



Nelson Institute for  
Environmental Studies  
UNIVERSITY OF WISCONSIN-MADISON

**NELSON**  
*Year of the Environment*

## SPECIAL WORKSHOP FOR BUSINESS LEADERS

BUSINESS WORKSHOP ON CARBON: TACTICS AND TOOLS FOR  
CARBON STRATEGY AND MANAGEMENT

10:15 a.m. – 2:30 p.m.

Has your business considered a strategy for climate or carbon? Wondering about how to get started or how to track your carbon footprint? This hands-on workshop is by business for business, designed to help business leaders and their teams implement practical and achievable management practices.

The workshop will cover the why and how of developing a carbon strategy and tracking your carbon footprint. It will unpack industry jargon, clarifying key terms used in carbon accounting and will walk through a business case example. You will learn what is included in carbon footprint calculations and what tools are available to simplify tracking and reporting. The session will be interactive so bring your questions.

Register to attend this workshop as part of the 2020 Earth Day Conference:

<https://earthday.nelson.wisc.edu/>

Co-presented with:



ASPIRING FOR SUSTAINABILITY  
STRIVING FOR JUSTICE

*Crafting the Planet*

Monday, April 20, 2020 | 8:30 a.m. – 5 p.m.

Monona Terrace Community and Convention Center



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