



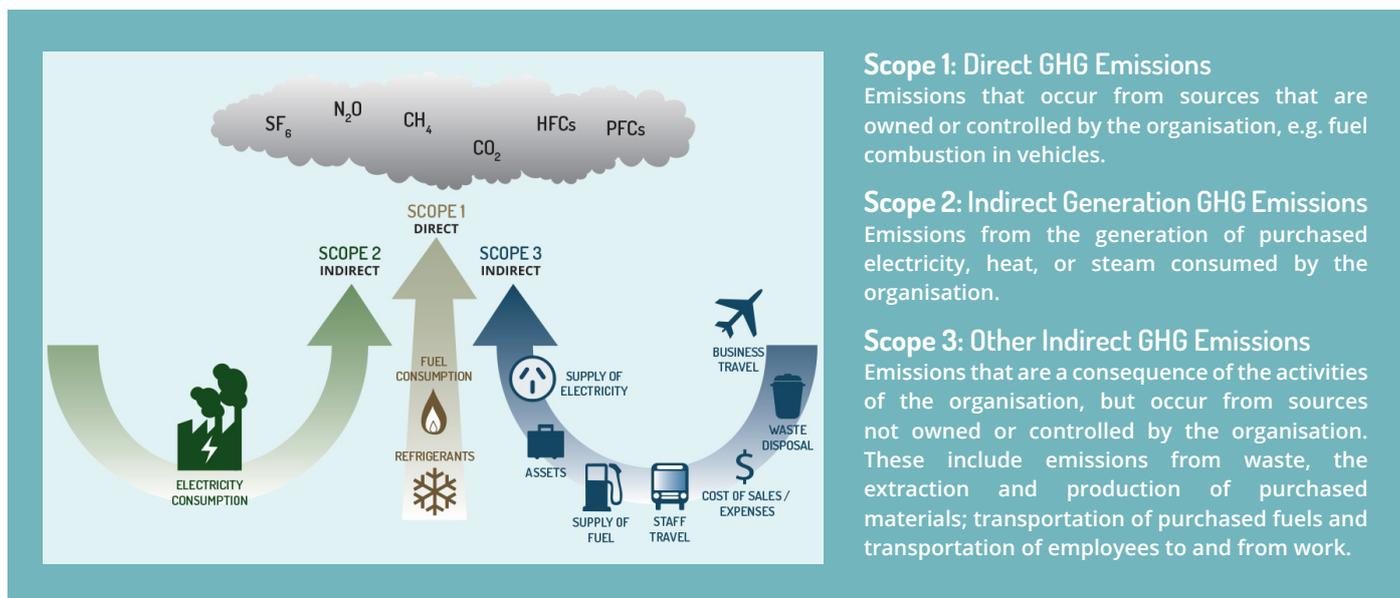
REDUCTION STRATEGIES

LOWER YOUR CARBON FOOTPRINT & SAVE MONEY

The Carbon Reduction Institute is an independent, Profit for Purpose organisation promoting a Low Carbon Economy through our Carbon Auditing, Carbon Consulting and Energy Efficiency divisions. Our NoCO2 certification program is the most widely recognised and subscribed climate action certification in Australia.

MEASURE EMISSIONS

The Carbon Reduction Institute abides by the internationally recognised reporting standards ISO 14060-1 and 14064-2 and the standard upon which they were built, the Greenhouse Gas (GHG) Protocol, established by the World Business Council for Sustainable Development (WBCSD) in 2001. Within this framework emission sources are broken down into 3 separate scopes:



BOUNDARIES

CRI's NoCO2 program includes all scopes within its certification boundaries, and since its inception in 2006, has become widely accepted as the benchmark in carbon neutral accreditation in Australia. Through comprehensively including all emission sources under each scope, there is complete security in the marketing claim of offering truly carbon neutral products and services.

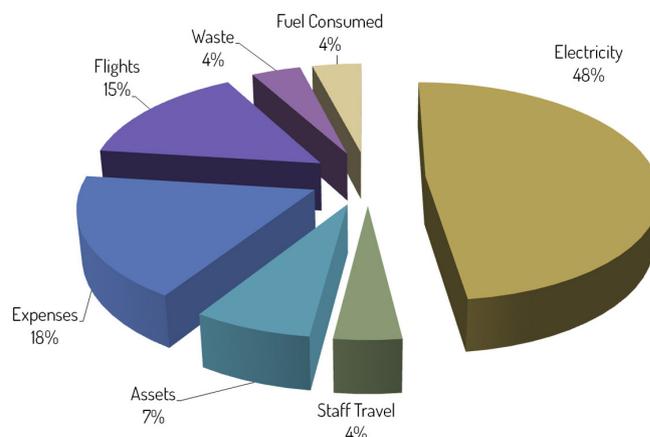


Figure 1: Typical Office Emissions Breakdown



SUSTAINABLE PROCUREMENT

One of the fastest ways to reduce your organisations' carbon footprint and be more sustainable is to procure carbon neutral goods and services.

A large volume of emissions for the majority of organisations originate from the procurement of goods and services, alternately known as supply chain emissions. Typically this contributes to 25% of the total carbon footprint of a non-industrial business. While the energy and material consumption inherent to this procurement are mostly unavoidable, the associated emissions are not.

Many companies have taken action to reduce their footprint through carbon neutral certification under the **NoCO2 Program**. By engaging their services it is possible to leverage their climate change action to reduce supply chain emissions through **sustainable procurement**.

Engaging organisations in the **Low Carbon Economy** results in significant benefits including:

DRIVE IN DEMAND

for Low Carbon Products & Services,

ELIMINATE OFFSETTING COSTS

associated with supply chain emissions from LCE members,

ACHIEVE SUSTAINABILITY OBJECTIVES

to communicate to staff and other stakeholders, and

REDUCE EMISSIONS

from your organisation's total footprint in addition to the supply chain.



On the marketing and communications front, the Low Carbon Economy fosters integration between carbon neutral services and their providers which enhances their visibility and sustainability profile.

The Carbon Reduction Institute (CRI) has carbon neutral suppliers under our NoCO2 Program throughout many core business activities encompassing:



PAPER



COFFEE



PRINTING



RECRUITMENT



FREIGHT & LOGISTICS



LEGAL SERVICES



MARKETING & MEDIA



ENERGY MANAGEMENT



PROMOTIONAL PRODUCTS



ACCOUNTING & FINANCIAL



REMOVALISTS



ACCOMMODATION & MEETINGS

The above sample of the Low Carbon Economy membership base displays many of the products and services we all use every day. Many of the members have products and services for consumers too including health insurance, skincare, real estate, dental and medical practitioners, just to name a few.

USING LESS ELECTRICITY

Replace existing lamps with more efficient technologies. Lighting represents 40% of an average office building's electricity consumption. Upgrading lighting can typically provide rates of return in excess of 50%.

Regular maintenance and cleaning of AC systems such as ducts, sensors, controls, fans, and filters can reduce AC electricity consumption by 10%. Savings achieved this way are accompanied by, improved air quality and occupant comfort.

Adjust AC set points closer to the external temperature. This can provide savings on electricity consumption of up to 15% per degree.

Optimise power consumption by turning office equipment off after hours and installing power management software. Stand-by power consumption can account for up to 8% of electricity usage in an office. Power management software can minimise energy consumption by office equipment during working hours.

Heat water with gas instead of electricity. For the same amount of heat energy, gas emits 79% less CO₂e than electric methods.

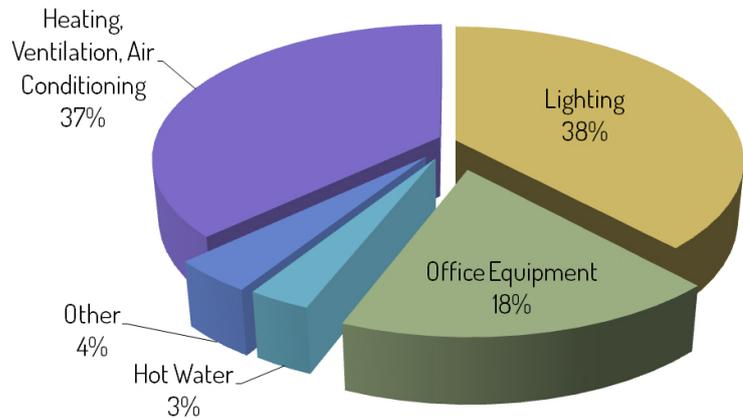
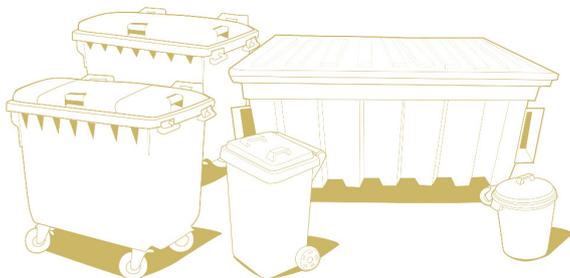


Figure 2: Average Australian Office Building Electricity Consumption Breakdown, Queensland Department of Environment and Resource Management (2011)

MANAGING WASTE



Reduce waste by printing double sided where possible. Paper typically represents half of the waste in an office environment. When disposed of as landfill, it generates significant emissions via decomposition into methane.

Reuse printed documents as scrap paper.

Recycle as much as possible. Engage a co-mingled recycling service to increase the proportion of waste which gets recycled.

BURNING LESS FUEL

Favour fuel efficient vehicles with small or hybrid engines to reduce organisation fuel consumption. A typical 4 cylinder engine consumes on average 20% less fuel than a 6 cylinder engine, while hybrids can consume up to 50% less.

Choose more efficient fuels such as LPG and diesel. Vehicles running on these fuel types can offer reduction in emissions of up to 23% and 8% over petrol, respectively.

Reduce air travel by taking advantage of teleconferencing technologies. When scheduling flights, attempt to meet as many clients as possible to reduce the emissions intensity of each individual consultation.

Implement a proactive transport strategy to reduce the emissions intensity of staff travel. This can be achieved by offering fuel efficient company cars through salary sacrificing schemes and offering priority parking locations to staff who choose to carpool.

STAKEHOLDER ENGAGEMENT

Reducing your emissions and achieving Carbon Neutral Certification is your launching platform for a Marcomms campaign with all of your stakeholders, promoting your environmental, Corporate Social Responsibility (CSR) and Corporate Social Values (CSV) credentials. The Carbon Reduction Institute provides marketing and communications support for all clients to maximise the business value to the organisation of their certification. The objectives of the campaign can include:

- Encouraging employee behavioural change to further reduce your organisation's emissions.
- Putting pressure on your suppliers to reduce their own footprint thereby, indirectly, reducing your own.
- Communicating the benefits of your Certification in indirectly reducing your customers' carbon footprint.

The campaign promotes and encourages carbon reduction on a broad scale, enlarging the Low Carbon Economy and further helping reduce the impacts of climate change.



LIFESTRAW® KENYA

18,000 litres of drinking water with just one filter. Access to potable water is a daily challenge, but it can be achieved without the need for fuel, deforestation, desertification, and disease. Over the course of the project 2 million tonnes of CO₂ have been offset per annum.

OFFSET PROJECTS WITH INTEGRITY

Each year up to 400 million tonnes of carbon are reduced by projects financed in part by the issuing of carbon credits. These credits are used by businesses, organisations and individuals around the world to offset their unavoidable emissions and help achieve their carbon reduction targets.

The Carbon Reduction Institute requires projects to meet its strict standards. In particular, we do not support sequestration projects as a carbon offset (including forestry offsets) due to permanency issues. We also require projects to provide economic assistance to developing countries and promote additional societal or environment benefits as well as a reduction in carbon.

The quality of the offset projects we promote provide strong integrity to our certification process and, in themselves, are an excellent communication medium to promote your CSR and CSV credentials.

CONTACT US

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