

**the carbon
challenge**

A young girl with dark hair, wearing a pink quilted jacket, is holding a large purple balloon. The balloon has the text "1 kg CO₂" written on it in white. The background is a blue sky with light clouds.

1 kg CO₂

Antony Turner
Science Communication Conference,
15 May 2007



what are we running out of?

barrels

oil

gas

coal

cheap oil

safe place for carbon atoms*

*when they have been through our energy plants, cars, trucks, planes & buildings

An aerial photograph of an industrial site, likely an oil depot, with a large fire burning in the lower-left quadrant. A massive, dark, billowing plume of smoke or oil vapor rises from the fire, dominating the upper half of the image. The background shows a hazy landscape under a cloudy sky.

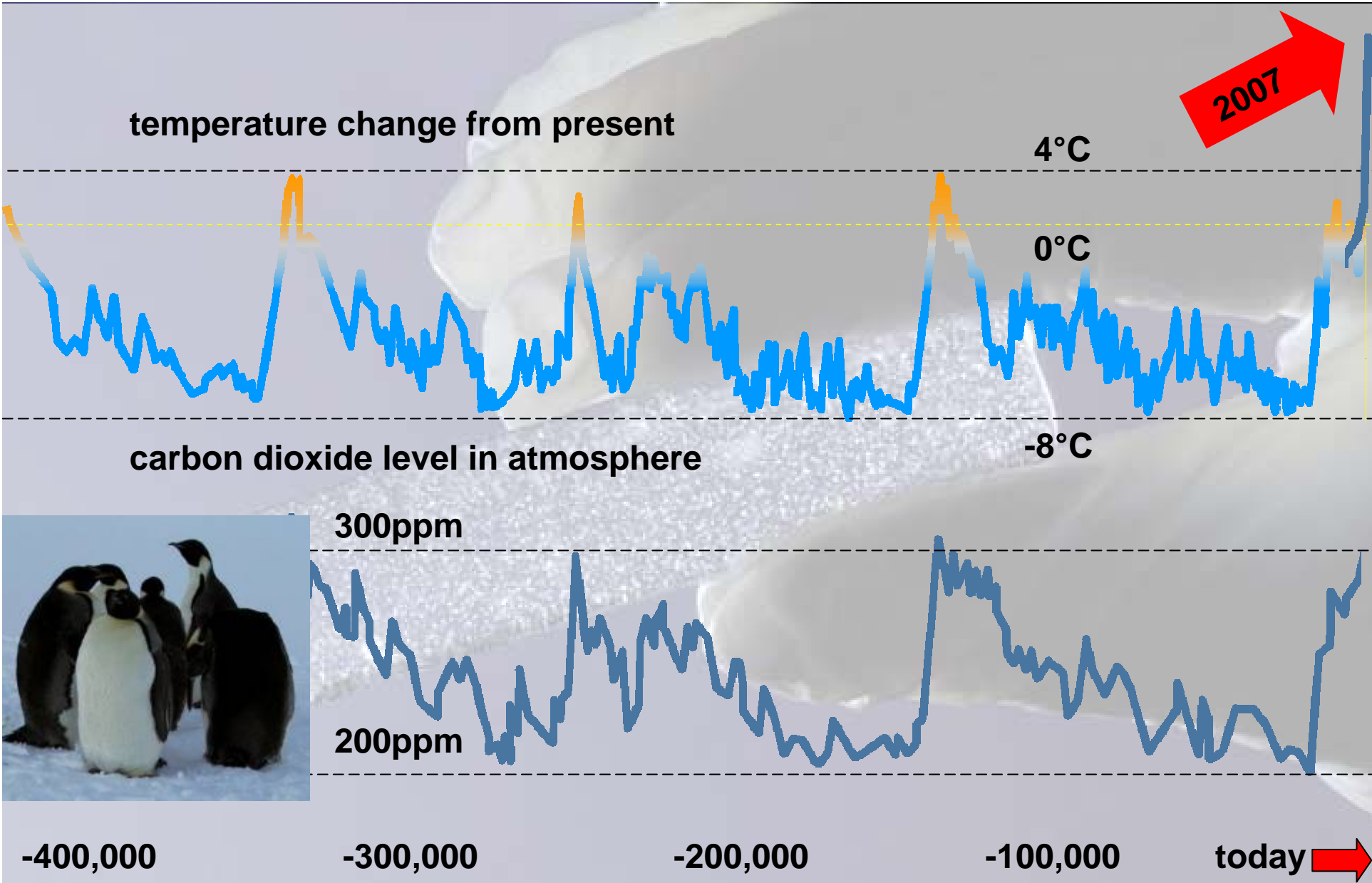
*“...we set light to four
Hemels every day.”*

*Bill Bordass
Letter to Independent Dec 13, 2005*

150,000 tonnes oil
1/1000 of UK's
annual use

Buncefield oil depot Hemel Hempstead

carbonsense
making sense of climate change



leadership space

carbon
the carbon journey
unknown managed

carbon
positive



*engage all
employees*

count all carbon

*influence all
stakeholders*

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