



CARBON REDUCTION INSTITUTE CASE STUDY: SANE EVENT GROUP

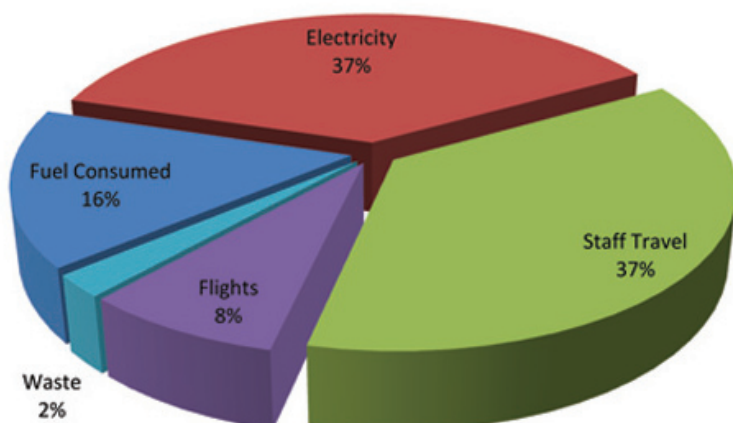


Sane Event Group

Sustainability and reducing their environmental impact is important to Sane Event Group, and they are now able to offer the opportunity to their clients to explore options on how to conduct Low Carbon or Carbon Neutral Events in line with their own corporate responsibility and sustainability policy. Sane's LowCo2 Certification under the Carbon Reduction Institute's program guarantees that they undergone a carbon emissions assessment every year to measure their operational impacts on climate change, along with a full commitment to offsetting this amount.

Sane has undertaken as a corporate objective, to actively reduce their carbon footprint where possible by implementing a number of initiatives within their organisation in addition to the purchase of verified carbon offsets, in order to achieve LowCO2 Certification. For FY2010 Sane Event Group purchased enough carbon offsets equivalent to the amount of CO2 produced by someone driving around Australia 12.3 times! Or the equivalent to 1,099,400 black balloons - www.savepower.nsw.gov.au

Emissions by Source for Sane Event Group for FY2010



Low Carbon events:

As well as measuring and offsetting emissions created from events, it is important to reduce emissions where possible throughout the planning and execution of our event. Some simple and effective ways to do this include:

- Encourage public transport use and / or car pooling – provide information about the public transport options on event information or tickets
- Choose your venue according to its environmental credentials – it may already source Green Power, use energy efficient lighting or air conditioning
- If you are providing catering, choose chicken, kangaroo and pork. Avoid beef and lamb as these have a significantly larger environmental impact
- For large events, engage a waste service company, which can provide recycle bins and the collection of recyclables, along with plenty of signage
- Choose carbon neutral businesses to supply third party services
- Engage your participants by communicating the green steps you've taken on tickets, programs or websites

For more tips and information about how you can reduce the environmental impact of your event, visit www.NoCO2events.com.au

LowCO2 Certification:

The LowCO2 certification program is designed for companies who wish to offset a percentage of their carbon emissions immediately with a potential view to become carbon neutral over a period of time. The Carbon Reduction Institute has also certified Sane Event Group as a "LowCO2 Certified company" meaning the emissions impact from the operations of their business has been calculated and they have offset all emissions, excluding assets and expenses. Sane Event Group forms part of a directory of suppliers making up the low carbon economy. This includes companies that are carbon neutral or are actively reducing their carbon emissions such as Sane. Visit www.LowCO2.com.au for more information.



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