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MEDIA RELEASE

Senator the Hon Penny Wong

Minister for Climate Change, Energy Efficiency and Water

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BUSINESSES TO GO CARBON NEUTRAL

A new Carbon Neutral Program is to be implemented by the Australian Carbon Trust, the Government has today announced.

Minister for Climate Change, Energy Efficiency and Water, Senator Penny Wong, said the Carbon Neutral Program - an initiative of the National Carbon Offset Standard (NCOS) - will allow businesses to certify their products, services or operations as carbon neutral.

Businesses will apply to the Carbon Trust for use of the NCOS logo (see below). If they are successful, they will be able to use this logo to market their products and services.

“This program will benefit consumers by giving them greater certainty about whether a product is truly carbon neutral,” Senator Wong said.

“Consumers will be able to be confident when they see a business display the logo that they are committed to reducing their emissions and becoming carbon neutral.”

Businesses that have already indicated their intention to participate in the Carbon Neutral Program include: An Meá, Australian Paper, Australia Post, ANZ, Carbon Planet, Fosters, Jetstar, Keytek, National Australia Bank, Lion Nathan, Printer Workz, Qantas, Sensis, Sustainable Living Fabrics and Virgin Blue Airlines.

Professor Robert Hill, Chairman of the Australian Carbon Trust, encouraged further Australian businesses to participate in the Carbon Neutral Program.

“The Carbon Neutral Program will provide a benchmark for consumers and businesses to assess claims of carbon neutrality,” Professor Hill said.

The National Carbon Offset Standard, which commenced on 1 July 2010, aims to provide national consistency and consumer confidence in the voluntary carbon market. The Carbon Neutral program will replace the carbon neutral component of the Greenhouse Friendly program, which ended on 30 June 2010. It will be administered by the Australian Carbon Trust.

Visit <http://www.climatechange.gov.au/government/initiatives/australian-carbon-trust.aspx> for more information on NCOS or the Australian Carbon Trust.

Media contact: Laura Anderson 0411 143 111

