

What's the problem and what we are doing about it?

I'm not going to repeat Al Gore and show you lots of charts. You'll just have to listen to me and ask me any questions you like at the end. I'll keep this brief.

There's a few simple issues

1. There's too much CO₂ in the atmosphere. we know this, it's been proven by people much cleverer than me.
2. Carbon Planet was formed in 2000 with a simple mission - reduce the world's CO₂ levels.
3. You can be part of the solution right now and we are here to help.

If there is too much CO₂ in the air how can we get rid of it, and how can we keep it out. there's lots of schemes but some of them are not very credible.

For example some of you may have seen yesterday's financial review where the company *elementree* revealed they'd not actually planted any trees in the last three years. last november in the SMH *greenfleet* admitted the same.

A couple of weeks ago there were all manner of wild claims in the press about forests and tree planting schemes not doing their job.

So how does Carbon Planet remove CO₂ from the air, and keep it out?

When you walk into a kid's messy room you don't just say "Keep that room as messy as it is now."

You say "Clean up your room, and keep it clean!"

1. Carbon Sequestration using forests - not uncertified tree planting schemes. NSW Forests conducts vast reforestation programmes. yes trees may die. but forests, native trees with all of the undergrowth essential for their survival, live forever. For every tonne of CO₂ removed from the air NSW forests is issued one NGAC - a new south wales greenhouse gas abatement certificate.
2. Carbon saving - removing CO₂ is one part of the issue - keeping it out is the other. Carbon saving NGACs certify that a tonne of co₂ has been prevented from entering the air through some sort of evergy saving scheme - lightbulb replacement, improved showerheads, more efficient processes.

Transfer of ownership

How do you know the carbon credits you've bought have not been sold to someone else as well?

We use the NSW Governments Green House Gas Registry to transfer ownership of any NGACs you buy. No-one else does this and we spent a lot of time getting the software right to do this for you automatically.

It's very important that, once you've decided to offset your emissions you only invest in properly certified carbon credits such as NGACs, using a company that actually transfers legal ownership of those credits to you.

If you put your money into ad-hoc schemes, tree plantings and so forth that are not transparent, not guaranteed to be permanent and are often simply non existent you can not be guaranteed that you are getting what you pay for.

Carbon Emissions Auditing

How do we calculate your emissions? This is the crux of the matter. Lots of companies say they are 'carbon neutral' but in many cases they've never bothered to formally calculate their emissions.

Carbon planet employs a global team of engineers and scientists whose job it is to measure the carbon emissions associated with an event, a business, an office, churches, schools and so forth.

We produce audit reports that conform to the GHG protocol corporate accounting and reporting standards developed by the World Business Council for Sustainable Development with the following objectives:

- To help companies prepare a GHG inventory that represents a true and fair account of their emissions, through the use of standardized approaches and principles.
- To simplify and reduce the costs of compiling a GHG inventory
- To provide business with information that can be used to build an effective strategy to manage and reduce GHG emissions
- To increase consistency and transparency in GHG accounting and reporting among various companies and GHG programs

'carbon neutral' is a bankrupt term.

We have developed a whole process called the CO2 free process.

measure - reduce - offset.

measure done via audit - reduce via emissions reductions plans and offset with formally recognised credits.

When your organisation has made the decision to tackle climate change you need to commission a formal co2 emissions audit. not some back-of-the envelope guestimation. Your shareholders and other stakeholders will roast you alive if you cut this corner.

Why should you even care?

some people think the government should help. (scoff)

some think it's the fault of the chinese (28 tonnes per person vs less than 1 tonne per person)

many would like to blame exxon (but it's us that is the cause. we burn fuel and treat the sky as our dumping ground.)

we have to be grown up and take responsibility for our actions.

Companies come to us for a variety of reasons

- Risk Management
- Increased Revenues
 - Operational Efficiency
 - Cost Reduction
- Improved Reputation
- Increased Awareness

If any of this rings true for you and your organisation (and why else are you here?) you need to be taking action right now - delays will only cost more, in money and lives. your staff know it - your shareholders know it your customers know it.

There's only 9 years left. you can be the change.

So to wrap up

It's very important to get a formal carbon emissions audit done before you start looking at offsetting. We are the only company around able to do this properly.

I know that sounds like a bold claim but it's true. So true in fact that we are 'white-labelling' our engineering services to many of our competitors.

By putting our focus on Certified Measurements, tailored emissions reduction strategies than can offer cost savings and other benefits, and by only dealing in formally accredited carbon credits schemes we believe our CO2 free package is the best possible way for you and your organisation to take the climate bull by the horns.

Feel free to discuss this with me in more detail, or ask me any questions you have.

Thanks