



Going Green in the Service Sector

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Operation Green supports enterprise decision-making that accelerates transformation in greenhouse gas management and climate change policy.

Global warming might be the defining issue of the next few decades, as we face long-term, global challenges without straightforward solutions. Yet despite the uncertain outlook, individuals and organizations can start to take cost-effective steps now that collectively will make a difference. Recognizing this opportunity for action, Noblis recently initiated Operation Green—a project to develop a Web-based tool that would assist decision-makers in assessing how certain actions affect greenhouse gas (GHG) emissions. The project began as an internal effort, but it soon became evident that other private and public sector organizations were also seeking innovative approaches to reduce energy costs and stay ahead of government regulation while building their green reputations. Consequently, Noblis decided to extend the project to focus on developing a GHG enterprise model that would support the cost-effective achievement of green goals.

The GHG Enterprise Model is a suite of tools offered within an integrated Web-based framework that guides organizations through every step of the process, from initial GHG inventory design to setting targets for emissions reduction. At the model's foundation are several standards-based protocols that make it possible to generate GHG reports based on the latest government requirements and policies.

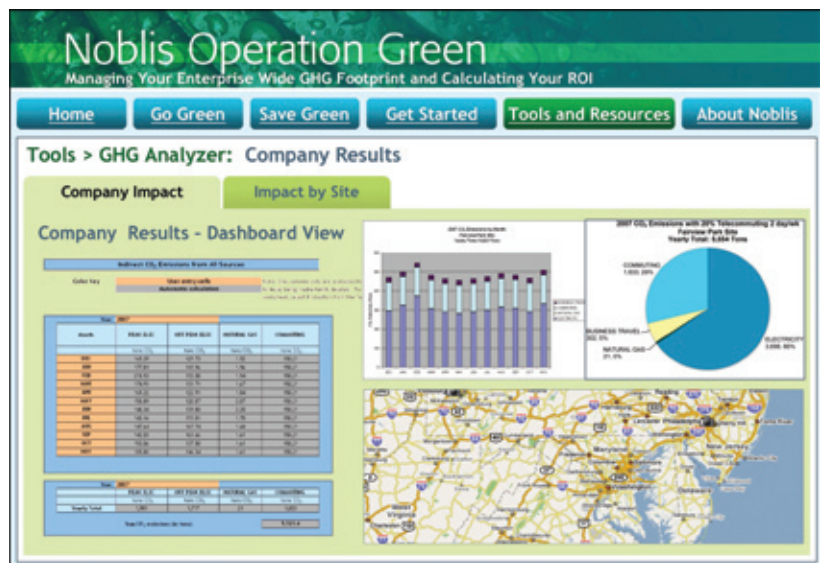
The model is an easy-to-use application developed on an open-source technology platform that examines facility energy-use, employees' commuting patterns, and business travel on an enterprise level. Organizations can use model-based estimates or create and explore multiple scenarios and increase the level of fidelity through data collection and employee surveys. After this preliminary assessment, Noblis professionals will work with decision-makers to interpret the results and tailor strategies for reducing emissions in a way that respects each organization's unique priorities and needs.

The model's dashboard view provides at-a-glance, real-time visualization of key metrics, allowing leaders to weigh how changing policies

on telecommuting, core work hours, and other energy-related matters can affect emissions. In the screen below, for example, a decision maker is examining how an increase in telecommuting affects GHG emissions. In addition, the model helps organizations select the right mix of green investments to calculate return on investment, annual savings, carbon reduction, and years to payback. Carbon profile maps let organizations visualize their emissions. The application displays an organization's locations on a single map depicting net carbon emissions across sites, and by county or other locale in map views using a geographic information system.

Thus far, Noblis' experience with the model reinforces that doing the right thing has also opened the door to new, cost-saving strategies. Taking steps now to squarely address the challenge of climate change by reducing emissions and unnecessary energy-use costs is a legacy worth living and leaving.

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Operation Green lets decision-makers see at a glance how corporate policies can affect greenhouse gas emissions. The Web-based enterprise model offers a variety of guidance that helps organizations develop and maintain energy-conscious policies.