

# J&M CONSULTING SOLUTION



## J&M GREEN SCAN

Analyse CO<sub>2</sub> emissions define a Green Roadmap

- Understand the requirements of the authorities, customers and consumers
- Create transparency in respect of CO<sub>2</sub> emissions in your company
- Define the green goals of your company
- Identify the most important measures
- Determine a Green Roadmap to reduce your CO<sub>2</sub> emissions

## CONSUMERS AND THE AUTHORITIES DEMAND SUSTAINABILITY

Given melting polar ice caps and the increasing price of oil, the pressure on industry from consumers and legislators to use energy in an environmentally friendly way and reduce CO<sub>2</sub> emissions is growing. According to recent research, 90% of consumers want to buy climate-neutral products in the future. In addition, it is merely a question of time until the legislators vote through further measures to follow on from emissions trading. Companies are therefore currently faced with the challenge of aligning their value chain correspondingly.

### 2. Analysis: CO<sub>2</sub> emissions, calculating the potential and risks

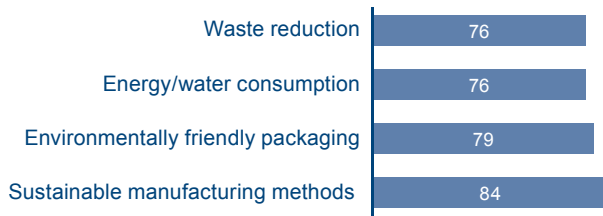
The risks need to be analysed first. For example, the latest developments and requirements of consumers, retailers, investors and the legislators, which influence the business. Starting from the definition of goals and analysis of the risks, the next step is to determine the company's carbon footprint. The value chain is analysed, with a view to recording all significant emissions of greenhouse gases:

- Raw ingredients and intermediate products
- Production processes
- Administration
- Packaging
- Distribution

Given the complexities, J&M's methodology targets a quick, systematic approach. The analysis will not portray reality, but identify the greatest potential and levers for optimisation, quantify them and evaluate them.

### GROWTH THROUGH SUSTAINABILITY

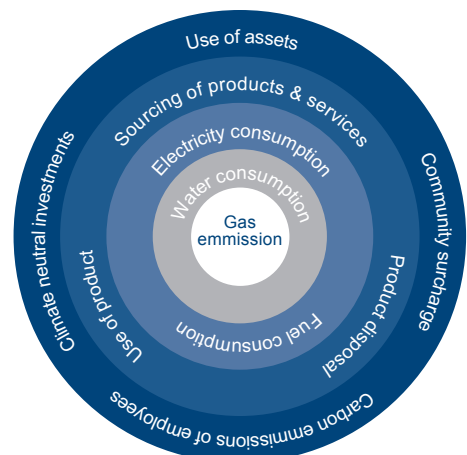
Consumer willingness to buy sustainable products, even at a higher price (in per cent)

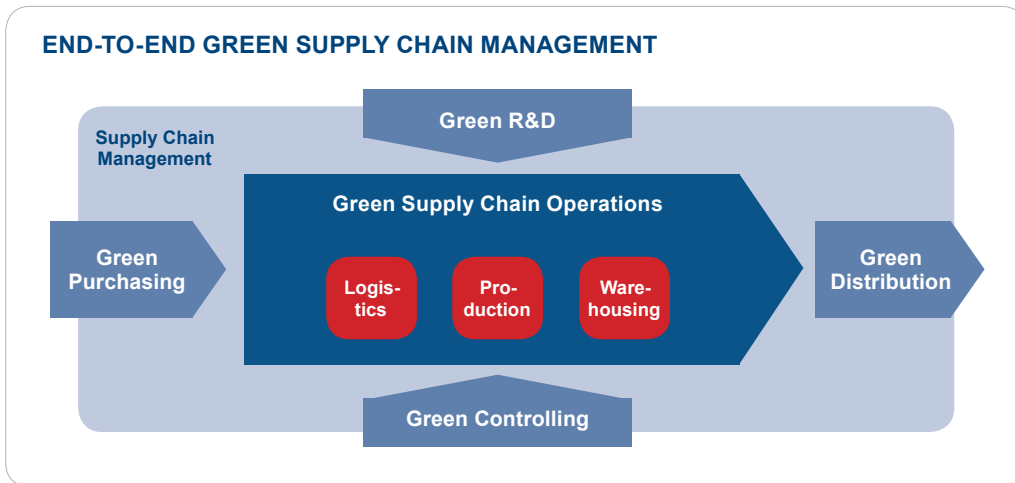


### 1. Goal definition: clarifying the challenges and objectives

The first thing to do is determine your own green goals: does your company want to be a 'first mover' in the area of sustainability and use climate protection as a way of differentiating itself from the competition? Or is the absolute minimum, of simply fulfilling future conditions determined by the legislators/trade sufficient? What scope of consideration and measurement make sense, and which stakeholders are important?

### DEFINING THE MEASUREMENT RANGE





### 3. Green Roadmap: flagging up implementable measures

After this, the areas where change is needed are categorised: what affects strategy, the organisation, processes or your IT systems? The most important areas for action are identified and assessed in terms of both cost and benefit. The next step is to prioritise them. For example, this can have consequences for the assessment and listing of suppliers, or the selection of means of transport or packaging. Once this is completed, a Green Roadmap summarises all the initiatives – from ‘quick wins’ to strategic investment projects.

### 4. Results and next steps: from Green SCAN to green approach

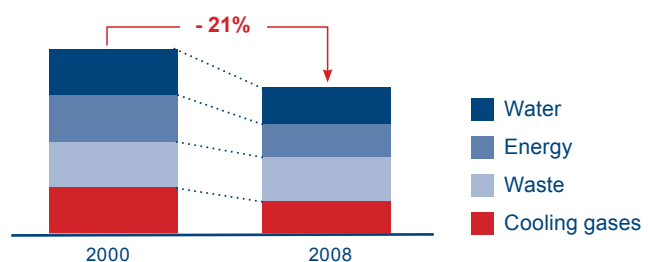
The Green SCAN quickly and efficiently calculates the most important areas of action and immediately shows measures that can be implemented. In addition, it forms the first step towards adopting your company’s green approach. Building on the Green SCAN, J&M will support you in the development of a green strategy and the green design of your value chain.

The aim: through reduction, substitution or neutralization, to create sustainable value for your company. Using optimized green supply chain management, not only can companies make a contribution to protecting the environment and improving their image, they can also cut costs. In practice, the following results can be achieved:

- 25% reduction in the consumption of energy
- A reduction of packaging-related emissions by 50 per cent
- A decrease in CO<sub>2</sub> emissions through packaging and logistics of 20 per cent

#### PRACTICAL EXAMPLE

Reduction of CO<sub>2</sub> emissions for a food manufacturer in per cent of the scope evaluated



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## J&M GREEN SCAN – FOR A SUSTAINABLE SUPPLY CHAIN, QUICKLY AND EFFICIENTLY

J&M Management Consulting combines outstanding management consultancy with innovative IT solutions. Our clients are leading industrial companies. They value our thorough knowledge of their industry and our integrated approach to consultancy. Take advantage of that know-how by using the J&M Green Scan.

The Green Scan takes place over a period of 4 to 6 weeks. J&M offers you the Green SCAN at a fixed price: analyse your carbon footprint,

quickly and efficiently, and introduce the first measures. You will gain:

- Transparency in respect of CO<sub>2</sub> emissions
- The ability to provide information to customers, consumers and investors
- Status in the eyes of partners and suppliers
- Benefits in external communications
- A build-up of know-how in your own company

For further information about Green SCM, visit [www.green-scm.de](http://www.green-scm.de)

