



CHALLENGE

CN wanted to develop a GHG emissions reduction protocol that would enable their clients to both quantify reductions and generate offset credits when shifting from GHG-intensive road transportation to less GHG-intensive rail transportation.

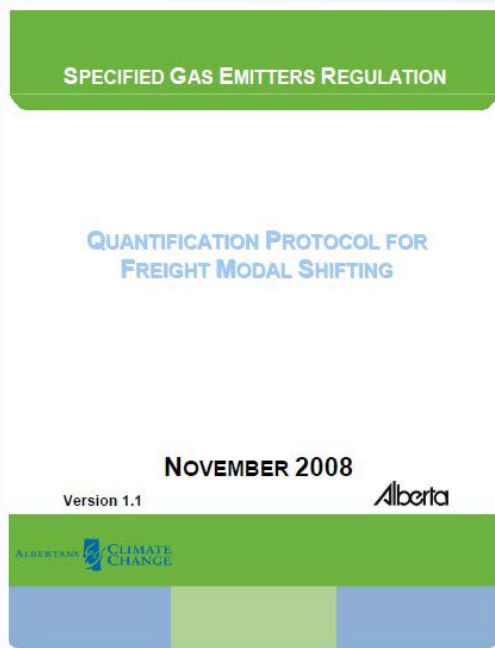
SOLUTION

The Delphi Group worked with CN to develop a GHG protocol that was formally approved for use in the Alberta offset system and is currently being modified to meet draft Federal GHG offset system rules.

VALUE

Delphi's work enabled CN to improve the value of its services offered and create a unique value proposition in the North American transportation market. This project has enhanced CN's market position, increased revenue potential; increased brand value and strengthened CN's environmental leadership.

Developing a Greenhouse Gas Offset Protocol for CN



TODAY'S REALITY

Climate change and the increasing likelihood of cap-and-trade regulation across North America create the potential for both risk and opportunity. Innovative and forward-thinking businesses seek to reduce environmental impact while improving long-term value amidst regulatory uncertainty and the challenges presented by climate change.

THE CHALLENGE

The transportation sector is a major source of GHG emissions globally. CN needed someone with technical expertise and familiarity with GHG protocol development to help them live up to their vision of "delivering responsibly for a sustainable future".

"They're great! They have a very good team. They have done very well in keeping lines of communication open, they're very responsive. The ongoing discussions we have are very good."

Normand Pellerin, Assistant VP Environment, CN

HOW DELPHI DELIVERED

Delphi worked closely with CN's environmental group and marketing department to demonstrate that shipping by rail produces significantly lower GHG emissions than shipping by road. Delphi then developed a GHG protocol that was formally approved for use in the Alberta offset system and is currently being modified to meet draft Federal GHG offset system rules.

A supporting on-line GHG emission reduction calculator was also developed.

VALUE ADDED

Delphi's work enabled CN to improve the value of its services offered and create a unique value proposition in the market. CN now has an improved service offering and CN clients have the added benefit of being able to generate offset credits while reducing environmental impact. This project has enhanced CN's market position, increased revenue potential; increased brand value and strengthened CN's environmental leadership.