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Boom in Small Scale Carbon Reduction Schemes Set to Transform Carbon Market

A new concept in simple, small scale carbon reduction schemes based on low cost and high carbon savings has been designed for project developers, small companies and organisation is set to transform the carbon market.

Up until now carbon reduction offset schemes have been used by specialist project developers, large companies or organisations to reduce their carbon footprint and have centred around large capital cost wind farms, hydro-electric projects or forestry, often in far off countries and with no real link or relevance to a companies core business or with any thought to customer engagement.

These schemes often require large initial capital investment, unwieldily complicated administration, monitoring and verification. Not surprisingly these significant stumbling blocks have led ultimately to very few schemes being financially viable or implemented successfully and most importantly their carbon impact often not meeting their lofty expectations.

“In order to have any hope of successfully meeting international carbon reduction targets a much wider spread use of effective and affordable carbon reduction schemes is essential.” UNFCCC.

LittleFoot realised that little & often was the key to successful carbon reduction and the only way to achieve wider spread use of effective schemes was to make them low cost, easier to design, implement and administer. All these stumbling blocks that, up till now, had restricted the number of successfully implemented schemes needed to be streamlined in order to ensure that more and more small scale schemes were available, workable and most importantly financially viable.

Having now realised this aim, LittleFoot in partnership with VCS (Verified Carbon Standard) is pleased to announce the approval of a new streamlined, internationally recognised methodology. This ground breaking methodology is based on their hugely successful carbon reduction scheme template, which in a recent partnership with the UK Government was used to save UK householders over 2 million tones of CO₂. This scheme distributed the patented Water Widget, which when attached to any shower transformed it into a energy saving shower, was generally regarded as one of the most successful carbon reduction schemes ever implemented in the UK.

Schemes no longer need to be large expensive projects in far off countries, once the preserve of large multi national organisations and specialist project developers. LittleFoot has now brought control, relevance and engagement back into the carbon reduction scheme process, enabling real savings to be made at home and run in house with the direct involvement and engagement of your own staff and customers.

Companies and organisations across the world are now realising that saving energy and reducing carbon footprint is not only good for the environment its good for business as well. With this in mind LittleFoot now empowers small companies and organisations with a new streamlined methodology providing direct access to workable & economic carbon reduction offset schemes. So at all levels staff and customers can now be directly involved in the carbon reduction process.

Notes to Editor

LittleFoot is the carbon reduction scheme division of A.L Challis Ltd the UK's largest manufacture and distributor of water and energy saving products. Over 4 million UK homes have a Challis product installed.

Established for over 15 years A.L Challis Ltd is run by brothers Chris, Russell & Simon Challis and is based in picturesque village of Cookham on the banks of the Thames near Maidenhead Berkshire.

VCS The Verified Carbon Standard is one of the world's most widely used carbon accounting and verification standards. www.v-c-s.org



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