

CASE STUDY: MORGAN STANLEY

In November 2007, Morgan Stanley launched an in-house CO2 calculator for staff, accessed via their corporate intranet and powered by AMEE.

Morgan Stanley is a leading global financial services firm, with over 45,000 employees serving an international client base from more than 600 offices in 35 countries. It is also a market leader in carbon trading within the European Union.

Morgan Stanley wanted a system that would enable its employees to measure, profile, and track their personal carbon footprints, set reduction targets and monitor their progress as part of a new CSR and sustainability policy. Integrating with AMEE enabled them to create a system with this functionality. AMEE's web-service (API) provides them with the data and methodologies required accurately and automatically to calculate the amount of carbon dioxide emitted from a range of everyday activities and to store the results, so that they can be revisited and updated over time.

Data security was vitally important to the client. AMEE was able to integrate seamlessly with Morgan Stanley's intranet without violating the firm's stringent security protocols.

Morgan Stanley created their own front-end intranet page where employees are invited to enter their data - that data is sent automatically to AMEE which (1) stores the data in a profile and (2) calculates a carbon footprint in tonnes or kg CO2. This information is then displayed to the employee in the intranet interface. For example, a employee might say that he or she drives 1000 km in a large, diesel car every month. AMEE stores this information, then uses its algorithmic engine to return a value which tells the employee that the activity has a carbon footprint of 264.5 kgCO2 per month.

"Morgan Stanley's CO2 Calculator, built in partnership with AMEE, helps our staff in the UK to better understand their own carbon footprint, and to pledge action to reduce their energy use and further cut emissions." - Jim Butcher, Director, Office of the Environment.

Following its successful roll-out in the UK, Morgan Stanley subsequently extended the calculator to its staff across the USA.

"We are delighted that Morgan Stanley are using the AMEE platform across all their US offices. AMEE has a growing set of state-level data for the USA, including detailed data for Texas, California, New York and Florida - and metrics for over 150 countries. It can be used for many applications, including in-house initiatives, CSR reporting and business monitoring." - Gavin Starks, AMEE Founder.

Supported by the AMEE platform, Morgan Stanley has created an effective and forward-looking initiative for increasing employee engagement with the green agenda and of encouraging and sustaining behavioural change across the organisation.

For more information, please contact: help@amee.com

<http://www.amee.com>

