

greening your business



Capture a competitive advantage
with Australian made carbon credits.



carbonconscious

Carbon Conscious Ltd strives to be the company of choice for carbon emitters and businesses looking for quality and certainty of carbon credit supply in sufficient commercial volumes.



Signed largest bio-sequestration deal in Australia
- Origin Energy, 16th July 2009.

Gained Greenhouse Friendly™ Accreditation
- December 2008.

Listed on ASX - 2008 (ASX Code CCF).



Capture a competitive advantage for your business.

Green Credentials = New Opportunities

- Acquire new customers
- Retain customers
- Up-sell to existing customers

Lighten your footprint.

When you offset your business with Carbon Conscious you'll be reducing the impact you have on our planet in a practical, efficient way. What's more, you'll be helping create Australian jobs, improve soil stability and provide an ecosystem for native species.

Add value to your brand.

Offsetting through tree planting is a popular option for many businesses. It offers an organisation a tangible product with an opportunity to communicate a positive environmental story.

When investing in carbon conscious carbon credits you are getting more than just an offset.

Carbon Conscious plant native trees on less viable agricultural soils in the Australian wheatbelt to store carbon.

Stored carbon produces carbon credits equal to Australian Emission Units (AEU's) under the imminent Australian Government's Carbon Pollution Reduction Scheme (CPRS).

Our customers include;

Organisations impacted by the Emission Trading Scheme or CPRS commencing 2011.

Organisations in the voluntary market looking to add **'green credentials'** or Corporate Social Responsibility (CSR) values to their company.



more than just an offset!



What do I get with a Carbon Conscious Carbon Credit?

An Australian made carbon credit.

Greenhouse Friendly™ Accreditation with a credible ASX Listed company.

Forestry is recognised under the proposed CPRS & therefore our voluntary credits will be the same product sold into the mandatory market. Your carbon credit will be retired on a Government register to avoid double counting.

Satisfaction from going over and above Australia's Kyoto commitment.

Trees planted create tangible benefits including;

- **Animal Habitats** - establishing wildlife corridors for native fauna.
- **CO₂ Offset** - reducing the impact of global warming through carbon sequestration.
- **Income Source** - diversifies farm income through returns from carbon.
- **Job Creation** - positive impact for communities.
- **Preventing Soil Erosion** - increases farm productivity.
- **Salinity Reduction** - increasing farm productivity & protecting remnant vegetation.
- **Planting on Marginal Land** - income generated from soils less viable for agriculture.

what do I get?

We are aware of the issues in making carbon neutral claims and recognise that every business has different requirements.

There are organisations which feel strongly about making their business 100% carbon neutral. There are others who simply wish to demonstrate they are conscious about their carbon emissions by offsetting elements of their overall carbon footprint.

Keeping it simple.

To make it easy, we provide 2 simple options for estimating your carbon footprint;

Option 1:

For each person in the business we allocate an average of 10 t/CO₂-e (equivalent) towards offsetting energy related aspects of employees business activity.

 = 10 t/CO₂-e

 = 30 t/CO₂-e

Option 2:

Offsets are calculated individually for general business related emissions including electricity usage, vehicle travel and flights. Simply provide us with the following information:



Vehicles

- Size of vehicles (ie. small, medium or large).
- Total fleet size.
- Petrol or diesel.
- Kilometres or Litres per vehicle, per year.



Energy

- Electricity usage in kWh (kilowatts - hour) or cost per month.
- Gas usage in average MJ (megajoules p/month).



Travel

- Approximate breakdown of flights per year (eg. Sydney to Brisbane return, 5 times per year, by 5 staff).

Offsetting can be a fantastic way of providing your business with 'Green Credentials'. If you are intending to offset with Carbon Conscious and communicating green messages to your customers we recommend you review the information on green marketing at: www.accc.gov.au

lightened



finding the right solution

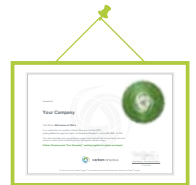


Offset your business today and add value to your brand.

Avoid costly carbon audits with our simple packages. Add green credentials to your business and get a competitive edge in your sales environment.

All Packages include;

- A certificate demonstrating your contribution.
- FREE promotional bumper stickers.
- Marketing support.



Your contribution also gives you access to purchasing the added value of these promotional items;



Virtual Forest License

Track your offsets with the Carbon Conscious Virtual Forest and promote how many tree's you've planted. Each time you contribute our system will tally your offsets and update your web advertising banner in real-time so everyone knows.



Sticker Sample Pack

Promote your new green credentials, stick em' on vehicles, laptops, phones and windows.

(includes, bumper, lightened decal and footprint stickers in green, blue and grey)



Staff Engagement

We will help your staff understand your new green credentials and work with you on developing easy, cost saving initiatives.

added value



1800 0 CARBON

**Completed Australia's largest
bio-sequestration deal as at July 2009.**

For more information call 1800 0 227 266
or visit www.carbonconscious.com.au



carbonconscious