

MEDIA RELEASE
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Carbon Conscious Limited Joins Forces with Leave No Trace Australia
Planting trees to 'leave no trace'

Leave No Trace Australia (LNTA) and carbon offset provider Carbon Conscious (ASX – CCF) are pleased to announce an exciting partnership formed to assist companies and individuals in reducing their environmental impact. Carbon Conscious and LNTA share a common interest in maintaining biodiversity and natural heritage values and this partnership enables this to be achieved.

Carbon Conscious CEO Peter Balsarini announced today the Company has signed a memorandum of understanding with the Australian arm of Leave No Trace, an international non-profit organisation which aims, as part of its strategy to engage and inspire businesses and the community, to increase the awareness of how travel and certain types of recreation contribute to climate change. LNTA is now able to provide an opportunity for travelers and people enjoying the outdoors to offset their carbon footprint by contributing to carbon sequestration projects.

Mr Balsarini said: "The overall objective of this partnership is to work with travel and recreation based groups. It made perfect sense to partner with a company like LNTA as they have a number of existing relationships with various corporate, government and interest groups. These groups can now not only continue to educate people on how to minimise their impact on the environment, but to contribute to a solution to climate change."

Individually, both companies fight for a similar cause. LNTA focuses on educating people to reduce their impact on the environment through promoting appropriate behavioral practices. Carbon Conscious provides businesses and individuals with the means of offsetting emissions by planting trees, specifically WA native Mallee Eucalypts. The organisations Carbon Capture Program™ involves partnering with landholders, carbon emitters and businesses under a form of carbon share farming to deliver benefits for each stakeholder. The Mallee Eucalypts planted store carbon whilst at the same time providing valuable environmental benefits such as reducing soil erosion and salinity, protection for livestock and creating a habitat for birds.

Leave No Trace Australia Managing Director Cameron Crowe said: "Our challenge is to educate Australians and visitors to Australia on how to they can leave no trace when they enjoy the outdoors. We are continually seeing our native bushlands affected by human activity and we saw it as an obvious step for us to get involved with a company that is all about planting trees. From many of the conversations we've had with small, medium and large organisations, the problem they're experiencing is that they simply don't know where to start. This program offers them the opportunity to reduce their impact on the environment.

"Although regulation is not currently forcing the majority of businesses to get their environmentally sustainable houses in order," added Mr Crowe, "it is predicted the marketplace soon will. The growing pressure will not only come from the government but importantly from the companies own staff, their customers and their suppliers."

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About Carbon Conscious (CCF)

Carbon Conscious creates large scale carbon estates to produce accredited carbon offsets. This is done by planting Mallee Eucalypt trees, a species native to Western Australia and perfectly adapted to the growing conditions of the Australian wheatbelt. Carbon Conscious benefits from strong farmer relationships formed over many years by related company Australian Agricultural Contracts Ltd (AACL) which enables Carbon Conscious to work closely with farmers to provide them with access to the emerging carbon credit market and assist with environmental solutions to issues such as soil erosion and salinity.

For more information, visit www.carbonconscious.com.au

Leave No Trace Australia (LNTA) – More Information

Leave No Trace Australia is an educational, non-profit organization dedicated to the responsible enjoyment and active stewardship of natural and cultural heritage places by all people, worldwide.

Leave No Trace Australia develops bioregional and activity specific minimal impact education resources, and works in partnership with land management agencies, the community and corporate sectors, and formal and informal education providers to educate people on the skills and ethics of Leave No Trace in natural and cultural heritage areas.

Visit our site for more information www.lnt.org.au