



CARBON REDUCTION INSTITUTE CASE STUDY: SOURCE DIRECT

www.sourcedirect.net.au



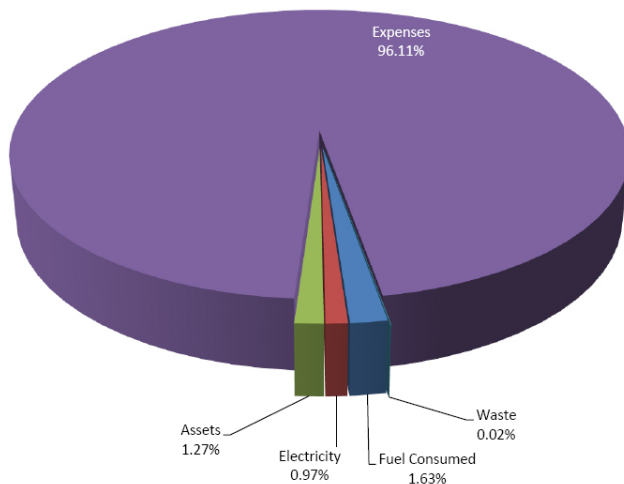
SOURCEDIRECT

FINE FOOD & BEVERAGES



The Carbon Reduction Institute (CRI) welcomed Source Direct into the NoCO2 Certification Program in 2009. Source Direct obtained a carbon audit of its operations for compliance with the Carbon Reduction Institute's NoCO2 standard. This Annual Audit examines Source Direct's carbon footprint for the 2010 financial year. The purpose of this audit is to determine Source Direct retrospective and future requirements in maintaining its NoCO2 certification.

Emissions by Source for Source Direct FY2010



For FY2010 Source Direct purchased enough carbon offsets to take the equivalent of 166 cars off the road for the year! Or 8,429,600 black balloons a year.

Source Direct is a locally owned business that specialises in bringing the best fine food and beverage products to the marketplace. They are one of the largest Australia wide suppliers of custom labeled bottled water. They also focus on premium bottled water and limited release wine products and supply mainly fine dining restaurants and five star hotels. Source Direct's emissions are mostly embodied in the products they sell themselves, and it is therefore a highly commendable commitment that they have ensured everything they sell is Certified Carbon Neutral Product – a commitment that has paid off with significant business growth since becoming NoCO2 Certified in 2009.

NoCO2 Certification:

The NoCO2 standard is the highest level of certification offered by the Carbon Reduction Institute, and is the ultimate sustainability measure to be made by any company. NoCO2 Certification means that your company has completely negated its climate change impacts, and can therefore display the NoCO2 logo to market and communicate their climate change actions they have taken. Certification is earned through an annual carbon audit by our sustainability engineers that determine the total emissions the business is responsible for per annum, & a commitment to reduce the company footprint to zero ongoing, through reduction measures and the purchase of verified carbon offsets. NoCO2 Certification authenticates a business's carbon neutrality.



Food & Sustainability:

Food and Sustainability don't have to be mutually exclusive terms. Many opportunities exist for businesses to introduce sustainable practices into the manufacture of food products. Improving sustainability can increase productivity, save money and bring greater value to shoppers, consumers and the community. Companies like Source Direct demonstrate that you can be a thriving, successful business and support the environment at the same time.



ACT NOW AGAINST CLIMATE CHANGE!
BUY CARBON NEUTRAL PRODUCTS & SERVICES

