Corporate Social Responsibility
No longer a choice, but an obligation

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About us

CNI is one of the world’s fastest growing participants in the voluntary carbon offset market and are perfectly positioned to assist any corporate entity in achieving carbon neutrality.
About us

CNI is an industry leader in the provision of carbon credits to help companies and individuals offset their CO₂e emissions and mitigate the harmful effects of climate change. CNI offers a number of carbon based services to assist market forerunners in achieving their desired goal:

- Carbon Credit Settlement
- Carbon Credit Sourcing
- Carbon Credit Order Flow
- Emission Consultancy
- Carbon Footprint Calculations
- Carbon Credit Retirement

CNI has positioned itself as a market leader in the voluntary carbon market. Working alongside some of the biggest names in their industry, CNI is recognised for its reputation and integrity, making it the most suitable company to partner with.
ENVIRONMENTAL RESPONSIBILITY - No longer a choice but an obligation

CORPORATE SOCIAL RESPONSIBILITY (CSR)

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“No longer a choice, but an obligation”

"A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis." - European Commission

How CNI assists with CSR
CNI can assist with CSR in order to help companies achieve their desired goal. Whether it is to align themselves to the industry standard or to become market leaders.

Why are CNI best placed to help you?
- Competitive price on credits due to CNI’s purchasing power. CNI has access to over 6 million (5% of 2010 trade volume) credits worldwide.
- A variety of projects from around the globe that have undergone VCS accreditation and verification.

Advantages of offsetting with CNI
- Offset to reduce carbon footprint or to achieve carbon neutrality.
- Proactive step towards environmentally sound policies.
- Provides a USP and a competitive edge against the market.
- CNI certification of carbon neutrality.
- Allowable expense for corporation tax purpose (seek own taxation advice).

CNI provides independent certification to companies that have achieved carbon neutral status.
Voluntary Carbon Market

CNI specialises in the provision of carbon credits on the voluntary market. The most commonly traded credit is a Verified Emission Reduction (VER).

What are carbon offsets?
In its simplest form, a carbon offset represents the neutralization of one metric tonne of Carbon Dioxide Equivalent (CO$_2$e). Carbon offsets are generated by a huge number of projects around the globe. These projects undergo verification and due diligence by independent third party bodies such as VCS and Gold Standard in order to ascertain the weight of abated CO$_2$e. Each tonne of offset can then be sold on by the project owner as a carbon credit. Example of the types of projects CNI works with: wind power, hydro power, renewable biomass, reforestation, energy efficient cook-stoves.

What is a VER?
Verified or Voluntary Emissions Reduction. They refer to the emerging market for carbon credits that fall outside the Kyoto compliance regime. The voluntary market is currently smaller and less liquid than the compliance market. However, the voluntary market is driven by the private sector not by public policy. Therefore, general market opinion states that a mature voluntary market has the potential to outstrip the market size of the compliance regime.

Market Performance:
In 2010, suppliers reported a total volume of 131.2 MtCO$_2$e transacted in the global voluntary carbon markets. Compared to the 98 MtCO$_2$e transacted in 2009, volumes grew by 34% - BBNEF. Back to the Future: State of the Voluntary Markets.

Verification:
Verified Carbon Standard (VCS).
VCS was founded in 2005 by business and environmental leaders who identified a need for greater quality assurance in voluntary markets “VCS is the leading provider for the voluntary carbon market” The Economists, 5th Nov 2009.

BBNEF reported that in 2010 VCS standard VERs comprised 34% of the Voluntary OTC market.

Gold Standard
A benchmark of quality that has evolved in parallel with the maturation of the voluntary carbon market however, it is a more expensive option.
The Offset Process

CNI can offer a variety of services to clients in order to help them to offset their carbon footprint. There are three main ways in which CNI approaches offsetting:

- Independent audit by our environmental consultants
- A comprehensive CSR questionnaire using published DEFRA guidelines figures
- CNI online carbon calculator

An independent audit involves a full review of all business processes by our own environmental consultants to calculate the exact carbon footprint of the whole company.

A comprehensive questionnaire has been constructed by CNI for businesses to fill in themselves, regarding all areas of their business practice. This is then sent to CNI to analyse and calculate a carbon footprint.

CNI uses published DEFRA guideline figures that have been calculated and verified to represent an average footprint, which is then based on company criteria including employee numbers.

The CNI online carbon calculator is an approach that allows businesses to input the relevant emissions data, as directed by CNI’s own environmental consultants, to calculate a carbon footprint.

With all of the above approaches CNI provides the opportunity to offset the calculated emissions with our own VER VCS certified offsets. These offsets are derived from a portfolio of projects from around the world.

When you Purchase

Once a carbon footprint has been calculated and the decision to offset with CNI has been taken, CNI issues a contract note. Once funds have been received and cleared, our clearing house will notify the corresponding registry and the credits will be retired on behalf of the client. At this point the environmental value of the credits will be realised.

CNI will send the client the Project Design Document (PDD) which details the project that originated the credits and also the local benefits that have been derived from the initial purchase of the credits, e.g. infrastructure, schools and community centres. This provides full transparency to the client and helps build a powerful CSR narrative. Once the funds have been received and cleared, our house will submit to the corresponding registry.
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CNI DIVISIONS

AUTOMOTIVE - RACING

AVIATION

MARINE

COMMERCE
CNI Automotive

The automotive sector is the largest personal transport market and accounts for 22% of CO₂ emissions. People are becoming more aware of the impact of the sector’s carbon footprint and are taking steps to address the issues surrounding GHG emissions.

Market Statistics

Car emissions must be monitored and managed to meet government regulations with the UK aiming for a 34% reduction by 2020. UK Government

An average hatchback produces 166g/Km. Car Emissions Information

“The climate change agenda is accelerating technological change at an unprecedented rate, and the automotive industry in Europe and the UK has embraced the CO₂ challenge and is investing heavily in people and technology to provide innovative solutions while continuing to offer exciting, safe and satisfying products that people want to buy”. Global Automobile Industry: Changing with Times

Environmental statistics show that there is a year on year increase in GHG emitted from commercial and private vehicles. This is where CNI can assist; by helping car manufacturers make their products more environmentally attractive.
Case Study
CNI Automotive has excellent market exposure and extensive knowledge of the sector.

Offsetting the carbon emissions of not only the event itself, but all journeys to and from the awards taken by guests, participants and sponsors.

CNI are delighted to form a partnership with EcoVelocity.
EcoVelocity has taken the position as the UK's major motoring show, with all the exhibitors boasting impressive low emissions in their automotive products, it's important that the organisers can demonstrate the same values. CNI are delighted to support EcoVelocity by offsetting the carbon emissions of the show, and also of all the visitors' travel to and from the Excel centre over the four days - making it the UK's first carbon neutral car show.

As a leading provider in the carbon-offset market, CNI is proud to sponsor the What Car? Green Car awards and committed to
CNI Racing is dedicated to bringing carbon neutrality to the motorsport world. Motorsport has traditionally been considered a major cause of CO₂ emissions, however through a number of strategic alliances and an overwhelming response by the sector, overall emissions are being rapidly reduced. Due to the nature of the industry it would be impossible to eradicate primary carbon emissions, however increasing numbers of motorsport teams are purchasing carbon credits to offset the remaining carbon output. CNI worked in conjunction with strategic partner, TruCost to provide a detailed and accurate carbon footprint analysis of the Vodafone McLaren Mercedes F1 Team. This data enabled CNI to obtain a clear and quantifiable CO₂ emissions profile. Vodafone McLaren Mercedes worked alongside CNI to select projects that would prove to be not only ideologically relevant to their core business, but also ethically viable. In being certified as 100% carbon neutral, Vodafone McLaren Mercedes became the world’s first carbon neutral Formula 1 team.

Today’s announcement is the strongest possible proof that we’ve gone farther than any other Formula 1 team in becoming more environmentally sympathetic and efficient – an achievement that’s of great importance not only to our organisation but to all our partners too.”

Martin Whitmarsh, Vodafone McLaren Mercedes Team
CNI Aviation

As international scrutiny continues to grow over the aviation industry's carbon emissions, a strategic partnership with CNI will enable your business to create value through branding and to lessen your impact on the environment.

Market Statistics

- Globally, the world's 16,000 commercial jet aircraft generate more than 700 million tonnes of CO$_2$e per annum.

- Greenhouse gas emissions from aviation industry have doubled since 1990.

- Between 2011 and 2050, emissions from aviation are set to double again, which scientists say could wipe out all other emissions savings we make in every other sector.

- Planes are particularly harmful because as well as generating CO$_2$e, which lasts 100 years, they produce methane and other greenhouse gases - all of which contribute to climate change.

- The cumulative effect of burning fuel at altitude is twice as harmful as burning the same amount of fossil fuel at sea level.

- A number of the world's largest airlines have begun to offset. BA, Qantas, SAS, Virgin and Delta all offer their customers the opportunity to offset their flight.

- If left unchecked, the Committee on Climate Change said global aviation emissions could account for 15-20% of all CO$_2$e produced in 2050.

Figure 3.3: Range of UK aviation CO$_2$ forecasts

Department of Transport 'UK Aviation Forecast' August 2011
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CNI AVIATION

This graph demonstrates the combined factors involved in aviation emissions. 50% are caused by CO₂ alone, with the remainder made up of other environmentally harmful gases such as carbon monoxide and nitric oxide.

This graph demonstrates the combined factors involved in aviation emissions. If you add up all of the global warming caused by aviation so far in history, then about half of it is from CO₂ and half of it is from other gases (i.e. the total impact is about 1.9 times the CO₂ alone).

Case Studies

CNI worked closely with Private Jet Charter to derive and implement a strategy that simplified the carbon offsetting to clients. This involved both the generation of an offsetting database dependant on type of aircraft and educational information concerning the offsetting process. The carbon footprint of flights was calculated from DEFRA figures, dependent on aircraft type and the specific journey. Private Jet Charter clients were given the option to offset their flight, thus investing in sustainable carbon emissions reduction mechanisms, in projects around the world.

CNI worked closely with Avolus to enable them to quantify the carbon footprint of every journey taken on each of their aircrafts. This involved the creation of an aviation calculator based on figures taken from the DEFRA database. As a result the process of measuring and subsequently offsetting their carbon footprint was straightforward. Avolus were given the option of offsetting their footprint through VCS carbon credits derived from different methodologies and from different geographies.
CNI Marine

At present the shipping industry represents an estimated 3.3% of the total global emissions. This carbon footprint is equivalent to Germany’s and is predicted to rise to a much higher percentage of global total emissions by 2050.

The marine sector was not included in Kyoto Protocol regulations; however, many industry leaders are addressing their carbon footprints and committing to future reductions. Some companies in the marine sector are already offsetting, including: International maritime services, Fraser Yachts, Monaco Yacht show and Princess Yachts. This is becoming the direction the market is taking from both a PR angle and an environmental impact side.

Such voluntary action means that the CO$_2$e emissions from the marine sector are likely to come under increasing scrutiny from both a policy and consumer angle. Developments in greener technologies will go some way to reducing emissions but many corporate targets will only be met by carbon offsetting.

Carbon offsetting will help the industry to respond to carbon emission reductions challenges, incorporating positive change to a vital and ever expanding sector. It will provide returns both financially and in terms of corporate reputation, acting as a spring board to a more sustainable and environmentally friendly future.

Market Stats

International shipping is estimated to emit 3.3% global GHG emissions, annually equating to 1.05 GtCO$_2$e. Climate Connect, Although predictions vary, marine emissions are set to increase 200-300% by 2050 if the industry continues unregulated.

Marine Environment Division IMO, 2011.
In a report published by the Maritime Knowledge Centre in 2011, the International Maritime Organisation stated that “technical measures will not be sufficient to reduce… emissions from international shipping… (so the) offsetting of growing… emissions” is needed to bridge this gap.

Case Study

CNI are working together with Linley Swan GP to offset the team’s carbon emissions for next season’s racing to ensure that their claim to carbon neutrality is sustained. This will be achieved by calculating all emissions that are produced as a direct result of Linley Swans racing activities. Linley Swan has pioneered the offshore racing scene by being the first team to achieve carbon neutrality. CNI are proud to partner with Linley Swan to assist them in achieving this goal.
CNI Commerce
CNI Commerce offers bespoke carbon management strategies to help businesses calculate and reduce their carbon footprint. In business, it is vital to be aware of global issues and incorporate them into your business strategy. Climate change is making people more aware of the need to reduce CO₂ emissions. There is increasing pressure to show that both the public and private sectors are taking every measure to reduce carbon footprints.

Growth
Over the past decade 5 FTSE 100 companies, in a variety of sectors, have become carbon neutral. Aviva currently offset 105% of their footprint so are carbon positive. The trend today is for the FTSE 100, who do not fall under the EU ETS, to offset their carbon footprint. Therefore, all areas of commerce now need to address the issue of climate change.
A recent PWC report suggests a strong correlation between the profitability of a company and its environmental strategy. In their 2011 report, PWC indicates that 68% of the 500 largest companies in the world now say climate change is central to their business strategy - an increase of 41% since 2010.

Key Facts
- 61% FTSE 100 financial companies carbon offset.
- The UK carbon footprint could be reduced by 7% if the non carbon intensive FTSE 100 companies offset their emissions.

% Carbon offset by FTSE 100

“Companies with climate change strategies on average see double the returns of those without” Price Waterhouse Cooper, 2011.
Case Study

Google has become the first internet search engine to offset their entire carbon footprint. Carbon offsets were used by Google to help facilitate carbon neutrality. Google have offset 1.5 million tCO₂e in 2011.

CNI is in partnership with TEAM the UK leading supplier of integrated Energy & Carbon Management Solutions. Through working with TEAM we can now offer our clients significant energy and cost savings, reduce their carbon footprint and support them in every stage of becoming carbon neutral.

The Notbox Company is an environmentally-friendly alternative to the traditional one-use cardboard box. CNI has worked closely with The Notbox Company to help extend their environmental credential by calculating and offsetting the carbon footprint of their direct business operation and employee’s using VCS VER carbon credits.
Regulation
Carbon Neutral Investments (CNI) is regulated by the Financial Services Authority (FSA) (FSA Number: 403428). CNI is a member of the London Stock Exchange (LSE) and of Caisse de Depot et Consignments (CDC) Carbon Registry. CNI ensures the highest levels of integrity and due diligence is performed on all aspects of its regulated and unregulated business.

Risk Warning
CNI only supplies VCS VER Spot Carbon Credits and these are not categorised as an "Investment Product" under the Financial Services and Markets Act 2000. They are therefore not a regulated product and any customers purchasing VCS VER Spot Carbon Credits for investment or corporate social responsibility purposes should be aware that neither the Financial Services Compensation Scheme (FSCS) or the Financial Ombudsman Scheme (FOS) apply to the transaction or to any monies paid to CNI for the purchase of VCS VER Spot Carbon Credits. VCS VER Spot Carbon Credits are not tradable on the London Stock Exchange and customers should be aware there is little or no liquidity and it may not be possible to sell the VCS VER Spot Carbon Credits without suffering a loss of some or all of the capital invested.