

# Thinking Green

## Kinesis Pty Ltd - Leading the quest to reduce carbon emissions

Recently, the issue of environmental sustainability has moved from the realm of political debate and public discussion into the strategic development plans of many businesses. The need for sustainability planning requires businesses to develop capabilities for estimating their current carbon footprint and setting specific carbon targets. This requirement has highlighted a general lack of carbon emission management tools and reduction strategies.

Kinesis Pty Ltd, a client of Spruson & Ferguson, has established itself as one of the leaders in this quest to develop tools and corporate strategies to reduce emissions and tackle climate change.

Kinesis is a Sydney based consultancy that specialises in providing carbon related sustainability strategies for both government and business. Kinesis was established in 2007 and is led by Bruce Taper and Nick Rowley who, collectively, have more than 20 years experience in developing and implementing innovative carbon management. They also have extensive backgrounds in the development of policies and regulations at the highest levels of government.

The company also has at its disposal an experienced team of professionals with proven records in the areas of scientific, mathematical, and statistical analysis as well as program implementation, research and web application design. Using this combination of strategic policy and technical expertise, the company has developed a software-based reporting and modeling tool for carbon emission management. The tool helps develop an understanding of the carbon metrics of a client's business portfolio. Realistic targets may then be set for emission reductions. The effect of various emission mitigation strategies on carbon emissions can also be evaluated.

Initial estimates of the carbon footprint of a client's business portfolio are usually based on limited consumption data and are obtained



almost instantaneously. If more detailed consumption data is available, more accurate estimates of the current carbon emission may be computed. The availability of specific consumption data also allows more accurate estimation of the efficiency of any proposed emission mitigation strategy. Feedback loops can be introduced to further improve the accuracy of the calculations. The online availability of the tool makes it flexible and convenient to use.

The extensive technical expertise of the company has not gone unnoticed and the client list of Kinesis Pty Ltd includes some well known names. For example, Kinesis led the Climate and Environment analysis and policy development of the City of Sydney's Sustainable Sydney 2030. As a part of this project, Kinesis developed an innovative strategy to transform the City's energy, water, heating and cooling needs using low-carbon "green transformers". The solution provides the City of Sydney with a comprehensive strategy

to make deep emission cuts quickly and at scale.

Kinesis has an ongoing relationship with Stockland to assist them with carbon management of their property portfolio. The foundation of this work has been a commission to customise and deploy Kinesis' carbon management tool. The tool's reporting and modelling capabilities have enabled Stockland to collate, report and manage sustainability and emissions data of their activities and assets.

Kinesis is also currently deploying their carbon management tool with Waverley Council in Sydney's eastern suburbs. This deployment will enable the Council to accurately and efficiently monitor the carbon emissions of their assets and those of the wider Waverley community. In addition, the carbon management tool will enable the Council to set achievable emissions reduction targets and track their progress towards those targets.

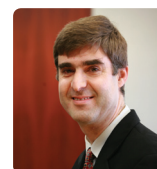
Spruson & Ferguson recently filed an international patent application directed towards the methodology and modelling processes associated with the Kinesis' carbon emission management tool. We wish Kinesis well in their further endeavours in a field which, apart from good business opportunities, provides a service to both our society and the environment.



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