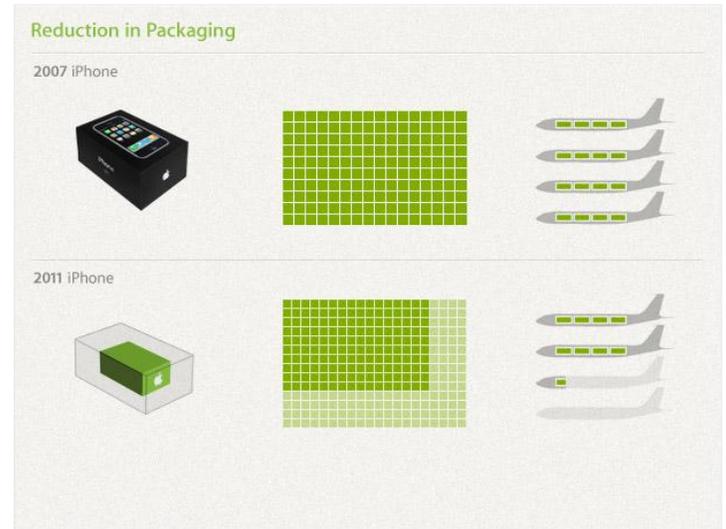


Apple Takes a Bite out of Carbon

Apple prides itself in product design which their customers experience through uncompromising product functionality and performance. They have been pioneering the development of smaller, thinner, and lighter products over the past decade. The brilliance in their design strategy results in more powerful products requiring fewer raw materials and generating less carbon emissions. The current 21.5 inch iMac has a larger screen than the original 15 inch iMac, yet is designed with 50 percent less material and generates 50 percent fewer carbon emissions. Apple maps out the carbon footprint for every one of their products throughout the entire life cycle of that product from production, through consumer use, right to recycling. It is really no wonder that Apple has such a good handle on their profitability.

Apple has worked with their manufacturing partners to eliminate toxic substances from all of their products. Not only is every Apple product free of harmful toxins such as mercury, arsenic and lead, but they have also qualified thousands of components to be free of elemental bromine and chlorine. This puts Apple years ahead of anyone else in the industry and allows them to easily reuse the raw materials from obsolete models in next generation manufacturing.



Apple uses environmentally conscious materials including recycled plastics, recycled paper, and vegetable based inks for packaging their products. Millions of iPhone packages are made from renewable tapioca paper foam material and all iTunes gift cards are made from 100% recycled paper. Their product packaging design teams focus on continual improvement in packaging that's slim and light, yet protective, resulting in more products shipped by boat or plane on each shipment reducing carbon dioxide emissions and transportation costs. Apple has done an amazing job of visualizing the future and incorporating it in to their product design. For more details please refer to

<http://www.apple.com/environment/>

We help business plan for the future and profit naturally. If we can be of service, please contact us at

www.biocentric.ca or call Chris at **604-328-7253**

BC Oil & Gas Town Employs \$100 Carbon Tax to its Advantage

Dawson Creek is a town in the heart of oil and gas country in the Northern Rockies which has shown remarkable leadership in Carbon Management and Community Sustainability. The Bear Mountain wind park which consists of 34 wind turbines occupies Dawson Creek's skyline and produces more energy than the 12,000 residents need. Dawson Creek has imposed a \$100/tonne levy on its own greenhouse gas emissions which raised \$360,000.00 in 2011. This money has been directly reinvested into projects within the town to reduce their carbon footprint, save money and ultimately eliminate the need for a carbon tax. Measuring and determining your carbon footprint is the first step in identifying opportunities for reducing carbon emissions and costs. Imposing a carbon tax which is reinvested in reducing carbon output can lead to significant and rapid improvements. The money goes toward the Dawson Creek Carbon Fund and is used to

fund energy efficiency and renewable energy projects. For more details see <http://www.greenenergyfutures.ca/blog/dawson-creek-near-carbon-neutral-city-middle-northeastern-bc-s-shale-gas-boom>



Dawson Creek is very serious about going green. The city has carried out energy audits of public buildings, carried out electrical retrofits and have installed a solar photo voltaic system at City Hall. They have cut their natural gas use by installing solar thermal hot water systems on city hall, the fire hall, the police hall, and the airport. The city is "right-

sizing" its fleet of vehicles by purchasing hybrids and plug-in hybrids. Many of the towns green initiatives are very visible supporting the city's sense of civic pride towards sustainability. Dawson Creek has a vision of the future which not only reduces their carbon footprint but determines their long term viability by becoming net energy producers instead of consumers, turning cost centres to profit centres. Contrary to the negative connotations attached to Carbon Taxes, if managed properly they can yield surprising results to the bottom line of any community or business including ours.

For Carbon Management Solutions for your business please refer to <http://www.biocentric.ca/What%20we%20do>

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