

Friday, December 11, 2009

Notice to reader:

Welcome to Conscious Planet's follow-up environment footprint assessment. We are excited to share with you the results and findings. Lots of great stuff happening, and it has been super fun to be involved in the process. Thanks to everyone who helped!

Relationships:

I am a member of Conscious Planet (www.consciousplanet.net/vegan) and as partial payment for the project I received \$500.00 worth of Conscious Planet product. I currently have no other financial interests in this company.

I am associated with Zerofootprint (www.zerofootprint.net) as strategic partner. Zerofootprint was used to verify findings and data used in this report and provide the offset and certification for Conscious Planet to be zerofootprinted. I will not receive any financial or financially related compensation from Zerofootprint for this. I currently have no other financial interests in this company.

I am aligned as a trainer with GHG Protocol (www.ghgprotocol.org) and teach their framework to business owners around the country. I received no financial or financially related compensation from GHG Protocol for using their framework. I currently have no other financial interests in this company.

Accuracy:

To the best of my ability all data in this report is accurate and has been verified by either Zerofootprint or Conscious Brands. Where data was not available or was difficult to obtain a proxy was used to establish a benchmark. Whenever this process was used it was footnoted and details were provided.

If there are any questions around the processes used or information obtained your inquiries can be forwarded to rob@consciousbrands.com.

Be well and green,

Rob Sinclair.



(ENVIRONMENTAL FOOTPRINT ASSESSMENT)

(CONSCIOUS PLANET ENTERPRISES LTD.)

(December 15, 2009)

Compiled, written, presented by

Conscious Brands™

In Collaboration with

Zerofootprint

Many thanks to all who contributed!



Overview

This report is a follow-up to the 2007 Conscious Planet organizational environmental study conducted. Our scope was not as broad as the 2007 study as we didn't look at the environmental footprint of the individual products, but rather look at the organization as a whole.

From 2007 to now there has been some minor reductions in impact, and there has been an general expansion of environmental awareness in the Conscious Planet organization. For future reports Angela Holmes, the company's accountant, will be trained on the GHG spreadsheets used to summarize and calculate the organizations environmental footprint.

Overall there was an increase in environmental impact; however, as most areas were improved upon - there was a significant increase in emissions related to employee business travel. As mentioned above this can be account for through an increase in business.

Total emission for Conscious Planet **9.5 metric tonnes of CO2e** in 2008/09 versus emission of 6.4 metric tonnes in 2007.

Conscious Planet

Our Vision:

Balance, Honor and Gratitude

We achieve balance by trusting and believing that what we do is in harmony with the bigger picture;

We achieve honor by taking care of our own backyard (social, financial and environmental), and know that everything is ok;

Gratitude is achieved by thanking you for this opportunity to provide the highest energy food, while taking care of the earth.

Our Purpose:

Awareness, Efficiencies, Sustainability

Awareness – A diffusible higher level of consciousness of all living things lowering our impact on them;

Efficiencies – The lowest possible environmental footprint through new policies to accommodate better systems greater profits, happier customers the level of functioning capability of the company is greater than 900 out of 1000;

Sustainability – Being the largest organized group of conscious human being in the history of planet earth;

That which we take from the earth is used for the greater good. And we leave the world a better place than when we came and borrowed its resources;

Fair and responsible treatment of all people Conscious Planet has an impact on – equal opportunity for all.

About Us

Conscious Planet is a privately held organization that is located in Burnaby, BC. This was the focus of the study, and all data was related to the operations in the Burnaby office, and employee business travel and commuting.

The data was calculated through the GHG protocol framework (www.ghgprotocol.org) with third party verification and offsets performed by Zerofootprint (www.zerofootprint.net). Conscious Brands™. (www.consciousbrands.com) was used to compile data, define scope, write the report and liaison between stakeholders.

The benchmark scope addressed:

A relevancy gauge was used in deciding which boundaries were applicable to Conscious Planet. These boundaries reflect the operations of Conscious Planet and include emissions from the following sources:

- Electricity use in its Burnaby, BC office
- Business travel via, car and air (where applicable)
- Employee commuting

These emissions are reported as follows:

Office

The Burnaby office was set-up with environmental efficiency in mind. The living office operates on an 80% paper-less level, electrical devices are low emitting EMF (electrical magnetic field) devices, and the Conscious Planet office uses smart low-energy fixtures such as CFL's (compact fluorescent lighting) in all receptacles.

The office and warehouse contributed 1.4 tonnes of CO2 in 2007; this number was greatly reduced to **0.3 tonnes of CO2 in 2008**. This can be attributed to more environmental awareness and new office space.

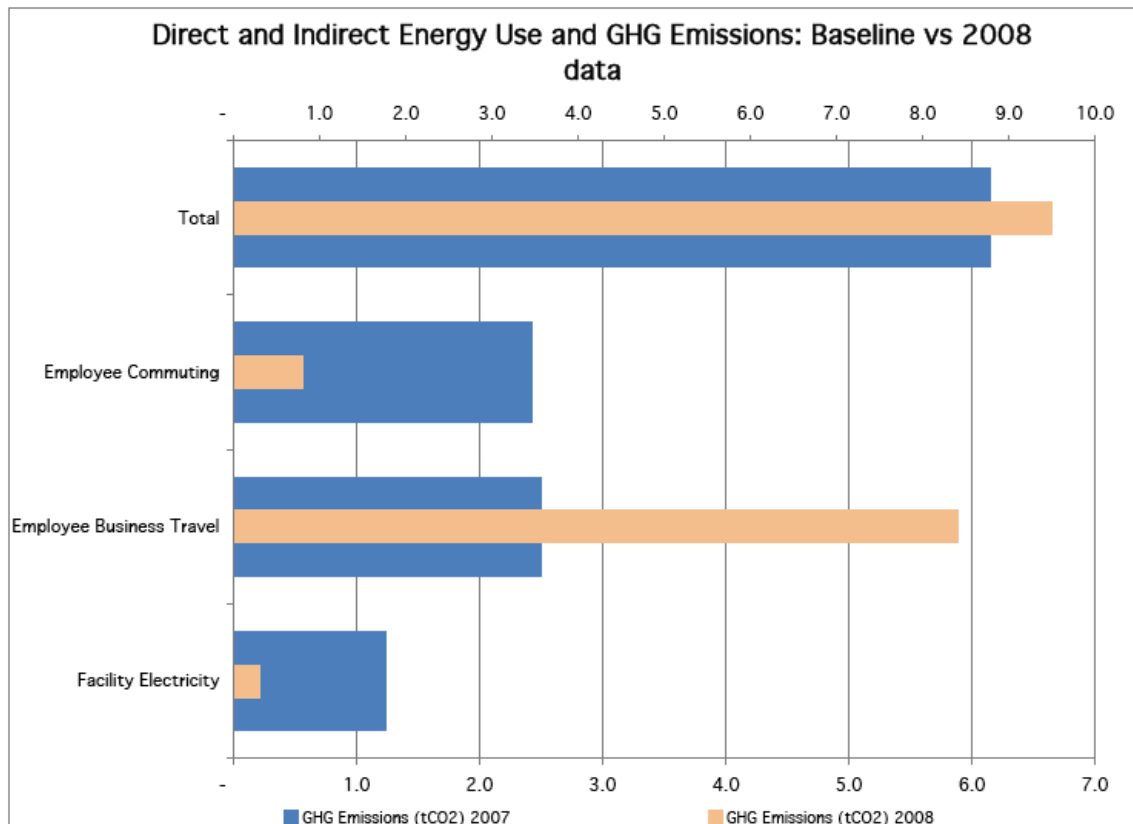
Business Travel

In the 2007 report it was estimated that there was an annual automobile distance travelled of 25,000 km - the environmental impact associated with this was 2.49 tonnes of CO₂ emissions. In 2008 business travel contributed **8.4 tonnes of CO₂ emissions**; this is a 2.6 times increase in automobile travel related emission over the same 2007 period. This increase is attributed to the increase in sales in 2008 and the fact that actual data was used rather than the forecasted date for the same period over 2007.

Business travel is always a area of concern, as it is important for company growth. However, there is a trend for organizations to start conducting more webinar based trainings and meetings to help reduce environmental impacts. Many organizations who have implemented these environmental initiatives are also finding that there is a significant reduction in travel costs, as well as an increase in productivity due to the reduced travel related downtime.

Employee Commuting

Conscious Planet's employees' commuting consists of walking, public transportation and vehicle.



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Next Steps:

Conscious Planet is committed to the annual improvement and reduction of its environmental footprint. The measurement and management of environmental performance will be handled internally for the coming years by Angela Holmes. The ultimate goal towards sustainability and the environment will be measured through happier customers, better systems and greater profits.

Our Commitment to getting there:

Conscious Planet is well on its' way of sharing their environmental successes as good business practices. Reduction and Rethink are the keys to our environmental strategy. Offsets are used as a last resort.

New shipping channels will be explored to further maximize efficiencies, while still maintaining our Core Value of high vibrational foods.

Truly, 'how you do anything, is how you do everything'.

How did we do? We want your Feedback:

We want to know what you think. Please let us know any ideas you have on further expanding our commitment to reducing our impact and closing the loop on our business cycle. Email: reductions@consciousplanet.net

Glossary

Base year –

A historic datum (a specific year) for comparing emissions over.

Base year emissions –

GHG emissions in the base year.

Baseline

A reference point for what emissions would have been without the intervention of the GHG reduction project.

Boundaries

GHG accounting and reporting boundaries can have several dimensions, i.e. organizational, operational, geographic, sectoral, business unit, and other.

Calculation tools

A number of cross-sector and sector-specific tools that calculate GHG emissions on the basis of activity data and emissions factors (available at www.ghgprotocol.org).

Control

The ability of a company to direct the operating policies of another company or organization.

CO2 equivalent

The quantity of a given GHG multiplied by its global warming potential. This is the standard unit for comparing the degree of harm which can be caused by emissions of different GHGs.

Cross-sector calculation tool

A GHG calculation tool that addresses GHG sources common to various sectors, e.g. emissions from stationary or mobile combustion (see also calculation tools).

Direct GHG emissions

Emissions from sources that are owned or controlled by the reporting company.

Direct monitoring

Direct monitoring of exhaust stream contents in the form of continuous emissions monitoring (CEM) or periodic sampling.

Emissions

The intentional and unintentional release of GHGs into the atmosphere.

Emissions factor

A factor relating activity data (e.g. tonnes of fuel consumed, tonnes of product produced) and absolute GHG emissions.

Food-miles –

A food mile is the distance food travels from where it is grown or raised to where it is ultimately purchased by the consumer or end user. It is relatively easy to calculate food miles for a single ingredient, unprocessed food product from the time it leaves the farm until it is purchased. Using fresh produce as an example, lettuce grown in California San Joaquin Valley and transported to supermarkets in Des Moines, Iowa will travel approximately 1,400 miles. Chilean

grapes transported by ship from Chile to California and then by truck to Des Moines, Iowa markets travel 7,270 miles.

GHG accounting principles

General accounting principles to underpin GHG accounting and reporting.

GHG Protocol Initiative and GHG Protocol

A multi-stakeholder collaboration convened by the World Resources Institute and the World Business Council for Sustainable Development to design, develop and promote the use of an international standard for calculating and reporting business GHGs.

Green power

Includes renewable energy sources and specific clean energy technologies that reduce GHG emissions relative to other sources of energy that supply the electric grid. Includes solar photovoltaic panels, geothermal energy, landfill gas, and wind turbines.

Greenhouse gases (GHGs)

For the purposes of this standard/guidance, GHGs are the six gases listed in the Kyoto Protocol: carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), and sulphur hexafluoride (SF₆).

Indirect GHG emissions

Emissions that are a consequence of the activities of the reporting company, but occur from sources owned or controlled by another company.

Inventory

A list of an organization's GHG emissions and sources.

Lifecycle Analysis (Assessment)

Life Cycle Assessment (LCA) models the complex interaction between a product and the environment from cradle to grave. It is also known as Life Cycle Analysis or Ecobalance.

Offset

An emissions reduction achieved by undertaking a GHG reduction project.

Outsourcing

The contracting out of activities to other businesses.

Ratio indicator

Indicators providing information on relative performance, e.g. GHG emissions per production volume.

Renewable energy

Energy taken from sources that are inexhaustible, e.g. wind, solar and geothermal energy, and biofuels.

Reporting

Presenting data to internal management and external users such as regulators, shareholders, the general public or specific stakeholder groups.

Scope

Defines the operational boundaries in relation to indirect and direct GHG emissions.

Scope 1 inventory

A reporting organization's direct GHG emissions.

Scope 2 inventory

A reporting organization's emissions from imports of electricity, heat, or steam.

Scope 3 Inventory

A reporting organization's indirect emissions other than those covered in scope 2.

Sequestration

The uptake and storage of CO₂. CO₂ can be sequestered by plants and in underground/deep sea reservoirs.

Sink

Place where carbon is stored, mostly used for forests and underground/deep sea reservoirs of CO₂.

Source

Any process or activity, which releases GHGs into the atmosphere.

Stationary combustion

Burning of fuels to generate electricity, steam or heat.

Structural change

A significant change in the size or kind of operation of a business case.

Uncertainty

The likely difference between a reported value and a real value.

Verification

Verification is the objective and independent assessment of whether the reported GHG inventory properly reflects the GHG impact of the company in conformance with the pre-established GHG accounting and reporting standards.

World peace meter.

Quantum physics shows that everything is energy. A massive interconnected hard drive of information. The body responds weak to negative stimuli and strong to positive stimuli and if we create an inquiry... we can measure the bodies response if it is true or false. Dr. David Hawkins took muscle testing or kinesiology to the next level and discovered if you created an arbitrary scale... you could measure the consciousness of anything. See his book Power vs Force.

Accoding to his Map of Consciousness, the level of 600 out of 1000 is a level of peace= 0% unemployment, 0% crime rate and 0% poverty. The average level of consciousness on Earth is 207. The World Peace Meter is Conscious Planet's example and effect upon the the LOC