



Take a Leap in Imagination

Leapfrog is a unique climate change focused not-for-profit initiative devised by Travers Smith, one of the UK's leading law firms and delivered by a multi disciplinary team of trustees.

It is an ambitious undertaking that is designed to foster collaboration in support of domestic and international carbon reduction projects and clean-tech entrepreneurs by organisations that put corporate social responsibility at the heart of their business culture.

What is Leapfrog?

Leapfrog is a new style of business-led, not-for-profit collaboration that will channel pro bono services from top businesses and organisations into activities that deliver carbon reductions.

At the core of the Leapfrog philosophy is the desire to embrace the volunteering spirit and core skills of corporate professionals who want to 'do their bit' to reduce climate change and encourage sustainability.

We work with our partners to identify deserving domestic and international carbon reduction projects and clean-tech entrepreneurs that would benefit from the services on offer from the Leapfrog community. Once selected the Leapfrog team mobilises to provide project management support, legal, technical, branding, marketing, risk management and insurance advice and assist secure funding as required from a broad network of financiers, investors and grant making bodies.

With our international projects we encourage the 'leapfrogging' theory of development, whereby emerging economies are assisted to skip inefficient carbon-intensive and polluting technologies and industries and move to more advanced, cleaner technologies.

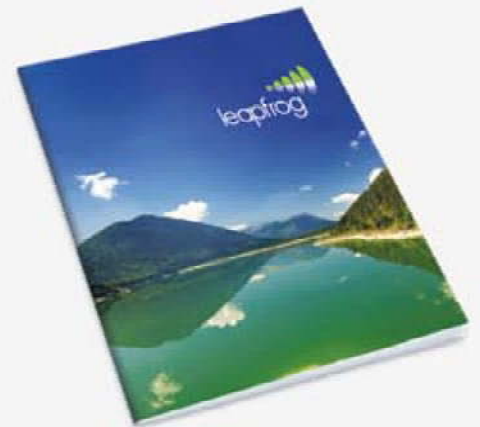
This note describes the basic concepts behind Leapfrog and explains how you can join with us in cutting carbon emissions.

How will this be achieved?

Over the past 18 months we have devised and built the organisation, its governance and project selection procedures, testing concepts with scores of specialists.

We have also worked to identify potential participants for Leapfrog's first pilot projects. Those who have confirmed interest in supporting Leapfrog and its first projects include HSBC, Lloyds, RSK Group plc, ERM, The City of London, Ecofin, Z/yen, Waterman plc, Cooperative Bank, Gardiner & Theobald, Environ, Turner & Townsend, Imperial College, WSP, Low Carbon Investors, Ashden Awards, Mason Hardy, Tripos Consulting, EA Technologies, Carbon International, Broadway Malyan, WSP, Marsh, Bell Pottinger, Planet Finance, BRE, Good Energy, Exeter University, EBRD, UEA, Loughborough University, Macfarlanes, K&L Gates, Taylor Wessing, Business in the Community, UK Environmental Law Association and individuals from a range of other firms.

We have had universally positive discussions with a wide range of corporate, academic, NGO's, governmental organisations, trade bodies and professional associations. We are delighted with the support so far from Futurebrand, RSK and Omniwiki with development of the branding, website and other material.



Who is behind this initiative?

Leapfrog connects motivated professionals from a range of key sectors to deliver meaningful carbon reduction projects.

We have already had interest from:

- engineers
- environmental consultants
- brokers
- carbon consultants
- emissions traders
- financiers
- insurers
- academics
- lawyers
- business coaches

all of whom will provide the skills of their day jobs, their networks and contacts to provide services on a not-for-profit basis as part of their corporate social responsibility commitment.

www.carbonleapfrog.org



Pilot Projects

We have been invited to support a range of exciting projects. Work is scheduled to commence on selected pilot projects in 2009.

- Setting up unique charity VC fund the *Low Carbon Foundation*.
- Community Renewables in UK villages (*Ashton Hayes Going Carbon Neutral and the Bollington Carbon Revolution*)
- Solar Kerosene lamp replacement in Africa (*SolarAid*)
- Student switch off campaign
- Small scale hydro in Central America (*ERM Foundation*)
- Jatropha biomass in Madagascar (*GEXSI*)
- Tropical reforestation in Uganda (*Kikonda/Haf Trust*)

How will stakeholders benefit?

Leapfrog will deliver a range of benefits for its stakeholders:

Our customers, the Project Partners will benefit through:

- Leveraging of talent to provide expertise that may not otherwise be accessible to the customers, to assist them realise their climate and sustainable development goals
- Revenues from sale of carbon credits, to be recycled into the promotion of long-term additional local developments and poverty alleviation (e.g. schools, hospitals or other greenhouse gas/carbon emission reduction projects)
- Employment and skills development for local staff involved in realising the Leapfrog project

Member organisations providing services will benefit:

- Staff training through the Leapfrog education programme.
- Channelling corporate goodwill into a tangible programme
- A robust professional, branded component for their corporate responsibility reporting.
- Networking opportunities with other high-profile companies in key areas in the climate arena and organisations operating both domestically and in developing countries
- Support the desire of customers, clients and employees for positive climate action through supply chain management initiatives
- Development of talent – professional volunteers are likely to increase member organisations' skills base, with the potential for increased knowledge sharing within member organisations

Professional volunteers will benefit by:

- Satisfying personal and professional goals to diversify career experience and be actively involved in hands-on CSR projects that help to tackle sustainable development and climate change challenges

- Developing new skills, strategies and methods that can be added to their skills base and applied to their work within the organisation
- Participating in networking opportunities with high-profile companies and organisations in various key sectors in the climate arena

Want to get involved?

We are keen to talk to any organisation that wishes to propose a project or participate in one, - whether through skills or finance.

Our Trustees are:

Steve McNab of Travers Smith
 Garry Charnock of RSK
 Andrew Newman of Low Carbon Investors
 Simon Pringle of Mason Hardy
 Rob Evans of Tripos Consulting
 Sunny Sehgal of HSBC
 Brent Goldman of BDO
 Susanne Denison-Knowles

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