

## MAKE A RESPONSIBLE PURCHASING CHOICE

### Individuals

Choose products and services which display the Greenhouse Friendly logo and encourage others to get involved with Greenhouse Friendly.

Greenhouse Friendly is a practical way for consumers to take action against global warming by purchasing greenhouse-neutral products or services, that is, products and services with zero greenhouse impacts. In this way, Greenhouse Friendly gives greater purchasing choice to Australian consumers and empowers them to make environmentally conscious purchasing decisions.

### Business

As a consumer your company or organisation can also get involved by purchasing

greenhouse-neutral products or services certified under Greenhouse Friendly.

Organisations may choose to enter into an arrangement with a Greenhouse Friendly product manufacturer or service provider which allows them to use the Greenhouse Friendly Consumer logo to advertise their green credentials in corporate publications and promotional material. To access the Greenhouse Friendly Consumer logo, you and the product manufacturer or service provider need to establish an ongoing purchasing arrangement in relation to a Greenhouse Friendly certified product or service, and you also have to enter into a licence agreement with the Australian Greenhouse Office about how you can use the logo.

## FOR MORE INFORMATION

You can view a list of Greenhouse Friendly certified products and services at the following website: [www.greenhouse.gov.au/greenhousefriendly/products](http://www.greenhouse.gov.au/greenhousefriendly/products)

Visit the Greenhouse Friendly website at: [www.greenhouse.gov.au/greenhousefriendly](http://www.greenhouse.gov.au/greenhousefriendly)

Visit the Greenhouse Challenge Plus programme website at: [www.greenhouse.gov.au/challenge](http://www.greenhouse.gov.au/challenge)

For additional information contact the Australian Greenhouse Office Greenhouse Friendly team on 1300 130 606 or [greenhousefriendly@greenhouse.gov.au](mailto:greenhousefriendly@greenhouse.gov.au)

## BECOME A GREENHOUSE FRIENDLY CONSUMER

Greenhouse Friendly gives consumers the opportunity to become environmental leaders,

locally and globally. That's a big plus for you and for our future.

We look forward to welcoming you as a Greenhouse Friendly consumer soon!



# GREENHOUSE FRIENDLY™ CONSUMERS



**Australian Government**

**Department of the Environment and Heritage  
Australian Greenhouse Office**

THE AUSTRALIAN GOVERNMENT RECOGNISES THAT CLIMATE CHANGE IS A SERIOUS CHALLENGE THAT REQUIRES AN EFFECTIVE AND PRACTICAL GLOBAL AND NATIONAL RESPONSE. UNDER THE AUSTRALIAN GOVERNMENT'S \$2 BILLION CLIMATE CHANGE STRATEGY, ALL SECTORS OF THE ECONOMY HAVE A ROLE TO PLAY IN REDUCING GREENHOUSE GAS EMISSIONS. GREENHOUSE FRIENDLY™+ IS AN IMPORTANT PART OF THAT ACTION.



## GREENHOUSE FRIENDLY – A BIG PLUS FOR THE ENVIRONMENT

Greenhouse Friendly, part of the Greenhouse Challenge Plus programme, aims to help meet the challenge of climate change by:

- providing businesses and consumers with the opportunity to sell and purchase greenhouse-neutral products and services;
- broadening the basis for investment in greenhouse gas abatement; and
- engaging business and consumers on climate change issues.

Through Greenhouse Friendly, Australian businesses can market greenhouse-neutral products or services, deliver greenhouse gas abatement and give Australian consumers greater purchasing choice.

## YOU CAN HELP TAKE ACTION ON CLIMATE CHANGE BY PURCHASING GREENHOUSE FRIENDLY CERTIFIED PRODUCTS AND SERVICES

Whenever you buy Greenhouse Friendly certified products and services, you can be sure their emissions have been offset, or balanced out, by other activities to reduce greenhouse gas emissions.

Minimising the impact of consumer goods and services on global warming is one aim of the innovative Australian Government greenhouse certification initiative, Greenhouse Friendly.

## WHY A GREENHOUSE CERTIFICATION INITIATIVE?

The Australian Government recognises that climate change is a serious global challenge that requires an effective global and national response. Everyone can be part of the solution.

Greenhouse Friendly provides industry, retailers and consumers an opportunity to do something to help reduce greenhouse gases. Industry and retailers have an opportunity to market their products as greenhouse neutral, and consumers have increased choice in their purchases.

Certification gives industry, business and consumers the confidence that Greenhouse Friendly really does mean greenhouse neutral.

## HOW DOES IT WORK?

Before an organisation can use the Greenhouse Friendly logo, its product or service is rigorously assessed to determine the amount of

greenhouse gas emissions produced. This analysis tells the product manufacturer or service provider how much greenhouse gas emission reductions, or abatement, they must purchase to balance out, or offset, the greenhouse impact of their product or service.

Projects to offset greenhouse gas emissions (abatement projects) may include energy efficiency measures, waste diversion and recycling, capture and flaring of landfill gas and fugitive emissions such as coal mine gas, generation of renewable energy, and tree planting and avoided deforestation projects.

## WHO MANAGES GREENHOUSE FRIENDLY?

The Australian Greenhouse Office, part of the Department of the Environment and Heritage, manages the Greenhouse Friendly initiative.

## SEEK OUT THE GREENHOUSE FRIENDLY LOGO

The Greenhouse Friendly logo tells you that the product or service meets the standards set by the Australian Greenhouse Office.

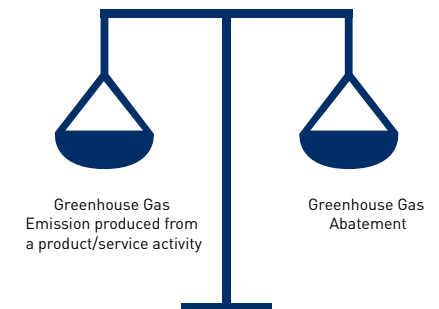
Independent experts review and verify the claims on emissions generated by the products or services seeking certification, as well as claims made about emissions reduced through offset activities.

The Australian Greenhouse Office certifies products and

services when it is satisfied they have met all of the certification requirements.

So whenever you see the Greenhouse Friendly logo you can be sure that all reasonable steps have been taken to ensure that the product or service is helping you to take positive action against climate change. Businesses which have certified their products and services as Greenhouse Friendly are investing in greenhouse gas reduction initiatives to provide Australian consumers with greenhouse-neutral products or services.

## Greenhouse Gas Neutral



+ Greenhouse Friendly is a trademarked initiative of the Australian Government