



coolplanetNEWS

awareness and action on climate change



A BIG YEAR FOR ADDRESSING CLIMATE CHANGE

2009 is going to be a telling year in the world's effort to mitigate climate change. With global economic uncertainty and global warming happening faster than previously anticipated, action needs to be taken quickly and on unprecedented levels. Kevin Rudd's 5% carbon target is very disappointing but Obama's enthusiasm for a 'green energy revolution' and desire to lead on addressing climate change is equally, a cause for optimism.



ECO, ENERGY & LIGHTING AUDITS

COOLPLANET can now conduct eco, energy and lighting audits for businesses. Energy audits work out exactly where energy is being used and the most cost effective way to reduce that consumption. Energy audits save you money and reduce greenhouse gas emissions making it a smart move for any business. Eco audits cover energy, water and environmental impacts of a business and used in conjunction with a carbon audit give a comprehensive analysis of a business' environmental footprint. Reducing consumption is as fundamental for businesses as it is for individuals as the world moves closer towards the goal of sustainability.



ELECTRIC CARS IN AUSTRALIA

ELECTRIC CARS are closer to a reality than most people think. Electric cars have a range of 160kms and recharge at a rate of one minute for one minute of drive time so car charging infrastructure is essential. 'A Better Place' is an American based company that is setting up this necessary recharge points and battery swapping stations throughout Australia to support this essential shift away from fossil fuel powered transport. By 2012 it is estimated that around 250,000 recharge points will be established on the eastern seaboard of Australia. For more information please visit www.betterplace.com



AUSTRALIA'S FIRST CARBON NEUTRAL CAR HIRE

EARTH CAR RENTALS has become the first car rental company in Australia to incorporate mandatory carbon offsets on all car rentals and offset the greenhouse gases from its own business operations, effectively making it carbon neutral. The new move comes amid a growing concern for the environment and as a means of reflecting the business' green credentials. 'I think it's great that we can support the environment as well as local businesses and set a precedent for the new direction that we believe business needs to take - one which values the Earth as well as profits.' Earth Car Rental owner, Anna Parker said.



FEATURED CLIENT - BYRON SHIRE ECHO

THE Byron Shire Echo is a weekly independent newspaper that is published in the Byron Shire, New South Wales, Australia. The Echo, as it is also known, was first published in June, 1986. It currently prints 21 000 copies weekly, and is the sister paper to the Tweed Shire Echo. The Echo has a strong awareness of environmental responsibility being completely carbon neutral, having conducted an energy audit and actively reducing their carbon footprint.