

# Case Study: Internode

Internode is the largest privately owned broadband company in Australia. Renowned for its reputation of technical innovation and excellence, the company operates a first-tier telecommunications network throughout Australia with dedicated international links to the USA and Asia.

## The Challenge

The ever-increasing corporate trend towards sustainability and environmental responsibility has seen a sharp rise in the number of companies being excluded from new (or renewed) supply chain contracts.

Companies that exhibit below average environmental credentials or lack policies for dealing with Climate Change are the most at risk.

Being an integral part of the supply chain of many businesses, Internode wanted to continue its ongoing commitment to operate in a sustainable and environmentally ethical manner.

As a passionate advocate for clean technology, Internode's Managing Director, Simon Hackett also wanted to reassure clients that they were dealing with a truly green supplier.

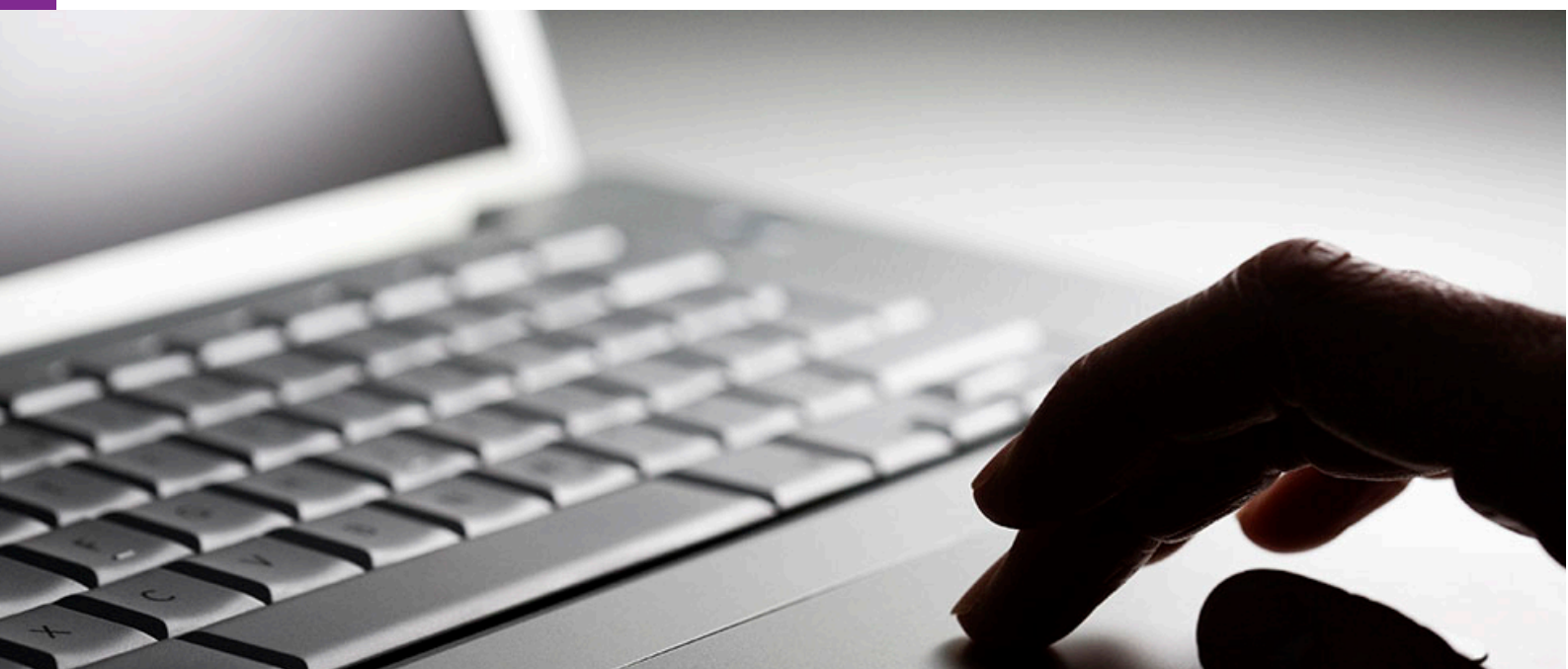
## The Solution

To embark on the journey of "greening" its corporate profile, Internode first commissioned Carbon Planet to conduct a comprehensive Greenhouse Gas (GHG) Emissions Assessment attributable to Internode for the financial year of 2006/07.

Carbon Planet found that the major source of Internode's GHG emissions was from utilities, in particular purchased electricity, which accounted for nearly two thirds of the total 3899.1 tonnes of CO<sub>2</sub> equivalent (CO<sub>2</sub>e). Other key sources of emissions included flights, third-party services and ground transportation.

By identifying the types and amounts of its GHG emissions, Internode was able to immediately remediate its impact on the environment by purchasing and retiring 3900 fully certified carbon credits from Carbon Planet to offset its emissions.

**Through ongoing energy and emissions reduction strategies, identified by Carbon Planet, Internode has also been able to improve its operational efficiency and has passed on the benefits to its customers.**



"We are a 100% carbon neutral organisation. Our customers can feel confident that choosing Internode is materially reducing, rather than raising, their own personal carbon footprint through their use of our internet services."

*Simon Hackett, Managing Director*

Further to the ongoing measurement and management of its carbon footprint, Internode now purchases 100% GreenPower® (generated from renewable energy sources such as wind and solar) to supply the electricity used by all Internode offices and data centres nationally. This has had the effect of reducing the carbon footprint of the company by almost two-thirds.

Through ongoing energy and emissions reduction strategies, identified by Carbon Planet, Internode has also been able to improve its operational efficiency.

Internode has passed on the benefits of this improved efficiency to its customers by launching lower-cost web hosting services for small to medium size businesses.

This is further evidence that environmental responsibility makes good business sense, from both a cost and revenue perspective.

Finally, Internode continues to purchase fully certified carbon credits from Carbon Planet to offset its residual emissions and retain its status as Carbon Neutral.

## Some of Internode's achievements to date



Internode uses 100% GreenPower® (reducing emissions by over 65%).



Internode is carbon neutral, offsetting its emissions with fully certified carbon credits purchased from, and retired on behalf of Internode, by Carbon Planet.



Internode has added two electric vehicles to its fleet.



By utilising video conferencing and reducing employee business travel, Internode has reduced emissions by 3.8%.



Internode recycles cardboard boxes and paper and sends obsolete computer hardware to third party metal scrap retailers.



Internode utilises solar-powered microwave towers to deliver virtually total coverage of super-fast ADSL2+ broadband across South Australia's largest local government region.



Internode was a major partner and participant in the Global Green Challenge in 2009, which showcased the latest advances in hybrid, electric, solar, low emission, and alternative energy vehicles.

