

# Titans or Titanics?

Understanding the business response to climate change and resource scarcity



## Businesses respond to market signals

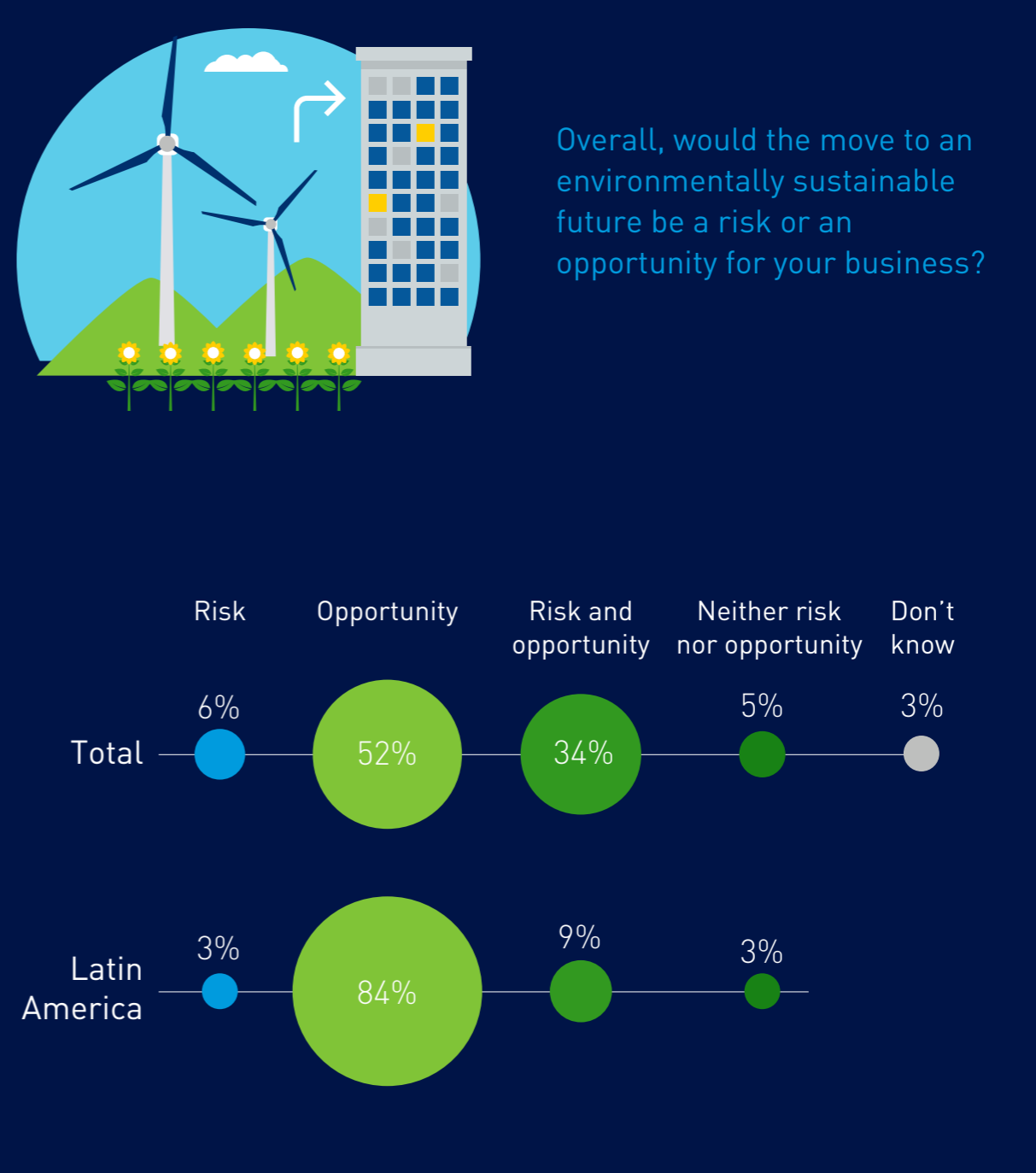
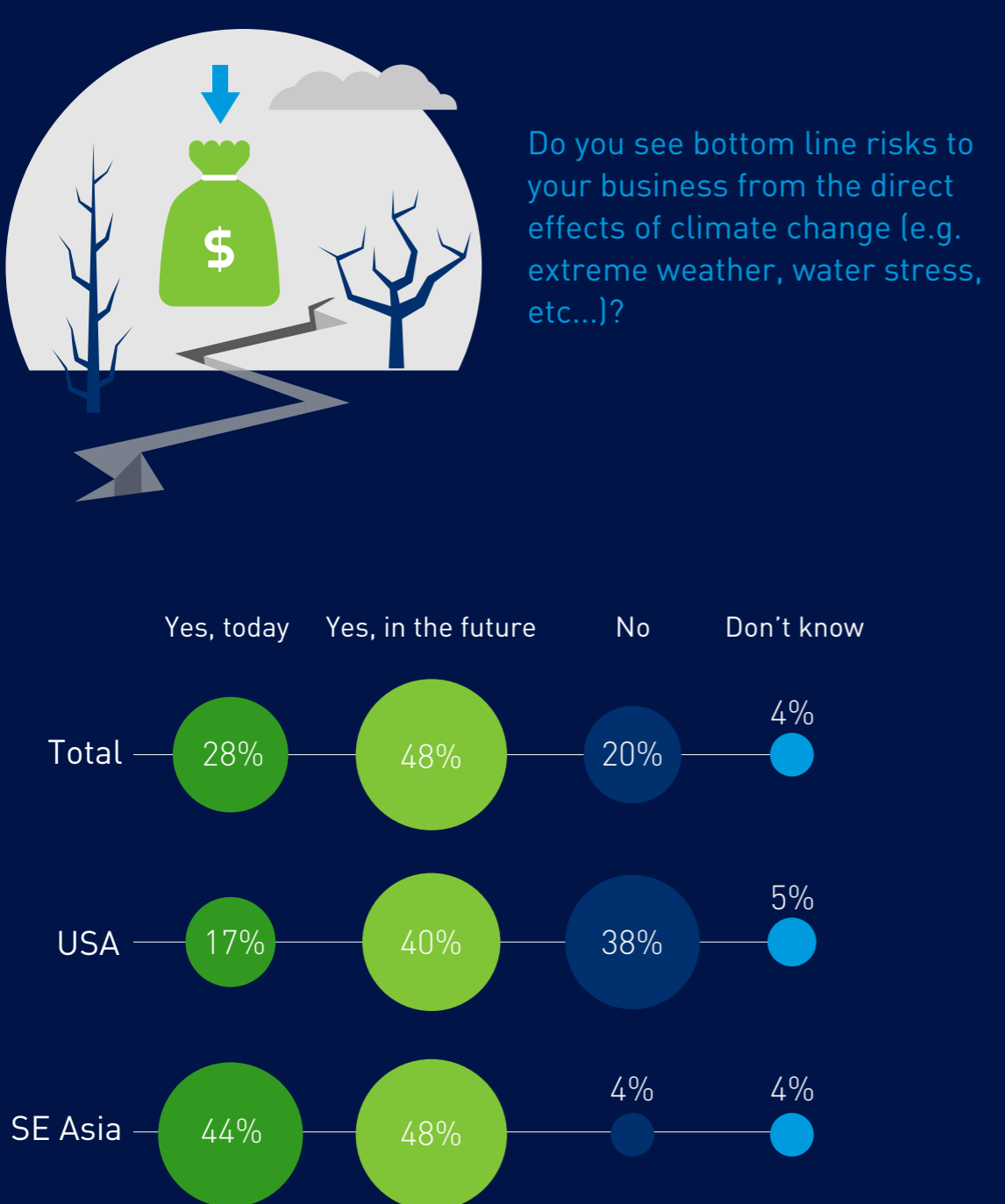
If signals are strong businesses mobilise accordingly to exploit opportunities and mitigate risks.



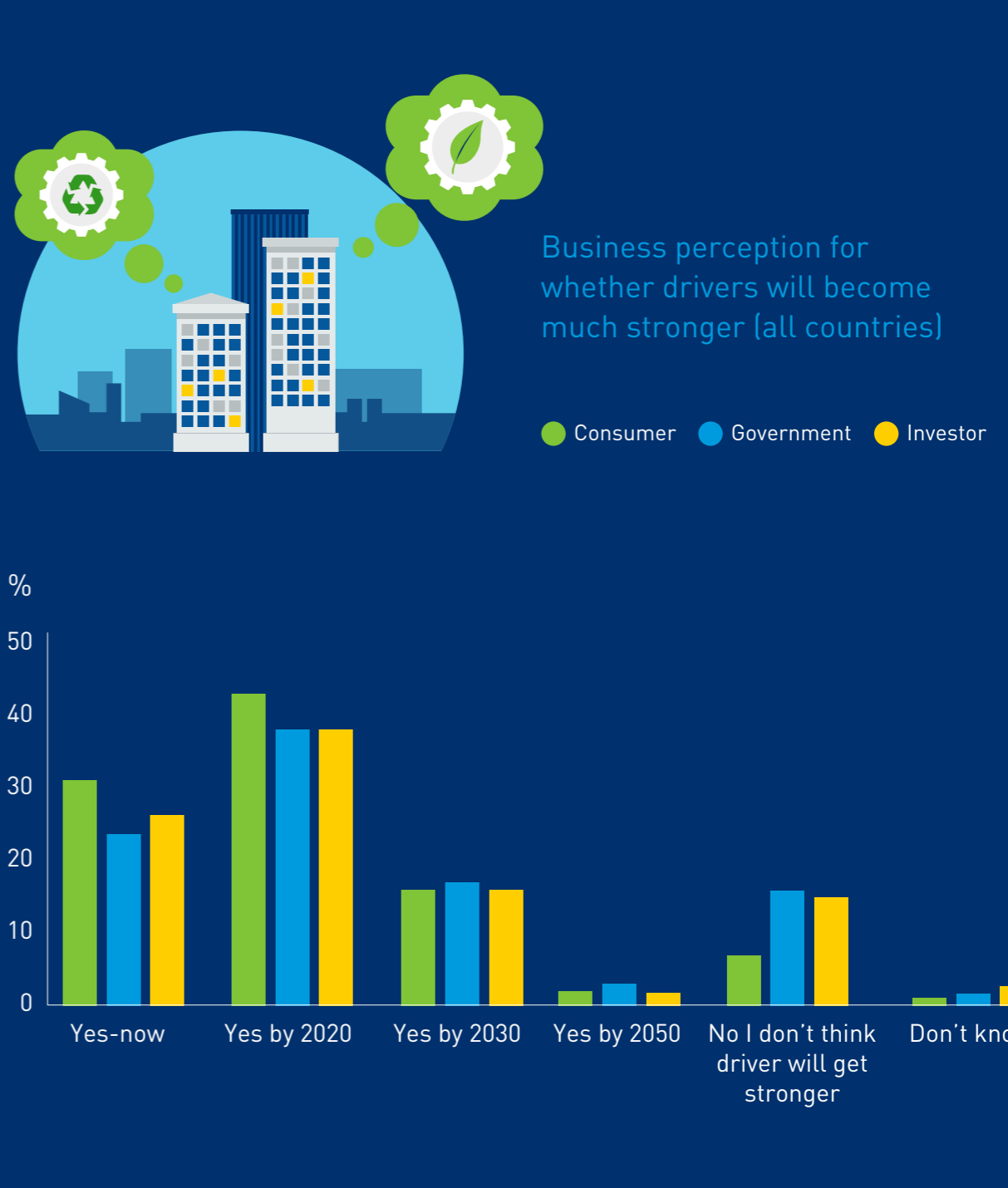
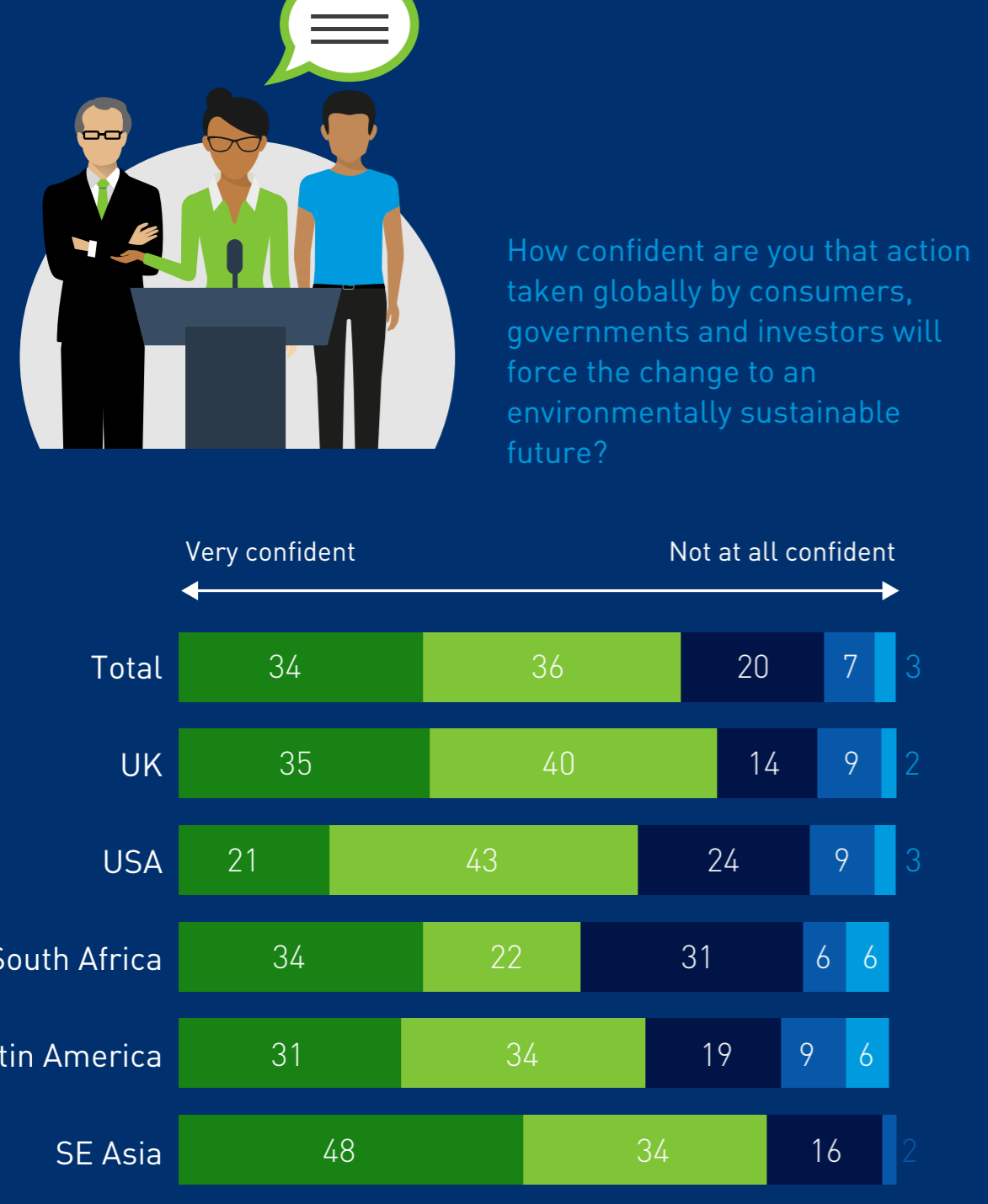
## Three Dimensions of Consumer Power



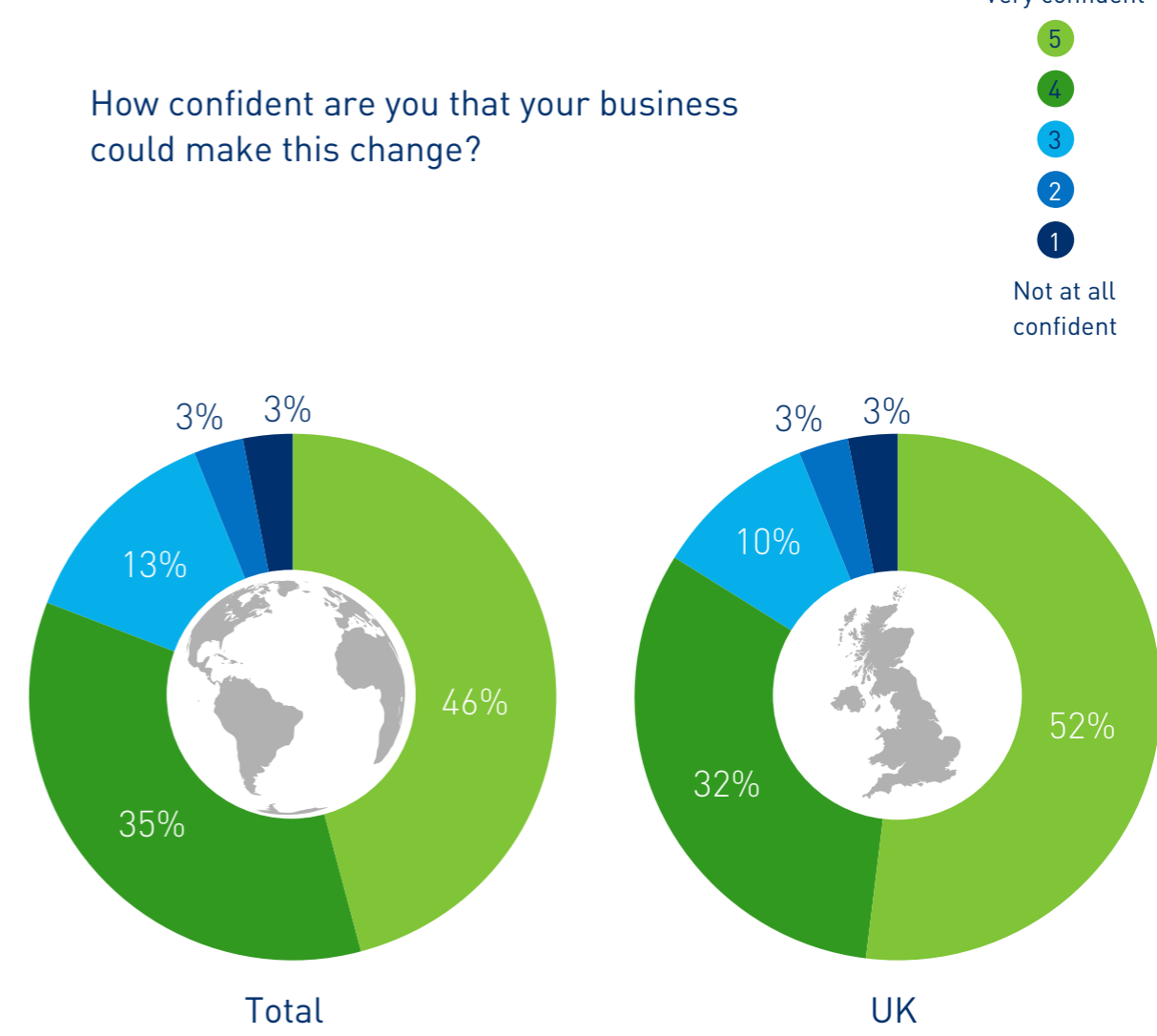
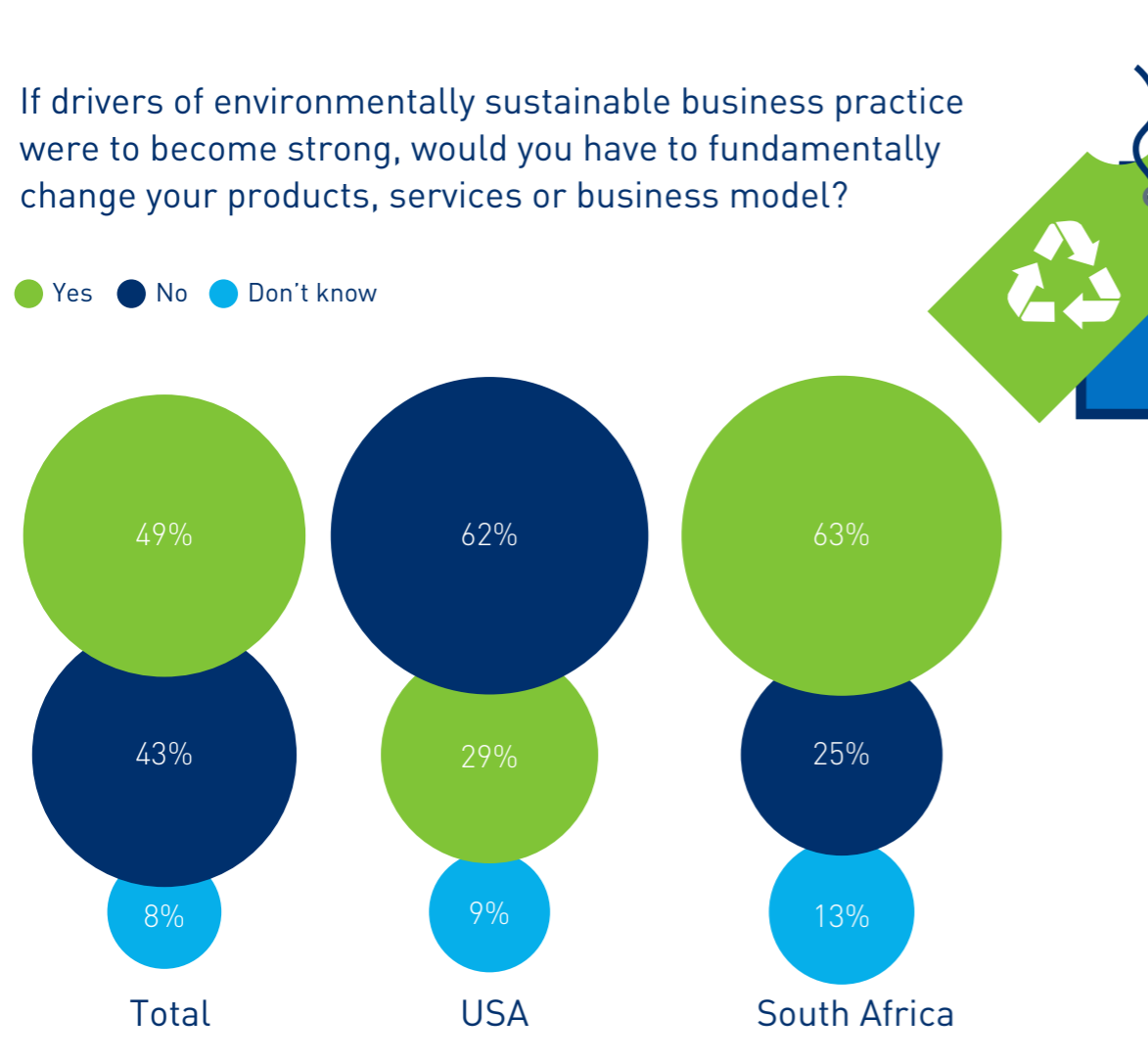
## Businesses accept the need to address sustainability issues



## But businesses believe that change is coming...



## Are business perceptions at odds with reality?



The Carbon Trust is an independent company with a mission to accelerate the move to a sustainable, low carbon economy. The Carbon Trust:  
 >> advises businesses, governments and the public sector on opportunities in a sustainable, low carbon world;  
 >> measures and certifies the environmental footprint of organisations, products and services;  
 >> helps develop and deploy low carbon technologies and solutions, from energy efficiency to renewable power.

The company has approximately 180 staff with over 30 nationalities, based in the UK, China, Mexico, South Africa and the USA. The Carbon Trust's experts come from a diverse range of professional backgrounds, including engineering, policy, academia, and business management.