



BFC Solutions Limited

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BFC Solutions & Redpath Productions Launch Web Based Carbon Neutral Conferencing

At a time when every business has to assess and reduce its own carbon outputs, exciting new technologies have been developed to help facilitate flexible working, disseminate knowledge, encourage collaborative working, and unlock creative capital.

Conferences often bring together the finest creative minds to share new ways of generating business activity; often these events are carbon intensive with low levels of sustainability, leaving behind a minimal legacy dominated by static of Power Point presentations.

To solve this problem innovation offers the opportunity for exemplar status in the low carbon sector using technology and the latest web applications to launch a new generation of sustainable carbon neutral events. Web 2.0 technologies would replace static Power Point with on-line quality video streaming synchronized technology, with potential for pay per view income. All the evidence suggests that introduction of this technology would dramatically increase the audience for high profile events and boost the brand power of the client.

BFC Solutions (BFC) & Redpath Productions (RP) have developed a Sustainable IT Media Product for Carbon Neutral Conferencing (CNC) using state of the art Web 2.0 technology; at the heart of the project both partners have developed a product that promotes financial viability together with a significant level of eco-sustainability, setting the standard for green conferencing with a low or Zero carbon footprint.

The prototype model for CNC was developed in 2006, for the Web2 Live event held at the excellent multi-media Tacchi Morris Arts Centre in Taunton, Somerset, UK. The IT platform was further developed for a "Technology in the 21st Century" in the same location.

www.web2live.co.uk
<http://www.web2live.co.uk/page/media/5>
<http://www.connectingsomerset.online-media.tv/index>

The analysis of web2 live event showed that there are links to the website from 67 blogs and web feeds. So the power of viral marketing is an additional component too. It is a cost effective solution to increasing delegate participation, reducing the event's carbon footprint and ensuring the multi-media presentations are archived and streamed to reach a much wider audience.

Feedback has been extremely positive in terms of professional production and Web2 presentation, user stats exceed 10,000 with more than 2000 downloads. These are real world carbon savings; every 1000 "virtual" attendees with a 150 km journey would save 30,000kg of CO2 using standard metrics for a medium engine petrol car. The CNC product will become an IT exemplar focused in the low carbon sector.

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The product builds in carbon neutrality for conference attendees and the conference production by deploying a mix of auditable complementary strategies.

Deployment of high quality "gold standard" CDM carbon offsets, from recognised and audited national and international offset providers

Web 2.0 technology and syndicated downloads will displace and offset the carbon emissions from several thousand "virtual" attendees, at some point the event would become carbon negative, and the conference would be in carbon credit

The application of low impact technology and other sustainable methods would be in keeping with the local environment. For example all food and drink and energy would be sourced locally. The sustainable business model covers the following elements

- ✚ Offsets for renewable energy sources, & low carbon technology
- ✚ A review of options for green energy supply at the conference
- ✚ A sustainable waste management system & re-cycling policy
- ✚ Encourage a sustainable transport policy supported by Offsets
- ✚ A sustainable local food and drink policy

BFC Solutions www.bfcsolutions.co.uk

BFC Solutions is an international associate consultancy with high level experience in directing, managing and advising low carbon, high value business development strategy that offers CEO's, directors, private equity entrepreneurs, VC's and public sector executives the opportunity to convert today's green revolution into competitive value creation and sustainable business models, a sustainable enterprise is a profitable enterprise

Michael Pitcher is BFC Solutions Managing Director. Previously he was Director of European Corporate Accounts, and UK General Manager of BP Solar and a recognized PV industry expert. Michael has over 28 years of specialist experience and expertise as a pioneer and ambassador in the renewable energy industry, developing and marketing innovative low carbon state of the art solutions in over 100 countries worldwide; BFC can show organisations how the latest low and zero carbon technologies can transform the way you work, reduce your carbon footprint and improve bottom line performance.

Redpath Productions www.redpathproductions.co.uk

Kevin Redpath is an experienced film and multi-media producer. A popular speaker at technology events and workshops throughout Somerset, his goal is to help businesses understand the business benefits of technology and explain how they can use creative media successfully. His vision and enthusiasm has helped public sector organisations use the power of digital media to communicate more effectively and his films have been shown throughout Britain and form part of the business skills curriculum at Carlton University, Ottawa.

For Further Information contact Mike Pitcher at info@bfcsolutions.co.uk

July 6th 2010 Ends