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CLEARCARBON EXPECTS REAL BENEFITS FOR SUPPLIERS FROM WAL-MART'S SUPPLY CHAIN SUSTAINABILITY INDEX

The Wal-Mart Sustainability Index provides an opportunity for supplier companies to more effectively manage their carbon, energy and costs

Arlington, Va. July 16, 2009 – Wal-Mart Stores, Inc., today announced it will begin measuring the sustainability of its suppliers and their products, a step which ClearCarbon believes will revolutionize the consumer goods industry. By asking more than 60,000 suppliers to provide information on the environmental, social, and logistical aspects of their supply chains, Wal-Mart will help companies worldwide save money through reduced carbon emissions and energy use.

“Wal-Mart’s Sustainability Index will be extremely influential in driving corporate environmental initiatives, with the goal of producing carbon, energy and cost saving throughout the entire supply chain,” said ClearCarbon CEO/President Kyle Tanger. “Wal-Mart is to be commended for its efforts to help suppliers realize the same benefits it has by measuring and managing its emissions. We believe that effective carbon measurement not only provides insight into the sources and magnitudes of emissions, but also clearly serves as one of the best proxies for corporate efficiency. That’s just good business.”

To help Wal-Mart suppliers start the process of measuring their carbon footprints, ClearCarbon created an educational web page: www.clearcarboninc.com/how-to-calculate-a-carbon-footprint.html. The site details the process for conducting a carbon footprint, also known as a corporate greenhouse gas (GHG) inventory, and provides resources such as emissions factors, emissions sources, and informative presentations.

“Although the prospect of measuring a carbon footprint for the first time may seem daunting to many suppliers, we know from experience that it is absolutely worthwhile,” continued Tanger. “In addition to allowing companies to respond to Wal-Mart’s request, they will be able to save money by improving operational efficiency, have a benchmark for current and future carbon management efforts, and see where they stand in the emerging carbon market.”

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“With federal climate legislation pending, this is an ideal time for companies to set a baseline for their carbon emissions and begin addressing their climate risks,” said Carbon Project Manager J. Renee Morin. “Although Wal-Mart and many of its suppliers are not likely to be directly regulated, every single company will face challenges as the prices of raw materials and energy fluctuate, and the best way to insulate against new costs is to use less energy.”

ClearCarbon has measured the carbon footprints of numerous companies and organizations, including Wal-Mart. Over a four year period, ClearCarbon has quantified and analyzed more than 79 million metric tons of carbon dioxide equivalent (CO₂e) emissions for Wal-Mart, including more than 7,000 locations and its entire fleet. By measuring its own carbon footprint starting in 2005, Wal-Mart has been able to uncover and address opportunities for reductions, such as refrigerant leakage, and increase energy efficiency, as well as set goals for the future.

About ClearCarbon

ClearCarbon is a full-service carbon consulting firm specializing in carbon measurement, management and monetization. It is a leader in the industry because of a record of saving – and making – its customers money, thus encouraging long term prosperity and growth in a carbon-constrained world. ClearCarbon helps clients of all sizes understand their climate impacts, and develop strategies to reduce them. ClearCarbon offers a full suite of carbon consulting solutions including corporate GHG inventories, product lifecycle analyses, event footprints, carbon reduction strategies, and many more. To learn more, visit www.clearcarboninc.com.

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