

ENTERPRISE CARBON MANAGEMENT

NETWORK | FACILITIES | FLEET

Eliminate Inefficiencies, Reduce Costs, and Mitigate Business Risk

Background

The cable industry is growing to meet the increasing demands of its subscriber base. From “TV Everywhere” to more advanced business services, cable operators are looking to improve quality of experience while remaining competitive. Powering needs are growing across a variety of operations to enable this growth and innovation.

Problem

Once cheap and easily accessible, energy did not play a major role in business decisions; however, concern over energy issues is growing due to increased price volatility, interruptions, outages or a lack of energy availability altogether. This energy predicament could inhibit the future growth of the cable industry. Challenging cable operators further, the industry tends to have a limited understanding of its overall operational energy use. The reason for this is a lack of appropriate processes and tools to measure and manage operational energy data across the enterprise.

Additionally, there is a growing trend of stakeholder awareness regarding energy consumption and the impact greenhouse gas emissions have on the environment. As such, public disclosure of environmental performance may soon grow in prominence.

Solution

Coppervale consultants, employing a unique set of methods and data analytics, work with cable operators to build energy intelligence through the lens of carbon management. By strategically focusing on carbon, MSOs can target abatement strategies to positively impact the bottom line, make smarter energy-related decisions to reduce company risk and meet stakeholder expectations while enhancing brand reputation.



Coppervale Enterprises Inc. is the leading energy management and sustainability consultancy to the broadband industry. Our team consists of energy and carbon management specialists, environmental experts, and sustainability professionals who provide:

- **Business Intelligence** – financial, energy and environmental auditing and analytics to optimize energy purchasing, consumption and planning
- **Turnkey Integration** – sustainable strategies and solutions to create cost savings, improve energy efficiency and reduce carbon emissions

Coppervale can also show you how to take full advantage of the public relations value associated with reducing your environmental impact. Visit us at www.coppervale.org

Contact us:

Lew Rakowsky
360-392-2598
lrakowsky@coppervale.org

Coppervale's Strategic Approach to Optimizing Energy Consumption and Reducing Emissions

The Carbon Lens Advantage

Energy and Carbon are different sides of the same coin. Operational energy inputs result in corresponding outputs of carbon emissions. Inefficient operations create energy waste, unnecessary costs and excess emissions. Given this close relationship between energy, costs and carbon; Coppervale believes there is a great opportunity to manage energy by using the carbon lens advantage to optimize efficiency across all operations at an MSO.

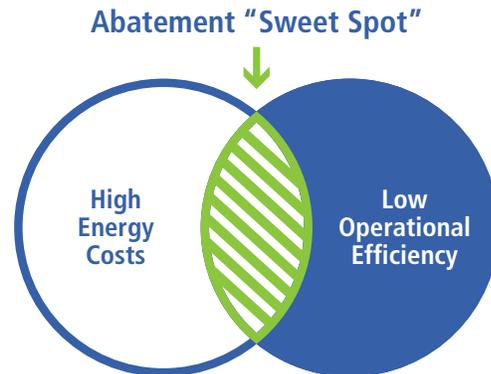
Coppervale Carbon Management Methodology

First, we conduct a Carbon Audit to assess the emissions generated at select regional areas or across the entire company (recommended). The carbon audit maps an energy and emissions baseline across different operational sources including the network, critical and non-critical facilities and fleet vehicles. Based on our prior work, 60-70% of a U.S. MSO's carbon footprint is related to electricity use while 10-20% is fleet fuel usage.

From this point forward, we can customize the process to suit your energy and sustainability management goals. Once the baseline data is known, a strategic Energy or Carbon Reduction Target can be generated and a Carbon Abatement Plan developed. Acting as a roadmap for determining "where to go" and "what to do", the Abatement Plan utilizes unique KPIs tailored to the intricacies of an MSO's operations to rank areas for improvement. Careful analysis of each KPI leads our analytical team toward understanding which components of your MSO fall within an abatement "sweet spot", where high regional energy rates and low operational efficiency intersect. A portfolio of various efficiency solutions can then be selected for implementation based on the best business case.

Building Value with Carbon Analytics

Coppervale can provide valuable insights from its cable specific Carbon Analytics to help operators be smarter about efficiency and resource consumption to shape future operational decision-making. At the same time, this data can serve as the backbone of a Disclosure Strategy and Implementation Plan designed to function as a major component of an integrated Sustainability Program.



Carbon Management Services

- Carbon Audit
- Energy/Carbon Target Reduction Goal Setting
- Carbon Abatement Plan
- Carbon Analytics
- Disclosure Strategy and Implementation Plan
- Corporate Emissions Reporting and Communications
- Renewable Energy Carbon Savings Analysis

Step 1

Carbon Management:
Targeted abatement strategies to positively impact the bottom line.



Step 2

Risk Management:
Smarter energy-related decisions to reduce your company risk.



Step 3

Public Disclosure:
Meet your stakeholders' expectations and enhance your brand reputation.

