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## **You Power: OK Carbon effectively driving a low carbon economy through innovation, empowerment and market impact**

*MEDIA Communications is looking towards the Government, International investment and funding sector to support and drive some of the most powerful foundations for commercial enterprise designed to accelerate and drive a low carbon economy, energy efficient environment and a new sustainable world*

The main question on everyone's mind is how do we move out of a global recession and effectively drive a low carbon economy.

International Governments and Regional Authorities are actively defining their policies, legislation, Infrastructure and Incentives to optimize the integration of resource and energy efficient technologies, products, solutions and services into the industrial, commercial and social sector.

The recent Copenhagen Summit: International Governments have yet to put forward a definitive proposal or binding agreement with reference to global carbon values and targets; the main problem being is lack of trust on all sides through the offer of immeasurable proposals resulting to the lack of a unified action and consensus:

The economic climate and down turn in the economy , stock market crash and lack of transparency in the banking and financial sector means that investors, traders the private and public sector require a new world of confidence:

### **A Global Problem: Climate Change**

*The most effective way to accelerate and drive low carbon economy and reduce the impact of global climate change is through empowerment, surety, action and marketing impact*

Our challenge has been to develop the core foundations for future Global Enterprise to empower strategic business commerce whilst focusing on a unified goal to offset the effects of global climate with the ability to drive technologies, innovation and resource efficient solutions towards the mainstream. We have developed simple and effective surety and confidence brands which will inspire sustainable action and grasp the attention of the mass market

### **OK CARBON**

*Though strategic planning and campaign management the "OK" Carbon branding is deemed to be one of the most powerful and influential future Impact brand's and iconic statements to stimulate the new energy efficient and low carbon economy: It revolves around the 90 Degree rotation of the "OK" assimilating a person, an individual and empowerment: An effective visual impact statement which focuses on directing "You" towards a sustainable world: Together we make a global impact!*

Defining a global presence through innovation, brand essence and "You" Power; OK Carbon has been designed to optimize engagement, consumer response and commercial activity to penetrate the USA, European and Asian Markets

OK Carbon is looking to become a market leader for the development and integration of innovative Carbon, Energy and Resource Management Solutions, Enterprise Carbon Accounting (ECA) Software and Consulting Services; Targeting the Industrial, Corporate, Local / Regional Authorities and SME Sector.

*The Recent Groom ECA Report States the following: That in 2009 Two California-based vendors, Hara and C3, raised \$46 million and 5 vendors were acquired:*

*There are currently 60 vendors who offer ECA solutions: The 2010 Current ECA Market Leaders are Enablon, Enviance, Hara, IHS, Johnson Controls, PE International, ProcessMAP and SAP. The report surmises as the markets evolve the listings will change over time.*

The Process of commercial evolution will determine the hierarchy of future placements, only brand leaders will dominate this sector: Through strategic planning and effective campaign management the OK Carbon surety branding will drive innovative products and technologies towards a clearly defined segmented market, naturally defining its global market presence as a leading software and solution provider : Are You OK Carbon ?

### **The Commercial Impact and Marketing Power of OK Carbon is Second to None:**

OK Carbon will focus on the investment and modernization of industrial, commercial and social environments, through the provision of value added services, intelligent business solutions and opportunities to optimize carbon neutrality by offsetting carbon dioxide emissions through empowerment:

The OK Carbon and OK Carbon Consulting has a unified goal to reduce the effects of Global climate change through partnership development, integrated technologies and market impact; Together OK Carbon will help businesses, authorities and society achieve local and regional carbon reduction targets.

The OK Carbon Alliance and OK Carbon Consulting will Provide Economic and Sustainable Strategies, Carbon and Environmental Compliance, OK Carbon Management and Monitoring Software, Accreditation and Mainstream Marketing Solutions to instil trading and consumer confidence for Governments, Authorities, Industry, Enterprises, Low Carbon Technologies and Innovative Carbon Neutral Products and Solutions.

OK Carbon is defining their growth , funding and market strategies for the global integration of some of the most powerful and influential commercial identities and impact brands which will empower and stimulate the global industrial, commercial, residential and social sector to actively adapt and focus on a new era in energy efficiency and regional sustainable development.

OK Carbon Alliance will play a pivotal role in bringing together International Governments, Financial Bodies and Regulators to developing the infrastructure and financial mechanisms to provide transparent innovative, investment products and services which will drive the future low carbon economy: OK Carbon focuses on optimizing the ROI (return on investments) for our clients and Investors.

OK Carbon Innovation and Investment Management (OKC IM) and the OK Carbon Exchange (OKC EX), OK Carbon Fund, OK Carbon Bonds, OK Carbon Credits and OK Carbon Trading has a clearly defined strategy to effectively channel private and public sector investment "in" with the core objective to drive carbon "out"

Optimal Market penetration will be achieved through simple and effective marketing grasping the attention of the global populous by servicing a clearly defined segmented market through the provision of innovative products and solutions: OK Carbon , OK Carbon Alliance, OK Carbon Consulting and OKC IM (OK Carbon Innovation and Investment Management ) trading names, trademarks, international marketing platforms and communication channels will optimize where possible the impact of the 90 Degree rotation of the "OK" brand to empower economic and social change, they will naturally define a regional and global market presence through targeted marketing, campaign management, Innovation, People and "You" Power

Warren Tribe founder of the think tank MEDIIA Communications stated that " A global problem requires a global solution; we have developed some of the most powerful foundations, future impact brands and global marketing strategies to drive commercial technologies and innovation towards a clearly defined mainstream market, we are now looking to international governments, authorities, the investment and funding sector to support, partner and work with us"

Are You OK Carbon ?  Together We Make A Global Impact !

OK Carbon are continually evaluating all options and opportunities for funding and strategic partnership development; the aforementioned are available for merger, global / regional integration and investment



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Commercial Innovation Global Integration

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