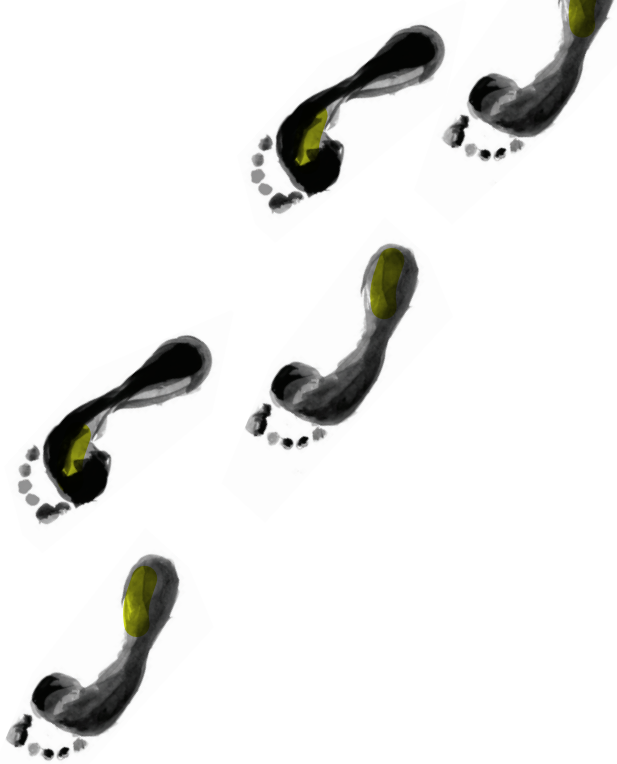


balance the earth™



# CARBON & SUSTAINABLE ENERGY SERVICES

*Ecofund believes all organisations can respond to climate change. Whether required to report greenhouse gas emissions and energy use, or voluntarily leading on sustainability issues, we can help you become part of the solution.*

Ecofund has been established by the Queensland Government to help achieve the goals set out in Toward Q2: Tomorrow's Queensland.

We are striving to add 2.4 million hectares of protected natural areas and national parks in Queensland by 2020. We plan to reach this goal by encouraging activity in the carbon, renewable energy, energy efficiency and environmental offset markets across Queensland.

By working with Ecofund, businesses can demonstrate sustainability leadership as they help enhance and protect the future of Queensland's natural environment.

# **CARBON MANAGEMENT BENEFITS**

The carbon market means exciting opportunities. There has never been a better time to implement a practical and responsible carbon management strategy in your organisation. Carbon management strategies can provide many benefits including:

## **FINANCIAL BENEFITS**

Understanding your business's greenhouse gas emissions can lead to efficiency improvements and cost reductions across your business.

## **CORPORATE REPUTATION**

Brand enhancement and value protection for your business.

## **CULTURE ADVANTAGE**

Improving your organisational culture and enhancing employee engagement, empowerment and loyalty.

## **RISK MANAGEMENT**

Reducing exposure to the impact of future regulations and gaining awareness of the risks associated with a carbon constrained world.

## **SUSTAINABILITY MARKETING**

Communicating your organisation's carbon reduction initiatives, thus responding to stakeholders' increasing demand for corporate social responsibility.

## **EXPANDED MARKET OPPORTUNITIES**

Identification of potential new market opportunities and competitive advantages e.g. product differentiation and certification.



## STEP 1: THINK

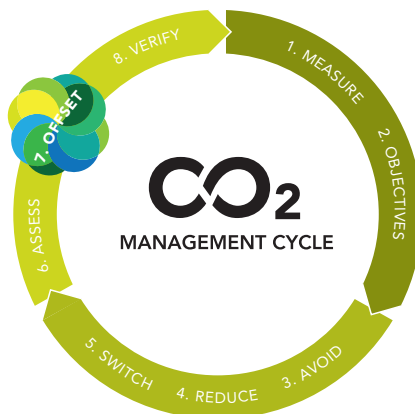
Understand and measure your carbon footprint.

### CARBON FOOTPRINTING

Ecofund provides expert, cost-effective carbon footprinting, in accordance with the National Greenhouse and Energy Reporting Act 2007 (NGER), the National Carbon Offset Standard (NCOS) and other Australian Government recognised standards.

An Ecofund carbon footprint supports your objectives: reporting, carbon management, identifying cost-savings, making carbon claims and sustainability leadership.

Ecofund also offers lifecycle assessment carbon footprinting for specific products or services.





## STEP 2: CHANGE

Managing a carbon footprint involves reducing and avoiding greenhouse gas emissions – and it can have significant financial benefits for your business.

### EMISSIONS MANAGEMENT PLAN

Ecofund develops Emissions Management Plans for clients as a 'road map' to implement carbon measurement, management, reporting and offsetting projects. The Emissions Management Plan considers relevant legislation and standards, management systems, benchmarks and carbon reduction opportunities.

### ENERGY EFFICIENCY ASSESSMENTS

Energy efficiency in an organisation reduces both costs and greenhouse gas emissions. Ecofund's experienced energy efficiency assessors identify opportunities to reduce consumption and set targets in accordance with Australian standards.

### RENEWABLE ENERGY ADVICE

Small and large renewable energy projects – such as solar, biomass, hydro and wind – reduce both greenhouse gas emissions and electricity bills, and may generate Renewable Energy Certificates. Ecofund

gives expert advice on renewable energy markets and brokers Renewable Energy Certificates.

### GREENPOWER

Ecofund is an accredited GreenPower provider, supporting local renewable energy projects that meet the highest environmental standards, and can provide up-to-date market advice. The National Carbon Offset Standard (NCOS) recognises GreenPower as a zero emissions source which avoids Scope 2 emissions.

### MARGINAL ABATEMENT COST CURVE

A Marginal Abatement Cost Curve identifies and compares greenhouse gas emission reduction and cost saving opportunities, including renewable energy, energy efficiency and carbon forestry. If your organisation is considering the value of various projects, Ecofund can develop a Marginal Abatement Cost Curve to show which option will provide the greatest greenhouse gas emissions reduction per dollar.



## STEP 3: BALANCE

Once your carbon footprint is reduced, you can offset the remaining greenhouse gas emissions.

### WHAT IS A CARBON OFFSET?

A carbon offset represents greenhouse gas emissions avoided, reduced or removed in one location to compensate for greenhouse gas emissions occurring at another location.

### CARBON OFFSET STRATEGY

Ecofund can develop a Carbon Offset Strategy for you,

which contains environmental products, prices, project information and options to guide your offsetting decisions.

### BROKERAGE SERVICE

Ecofund brokers high-quality Australian Government endorsed and accredited carbon offsets, Renewable Energy Certificates and detached GreenPower.

At Ecofund, we're all  
about value.

That's why, when you choose a value-for-money Ecofund offset, you can also choose to make a donation towards the expansion of Queensland's national parks. It's just another way that we're proud to be different – offering maximum value for you and for our beautiful State.



## **STEP 4: VERIFY**

Third party verification promotes transparency, accuracy and credibility.

### **THIRD PARTY VERIFICATION SERVICES**

When an organisation's energy production, consumption or greenhouse gas emissions exceed specified thresholds, the National Greenhouse and Energy Reporting Act (NGER) 2007 requires reporting to the Australian Government.

Organisations who wish to make 'carbon neutral' claims in accordance with the National Carbon Offset Standard (NCOS) and Australian Competition and Consumer Commission (ACCC) guidelines should have their carbon measurement, management and offsetting activities verified.

At Ecofund, we make it easy for you to meet these requirements. We offer assurance and verification for NGER, NCOS and other carbon footprints. Ecofund's specialised team includes an Australian Government approved Greenhouse and Energy Auditor.

### **CARBON CLAIMS**

When it comes to communicating your offsetting actions to your stakeholders in a credible way, Ecofund can offer expert advice and support.

#### ECOFUND CAN ALSO OFFER YOU:

- Carbon and sustainable energy market advice
- Permanent carbon forest habitat advice
- Relevant in-house executive training
- Facilitation and management of corporate philanthropic donations towards national park expansion in Queensland.

#### CONTACT US:

For more detailed information on Ecofund's services, or to meet with a client manager, contact us on +61 7 3017 6460. Or visit our website [www.ecofund.net.au](http://www.ecofund.net.au)