



## **The Big Book of low carbon strategy just published by AFNOR Editions**

**The low carbon strategy consists of reducing as much as possible the overall carbon consumption in the life cycle of the products we consume, from the extraction of raw materials to their end of life. In this new book, Jean Hetzel and John Shideler explain all the benefits of this approach and demonstrate that this paradigm shift undoubtedly constitutes one of the answers to limiting the greenhouse effect and global warming!**

Adopting a professional and technical approach, intended for businesses and communities alike, this book presents all the principles of a low-carbon strategy and offers a complete toolbox to carry it out successfully. It also describes the actions that involve decision-makers (“where are we going?”), but also the operational levels (“what should we do?”), by asking the question of means, including financial ones.

The work is structured around three main parts:

- the framework of the low carbon strategy which deals, on the one hand, with the issues and, on the other hand, with the basic criteria relating to greenhouse gases (GHG);
- a low carbon strategy toolbox, which addresses the applicable principles and mechanisms, sets out the elements of quantification and evaluation of GHGs, illustrates the methods of communicating reports in order to make the strategy credible and ends with the audit practice;
- the action strategy, which presents evaluation and exchange tools (notably through carbon markets), sheds light on the practice of green finance and deals with the place of human beings in the 2050 perspective and in the national low-carbon strategy and

worldwide.

Illustrated with numerous tables, graphs and boxes, making it concrete and fully operational, this work is a reference.

An essential book for all companies and economic players aware that the future is being built today and wishing to be guided along the virtuous path of the low-carbon strategy.

## **Authors**

**Jean Hetzel** is a lawyer and financier, *Lead GHG Verifier*, *Lead Auditor* ISO 9001, ISO 14001 and OHSAS 18001 and specialist in management systems. He is also president of Johanson International.

**John Shideler**, University of California PhD in history, is director (contractor) of the greenhouse gas program at NSF International, Ann Arbor, MI USA. Specialist in management systems and carbon accounting, John Shideler is also *Lead GHG Verifier*, *Lead Auditor* ISO 9001, ISO 14001 and OHSAS 18001, chairman of subcommittee 4 of Technical Committee 207 and facilitator of subcommittee TC207/SC4/ WG7. He is also the president of Futurepast Inc.

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