

Carbon Offsetting with Carbon Conscious through Mallee Eucalypts



carbonconscious



“helping business and individuals give something back to the environment”

What is carbon offsetting?

Carbon offsetting is a way to reduce or compensate for the production of greenhouse gas emissions.

Carbon Conscious is helping business and individuals give something back to the environment by offering a way to calculate the emissions they create through an activity or practice – and then purchase offsets from emission reduction projects to help counteract their effect.

Emission reduction projects aim to prevent or remove an equivalent amount of the CO₂ generated through carbon producing activities (ie: industrial process, transportation, electricity production) – by purchasing carbon offsets that counter their effect either now or in the future.

The most common form of offsets are generated through renewable energy, energy efficiency and forestry projects (bio-sequestration).

Why offset carbon?

Scientists, governments, industries and ordinary people around the world are becoming increasingly concerned about the impact of today's energy intensive way of life and the level of CO₂ emissions being produced.

In particular, they are worried about global warming and climate change.

There's no longer room for complacency – immediate action is needed to minimise long-term effects on the environment.

We can all help by reducing our energy consumption. We can also invest in the development of low or zero emission energy alternatives, and offset what we can't reduce ourselves.



**Australia's signing of the Kyoto Protocol
has demonstrated our nation's
commitment to tackling climate change.**





“big growth on the horizon
thanks to our ratification of the
Kyoto Protocol”

Australia’s emerging carbon market

The carbon market is still relatively young in Australia. But there’s big growth on the horizon thanks to our country’s ratification of the Kyoto Protocol and prospects to trade carbon credits internationally.

Other positive indicators include:

- Carbon Pollution Reduction Scheme (CPRS) in place by 2010.
- Targets set for 2020 carbon emissions reduction.
- 60% targeted reduction in year 2000 emission levels by 2050.
- The price of carbon is set to rise.

About Carbon Conscious

Carbon Conscious Ltd is an Australian company producing carbon credits through 'carbon farming' – the planting of Mallee Eucalypt trees in Australia's wheatbelt.

Our primary focus is to create large scale carbon estates to produce accredited carbon credits. We'll do this by planting Mallee Eucalypt trees, a native species perfectly adapted to the growing conditions of the region.

Over its growing life, the Mallee Eucalypt will 'sequester' or store carbon from the atmosphere, creating 'carbon sinks' that offset the effects of greenhouse gas emissions.

Greenhouse Friendly™ Accreditation

Carbon Conscious has undergone a rigorous process to become accredited under the Federal Government's Greenhouse Friendly™ Program.

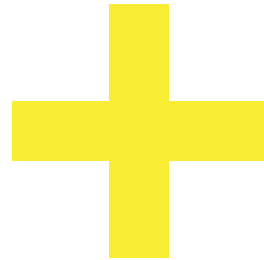
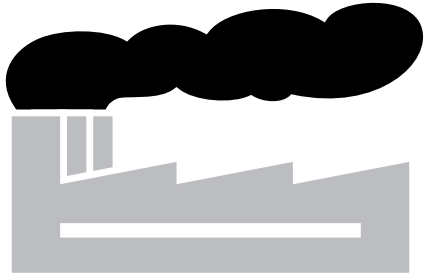
This accreditation ensures that customers receive credible offsets from an approved project, such as our Mallee Eucalypt tree plantations in Australia.



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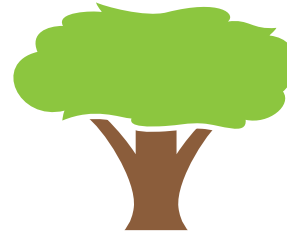


Carbon Dioxide (CO₂)
emitted from industry
and other human activity.



Partnering with
Carbon Conscious
to reduce pollution.

Trees absorb CO₂ from the
atmosphere. Carbon credits can
be generated from the process.



Part of a solution to
combat climate change.



Carbon Capture Program™

Our Carbon Capture Program™ is based on a unique collaboration between landholders, carbon emitters and businesses to bring far-reaching environmental and economic benefits for all through a form of 'carbon share farming'.

Benefits include:

- An offset of carbon emissions for businesses and individuals to offset their 'footprint'.
- Environmental advantages for farmers and landholders, including reduced salinity and soil erosion.
- Shade and protection for livestock.
- Additional source of income for farmers.
- Ethical and sustainable investment option for shareholders in a growing market.

Strategic advantage

Carbon Conscious has:

- Accreditation under the Federal Government's Greenhouse Friendly™ Program
- Access to large areas of suitable land through our strategic relationships with farmers and rural landholders in the wheatbelt through substantial shareholder Broadacre Asset Management (BAM).
BAM manages Australia's largest grain farming operation with more than 200,000 hectares of cropping land under management each year.
- Significant experience in site planning, seedling production, planting and plantation management specifically of Mallee Eucalypt trees in the wheatbelt.
- Clear strategies for establishing and developing carbon estates to generate value for shareholders, landholders and customers alike.
- Extensive funds management experience and expertise, of critical importance when managing projects of this scale.
- A track record working in partnership with landholders and the community to achieve win-win solutions for all involved.

Want to know more?

For more information, visit
www.carbonconscious.com.au
or call us on 1800 0 CARBON (227 266)