



Carbon Neutral Ltd.
2007

19 November 2007

Mission Statement

Carbon Neutral is committed to securing a better future for our children by making it easy to offset emissions through native tree planting and facilitating access to information on greenhouse gas emissions reduction.

Who is Carbon Neutral Ltd?

Carbon Neutral was established in 2001 by Men of the Trees Inc WA (MOTT) as a way to take positive action against climate change through getting more trees planted. Carbon Neutral has recently registered separately from MOTT as a not for profit company limited by guarantee to comply with ASIC regulations. MOTT retains a controlling interest in Carbon Neutral. Trees for Life (SA) has partnered with Carbon Neutral for South Australian projects.

Why plant trees?

Climate change is a global challenge that may be addressed by reducing our total emissions and also capturing CO₂. Trees reduce the amount of CO₂ in the world's atmosphere, by absorbing it and turning the carbon into wood, bark and leaves, roots and humus and releasing oxygen into the atmosphere.

Trees are a carbon sink we can utilise as one of the solutions to climate change; they also have other significant benefits including:

- providing habitat for wildlife
- regulating and cleansing our water
- increasing atmospheric oxygen
- moderating the local climate
- preventing erosion and rising salt
- fuel for biomass energy generation

“Technology alone cannot solve the problem. Only the process of photosynthesis can remove the 200 years backlog of CO₂ that on its own can drive us through the 2° C average world temperature rise into climate crisis..”

Practical Guide, Michael Kiely,
Carbon Coalition Against Global Warming

How do I assess a carbon footprint?

A carbon footprint is the amount of carbon dioxide you are responsible for releasing into the atmosphere. Experts suggest that 2-3 tonnes of CO₂ per person per annum may be sustainable but in Western Australia the average domestic footprint is about 13 tonnes of CO₂ per person p.a. In addition industrial, commercial and government sector emissions account for around 15 tonnes per person per annum.

The Carbon Neutral online calculator, available at www.carbonneutral.com.au, assesses the amount of carbon dioxide and other greenhouse gases released as a result of your everyday use of goods and services. For example, the calculator will convert information such as the size of car you drive and your average kilometres to the amount of carbon dioxide emitted in a year.

It is surprising how much CO₂ is emitted when we travel by air - a trip to Europe will increase a carbon footprint by around 10 tonnes per person!

For a more accurate and comprehensive estimate of CO2 emissions our Comprehensive Calculator can be downloaded from our website or you can request one of our specialized calculators e.g. office emissions calculator, special events calculator.

Fleet Cars

For fleets of vehicles (three or more) the most accurate way to calculate emissions is using fuel consumption data. You can use our fuel consumption calculator, contact us for a copy.

Value Adding with Carbon Neutral

- Pay to plant a tree for each product or service that you sell
- The cost can be added to the bill or your business can state they will be paying for this on their client's behalf.

This is often driven by customer or staff request. In addition your customers and staff will thank your organisation for doing it. We receive regular feedback from customers saying "Thank you for giving us the opportunity!" Don't hesitate to contact us to discuss your idea in more detail and to request our 'Environmental Contribution Payment Form'.

Examples of environmental contributions: \$3 for each car service; \$0.50 for each meal; \$1 per night in hotel etc.

Shooting Stars

A special listing under supporters has been introduced to highlight organisations that are conducting media campaigns to promote their relationship with Carbon Neutral.

To be listed the requirements are:

- Significant media campaign including Carbon Neutral logo.
- Promotion to include a commitment to plant a tree/trees for selected product or service
- Must be approved by Carbon Neutral

A survey conducted by Market & Communications Research found 85% of respondents believe it is 'critical' or 'important' for Australia to reduce CO2 emissions - but were unsure how best to do this, and were unwilling to pay.

"According to an independent survey [ibuyeco] commissioned nationwide, 73% of respondents are willing to share responsibility for reducing carbon emissions with government and industry, but 82% could not correctly answer the main personal cause of carbon impact, which is personal use of a private vehicle.

I've calculated my emissions... what next?

Simply use our secure online payment gateway from the website to pay to offset the emissions or send an email to contact@carbonneutral.com.au for a 'request for payment of donation' outlining the emissions and sources of those emissions to offset. All donations are tax deductible.

What do I get?

- Peace of mind - the trees you have contributed are protected for 100 years by legal agreements (covenants)
- Photographic evidence that the trees are planted with annual progress reports online
- Public Relations opportunities
- A bumper sticker for each vehicle offset
- Baggage labels for air travel offset
- Certificate of recognition for emissions offset
- Regular educational and informative e-newsletters
- Organisation name listed on the Carbon Neutral web site (see supporter levels below)

Platinum -	5,000	tonnes
Gold -	2,000	tonnes
Silver -	500	tonnes
Bronze	200	tonnes
Green -	20	tonnes

In kind supporters

(Totals are cumulative)

Who else has signed up?

Over 270 organisations including:

- WA Government State Fleet
- Western Power Fleet
- Water Corporation Fleet
- Cities of Perth, Mandurah, Rockingham, Stirling, South Perth & Belmont
- Towns of Cottesloe, Cambridge, Vincent & Victoria Park
- University of Western Australia
- Edith Cowan University

What else can you do?

- Use smaller, fuel efficient vehicles; go by bike or electric scooter or walk where possible.
- Leave the car at home and commute by bus or train. Facilitate staff use of alternative forms of transport e.g. bicycles, carpooling & public transport
- Make your office and appliances energy efficient (look for the stars); turn off appliances at the wall and install CF light bulbs.
- Purchase renewable energy - see link on our website
- Install water saving systems and replace electric with solar hot water systems.
- Consume more local, fresh, minimally packaged, vegetable and grain foods; less meat, dairy, frozen, processed, containerized foods.
- Reduce car and plane travel
- Use more teleconferencing & web conferencing
- Reduce, Reuse and Recycle

“Carbon sequestration in soil and vegetation is a bridge to the future. It buys us time while alternatives to fossil fuel take effect.”

Dr Rattan Lal, Director, Carbon Management and Sequestration Center, Ohio State University, Columbus, Ohio.

How can I get involved?

If you'd like to volunteer to plant trees with Men of the Trees visit

www.menofthetrees.com.au/events

to register online.

Testimonial

“When we told our customers that we had become Australia’s first carbon neutral web hosting company the response we received was totally overwhelming!”

Matt Mulligan, Director, ilisys [www.ilisys.com.au]

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