

Worksheet 2.4B

Opportunities arising from climate change

This is an example only – adapt this worksheet to suit your organisation’s requirements.

Brainstorming session triggers and prompts

Opportunities	Examples	Size of opportunity for your organisation (low, medium, high)	Suitability to your organisation (low, medium, high)
New products			
Markets for more efficient version of products	- Buildings ranking at high levels of environmental ratings e.g. NABERS Energy, Water, Waste and IE; Green Star - Some government agencies and large corporations already requiring minimum NABERS Energy, Water and Waste ratings.		
Markets for more efficient version of services	Property management with superior capabilities in managing high efficiency buildings to their optimum performance.		
Markets for products using alternative energy sources	- Buildings incorporating renewable energy such as solar panels, photovoltaic glazing on windows, wind power, co-generation systems, etc. - Facilitating GreenPower purchase for tenants		
Development and marketing of emission reduction technologies or processes Development of products and services that help mitigate climate change-related risks	- Upgrading buildings to high energy efficiency standards - Upgrading buildings to minimise tenants' and building's waste - Facilitating tenants' energy efficiency initiatives and greenhouse gas emission reductions - Capacity building with landlords, tenants, contractors and supply chain.		
Trading opportunities			
Involvement in emission trading schemes	- Creating carbon credits from energy efficiency activities - Join a greenhouse gas reduction program		
Government support			
Access government funds	Climate Change Fund (NSW)		
Marketing and branding opportunities			
Marketing and branding opportunities associated with a position on climate change and the performance of products and services	- Ranking on Dow Jones Sustainability Index - Australia's SAM sustainability index - Sustainability awards - Environmental reporting		

Opportunities	Examples	Size of opportunity for your organisation (low, medium, high)	Suitability to your organisation (low, medium, high)
Improve community relations and public opinion			
Improved community relations and public opinion Engagement with policy development to avoid hostile regulatory environments	• Improve relationships with non-government organisations and communities • Contribute experience to policy development		