustainability down to earth

ABOUT US

Best Foot Forward is one of Europe's leading sustainability consultancies specialising in natural resource accounting methodologies such as ecological and carbon footprinting. Since 1997 BFF have completed more than 1000 analyses for well over 100 clients. Our footprint projects have ranged in size from a single apple from South Africa to a carbon management strategy for the Olympics. BFF are an approved supplier for the Carbon Trust product labelling scheme, and have provided expert guidance on the development of PAS2050 through the delivery of pilot analyses, research projects and their presence on technical work groups. In 2005 BFF were presented with a Queen's Award for Sustainable Development specifically for their work in footprinting.

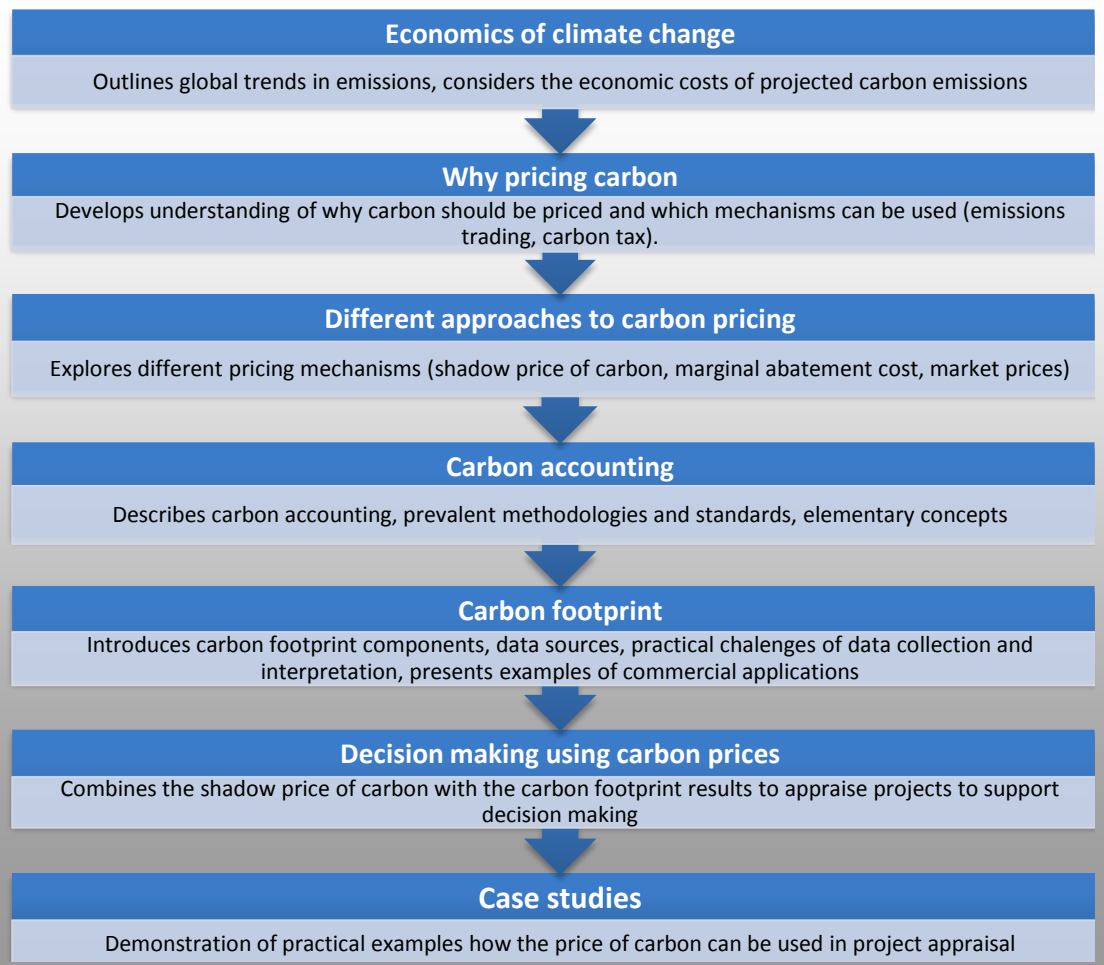


Building the price of carbon into decision making

The Stern report recommends carbon pricing as an important market tool to reduce carbon emissions. Putting a price to carbon allows organisations to incorporate carbon emissions in cost benefit analysis and impact assessment. This course explains the key principles behind carbon pricing and demonstrates with practical examples how it can be incorporated into

decision making. The course will allow you to understand the implications of the carbon price for your organisation. Best Foot Forward has unrivalled experience in delivering footprint analyses and will share lessons from undertaking and using carbon footprint analysis and incorporating carbon pricing in decision making.

Course Structure



Participants will be able to ...

- Understand the **business case** for carbon pricing
- Understand the **theories and practice** behind carbon pricing
- Identify key elements of a carbon footprint to combine carbon pricing and carbon footprinting into **project appraisal**
- Incorporate carbon pricing into a range of **case studies**



Course Tutors



Paul Cooper is BFF's Managing Director. Before joining Best Foot Forward Paul has had a range of senior finance roles in multinational businesses, latterly Unilever's Treasurer in Africa. He has an MBA, MSc Environmental Decision Making and is a Chartered Management Accountant.



Gregor Pecnik is an analyst at BFF and is an experienced developer of online carbon and ecological footprint calculators. Before joining Best Foot Forward, Gregor worked for two years in a consultancy in Slovenia preparing development strategies and financial and economic appraisals. Gregor holds an MSc in Environmental Economics.

Course Programme

Unless otherwise specified, the course is held in the dedicated training room in BFF's offices at 9 Newtec Place, Magdalen Road Oxford, OX4 1RE, UK - directions can be found at www.bestfootforward.com. Coffee and registration will be at 9:00 – 9:30 am. The course will run from 9:30am to 4:30pm. Lunch and refreshments will be provided.

2010 Courses will be held on:

Tuesday November 9th (Newcastle).

Friday 10th December

Payment

The course costs £350 (+VAT), payable on booking. We offer a reduced price of £300 (+VAT) per course when two courses are booked for consecutive days.

Unfortunately we cannot accept credit card payments. Cheques should be made payable to Best Foot Forward Ltd or a BACS payment can be made to Best Foot Forward Ltd, Barclays Bank, Sort Code 20-65-18 Account Number 90904473. If a BACS reference code is available please inform us to assist our payment tracking process.

A full refund can be obtained three weeks prior to the course and an 80% refund two weeks prior to the course. Otherwise the full fee is due.

Bookings

For bookings please contact us to reserve a place. Places will be held for two weeks pending receipt of the booking details and payment. Please send the booking form to fax +44 (0) 1865 794 586 or post to:

**Best Foot Forward,
The Future Centre
9 Newtec Place
Magdalen Road
Oxford
OX4 1RE**

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Any Questions?

Please contact us on +44 (0) 1865 250 818. Alternatively our fax number is + 44 (0) 1865 794 586.



Building the Price of Carbon into Decision Making



Preferred Date: _____

Name: _____

Organisation: _____

Position: _____

Address: _____

Phone: _____

E-mail: _____

Dietary Requirements: _____

Access Requirements: _____

Payment method: _____

Signed: _____ Date: _____

Print name: _____

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BFF reserve the right to refuse any booking.