

# How to invest (y)our CO<sub>2</sub>s wisely.

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# An hypothetical example. BITC Ltd.

BITC Ltd



$$\frac{\text{Profit}}{\text{Capital}} = \frac{5 \text{ £}}{100 \text{ £}} = 5\%$$

Industry  
average



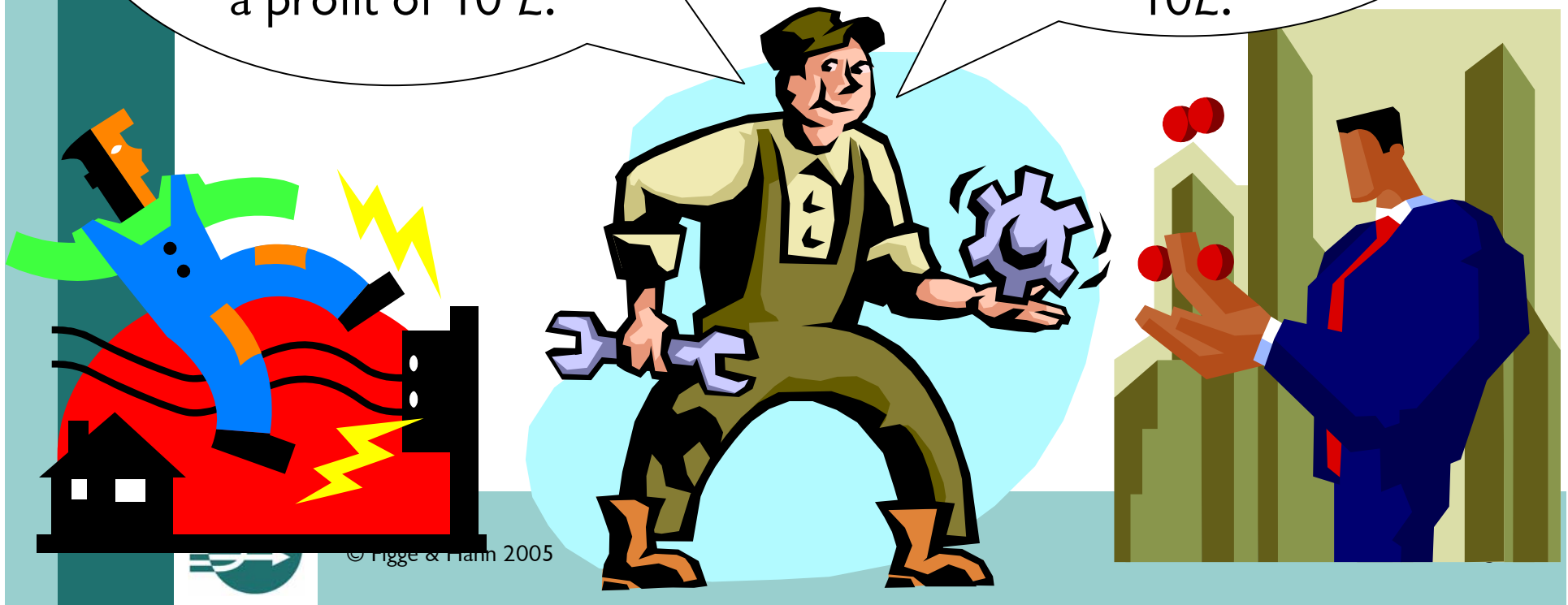
$$\frac{\text{Profit}}{\text{Capital}} = \frac{10 \text{ £}}{100 \text{ £}} = 10\%$$



Dear Shareholders of BITC Ltd –  
this is your CEO speaking.

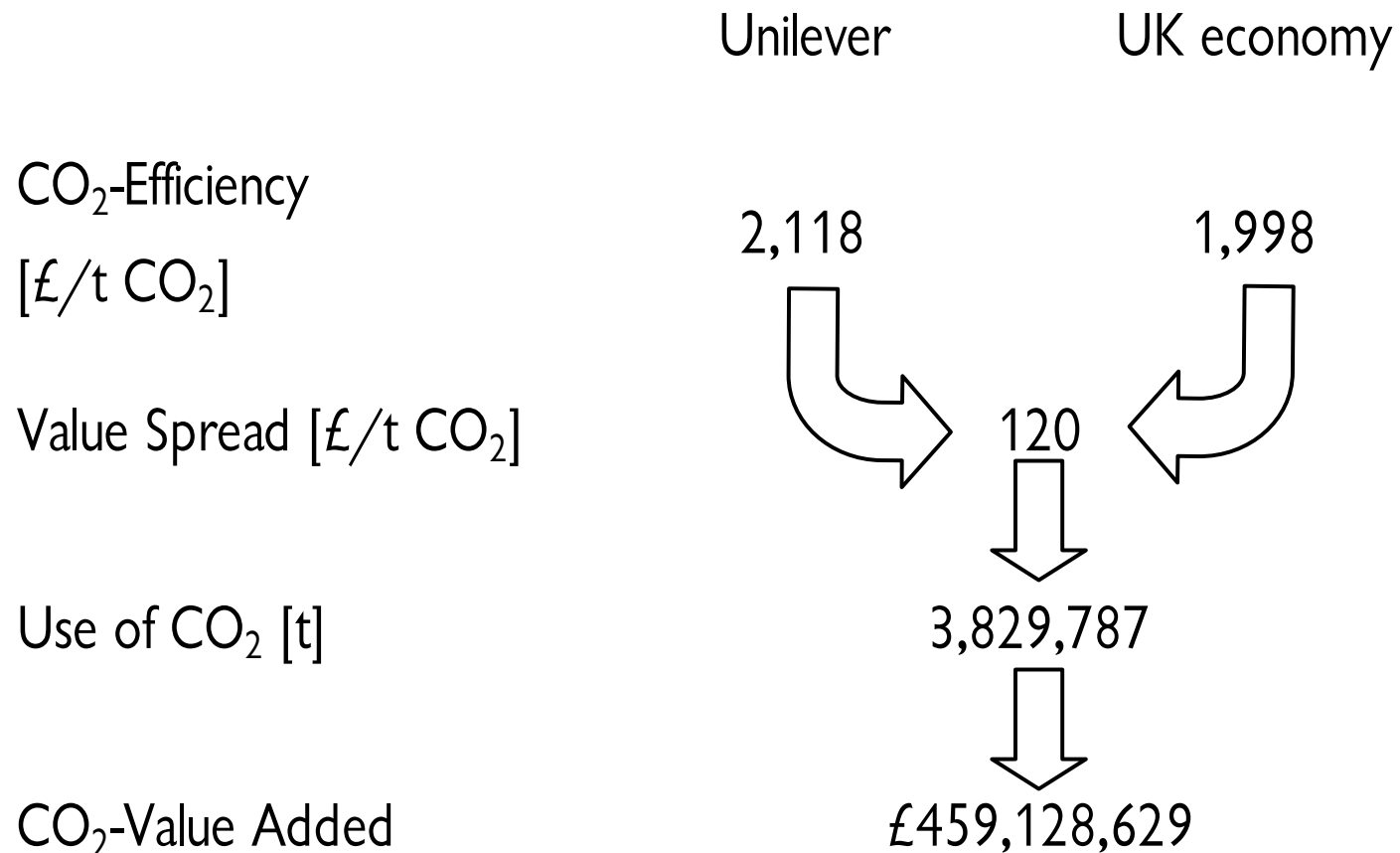
**Shareholders!**  
We are inefficient.  
We need more  
capital to also deliver  
a profit of 10 £.

**Shareholders!**  
We will become  
more efficient to also  
deliver a profit of  
10£.



# A real case.

## Unilever's CO<sub>2</sub>-performance in 2004.



# How to become a smart CO<sub>2</sub>-investor!

- CO<sub>2</sub> is a resource – just like economic capital.
- CO<sub>2</sub> should be invested where it creates the most value - just like economic capital.
- We are losing value when we invest our CO<sub>2</sub>s in inefficient companies.
- We can calculate Sustainable Value in £-terms in the same way in which we calculate economic profitability.



Investing CO<sub>2</sub> to create Sustainable Value!



Investing CO<sub>2</sub> in inefficient companies!

