

10

steps

to carbon management projects

The Intrepid Travel Case Study



carbonkudos
project management experts



800 staff

20 offshore companies

460 trips

7 styles

95 countries

70,000 travellers

\$100M in sales



**Intrepid is aiming to become a
carbon neutral company by**

2010





now on to the rules



change is normal

1

expect it

design for it

allow for it



2

think shape



3

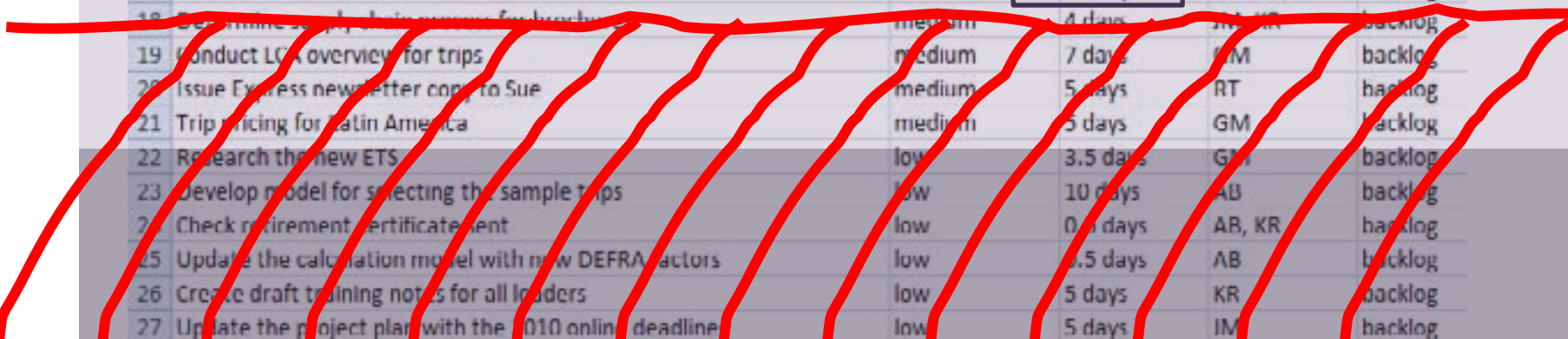
you **can't** have
everything

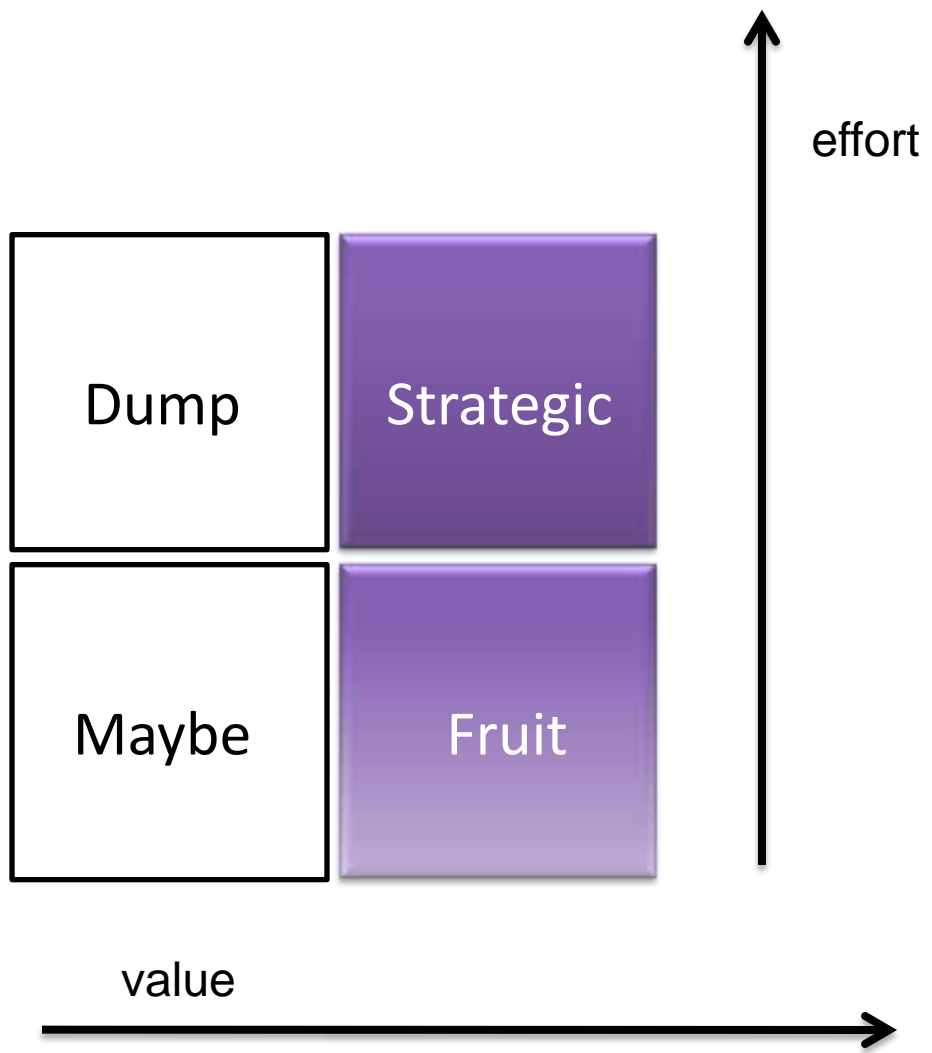


4 prioritise

	A	B	C	D	E
1	TASK	PRIORITY	EFFORT	WHO	STATUS
2	Develop SMP for Trips	high	5 days	AB	backlog
3	Purchase offsets for office assessments	high	7 days	JM	backlog
4	Estimate required offset volumes for 2010 trips	high	9 days	KR	backlog
5	Deliver project management plan	high	3 days	RT	backlog
6	Provide assurance document to all participants	high	2 days	HI	backlog
7	Conduct LCA overview for flights	high	5 days	AB	backlog
8	perform detailed analysis on office emissions	high	10 days	KR	backlog
9	Issue status report for November	high	0.5 days	AB	backlog
10	Contact SmartPrint to discuss carbon neutral printing	high	0.5 days	JM, KR	backlog
11	Develop transportation trip calculator	high	5 days	JM, KR	backlog
12	Update project plan with the 2010 brochure deadline	high	5 days	HI	backlog
13	Web updates	high	5 days	KR	backlog
14	Develop and issue RFQ for office assessments	high	5 days	AB	backlog
15	Update global list of offices to involve in the	high	5 days	KR	backlog
16	Develop SMP for Marketing	medium	5 days	KR	backlog
17	Data collection for all international offices	medium	10 days	GM	backlog
18	Determine supply chain issues for brochures	medium	4 days	JM, KR	backlog
19	Conduct LCA overview for trips	medium	7 days	JM	backlog
20	Issue Express newsletter copy to Sue	medium	5 days	RT	backlog
21	Trip pricing for Latin America	medium	5 days	GM	backlog
22	Research the new ETS	low	3.5 days	GM	backlog
23	Develop model for selecting the sample trips	low	10 days	AB	backlog
24	Check retirement certificate sent	low	0.1 days	AB, KR	backlog
25	Update the calculation model with new DEFRA factors	low	3.5 days	AB	backlog
26	Create draft training notes for all leaders	low	5 days	KR	backlog
27	Update the project plan with the 2010 online deadline	low	5 days	JM	backlog
28	Trip pricing for India	low	5 days	GM	backlog

87 days

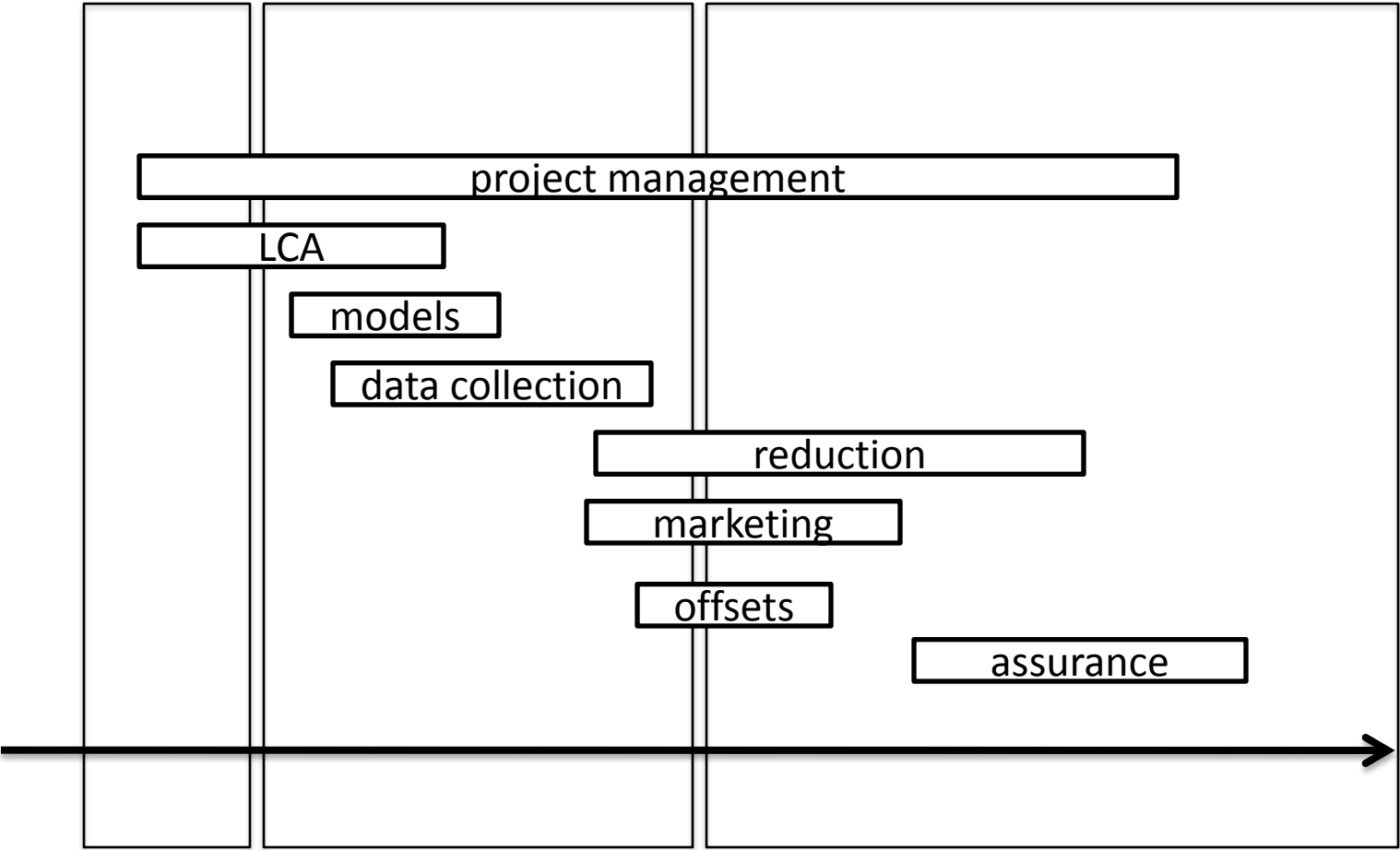


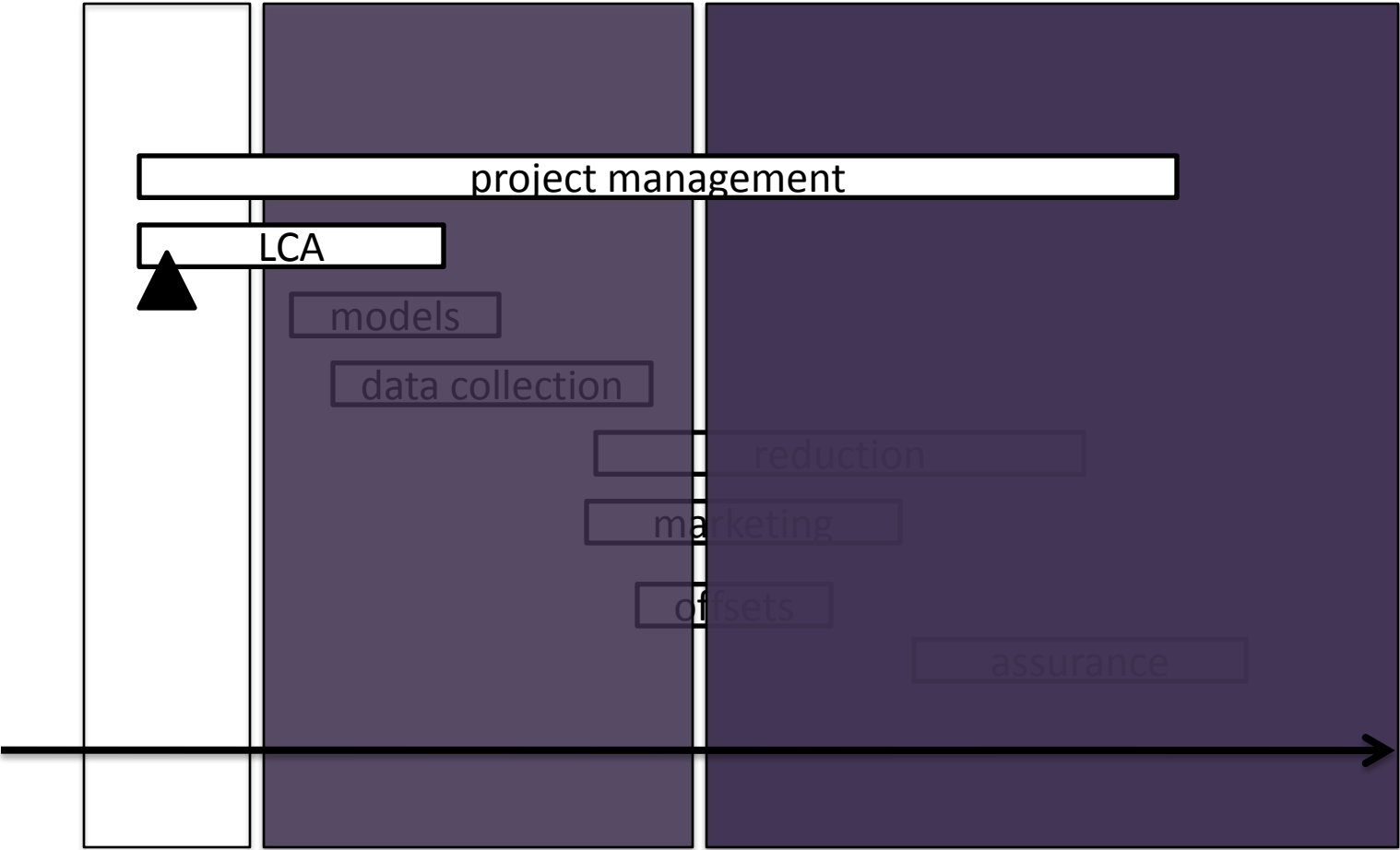




**plan less
more often**

5





project management

LCA



models

data collection

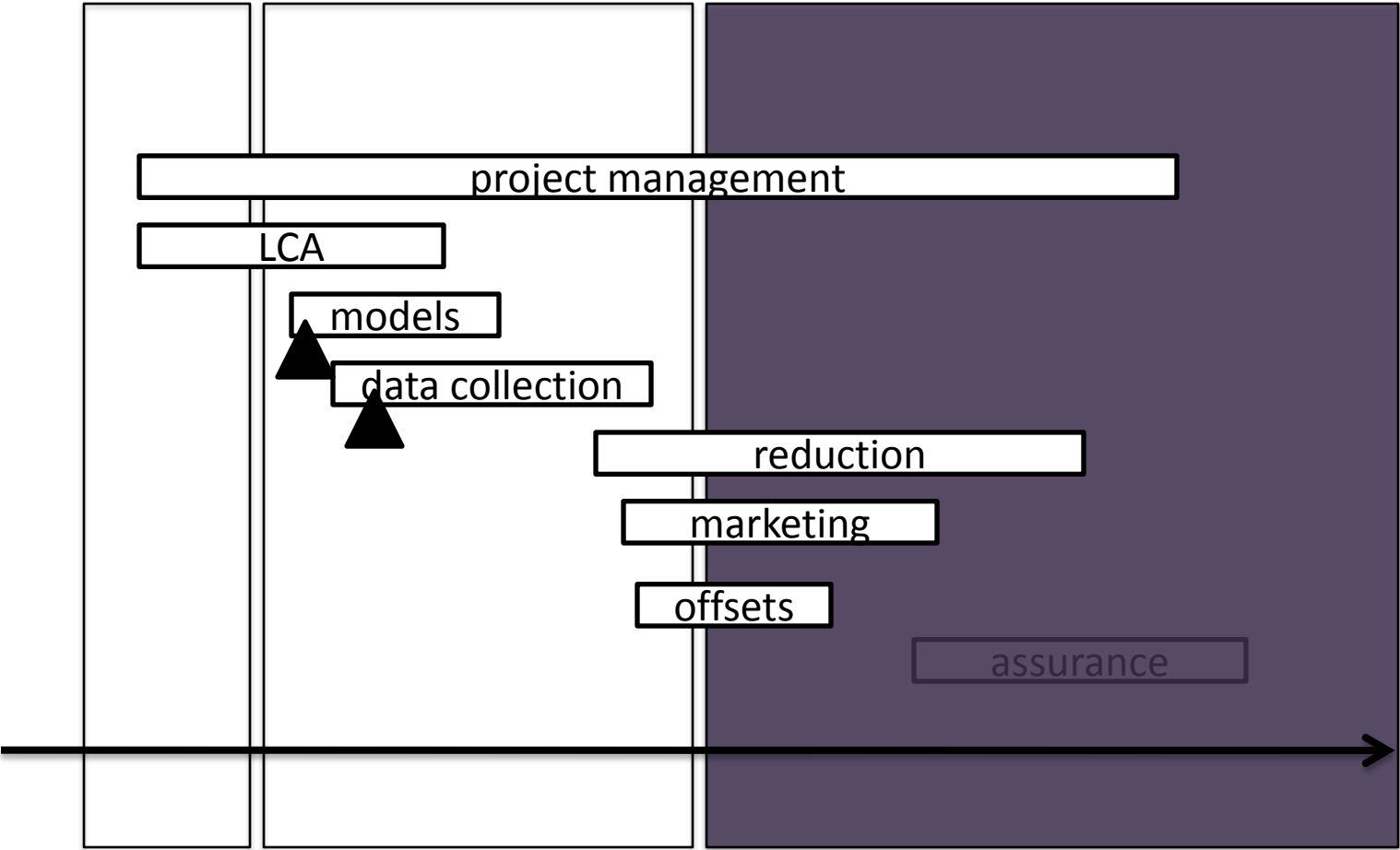
reduction

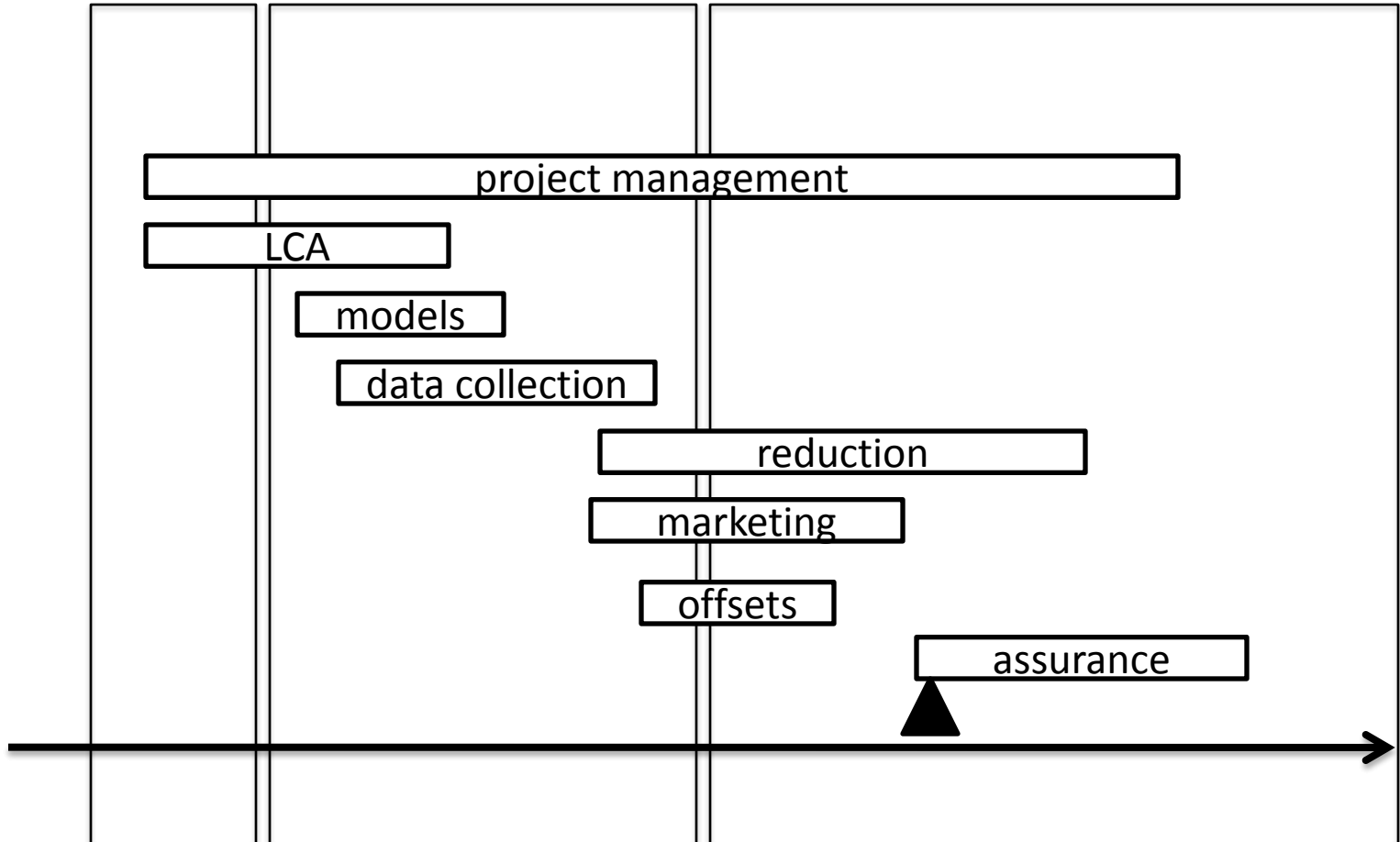
marketing

offsets

assurance









start!
somewhere, anywhere

6



7 fail faster



38

carbon offset trips



learn

8



what worked?
what didn't?
next time?
interesting?



adapt

9



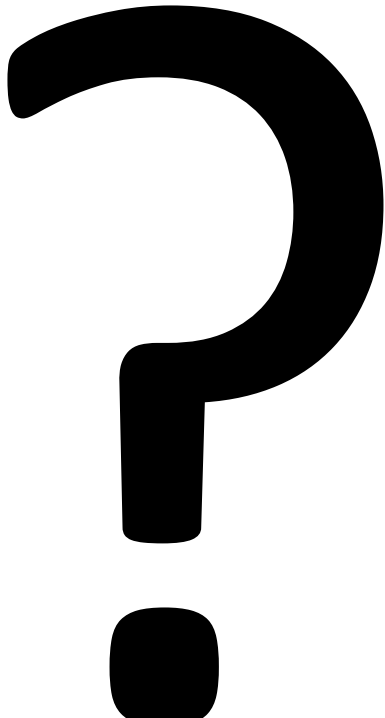
iterate

10

4:00



questions





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