



coolplanetNEWS

awareness and action on climate change

THE POLLUTION SCHEME



RUDD'S emission trading scheme is under fire from both sides of the political landscape. The greens and environmental groups say the targets are too low and it fails to include voluntary reductions. While the opposition and industry lobby groups allege it will cost jobs and weaken an already damaged economy. Add to this a ramshackle parliamentary enquiry and Rudd now saying the scheme may be delayed by six months, things are not looking good. A robust ETS is essential to making large cuts in Australia's carbon emissions and we have to hope that genuine concerns will be listened to and we end up with a workable, effective scheme with serious reduction targets.

WORLD FACING WORST CASE SCENARIO



THE WORLD is facing an increasing risk of "irreversible" climate shifts because worst-case scenarios warned of two years ago are being realised, an international panel of scientists has warned. The findings came at the end of a three-day conference in Copenhagen, Denmark, where nearly 2,000 researchers gathered to discuss climate change. The current climate situation on the planet may be as severe as the worst-case scenarios predicted by the Intergovernmental Panel on Climate Change (IPCC), which issued warnings in 2007 of a future beset by flooding, drought, storms and mass extinction of species.

EARTH HOUR: 2 WEEKS TO GO



EARTH HOUR: an hour where everyone turns out the lights, began in Sydney in March 2007 and inspired more than 50 million people across 35 countries to participate in March 2008. This year organisers are asking people to "VOTE EARTH" by turning off your lights from 8:30-9:30pm 28 March 2009, a worldwide election where it is not about which country you are from, but which planet. There have been concerns that Australia's capital cities haven't been showing as much support as last year, but with 80 countries registered and hopes for 1 billion participants worldwide, it is sure to be the biggest Earth Hour yet. www.earthhour.org

THE DUMP AWARDS



ENVIRONMENT VICTORIA'S National DUMP Awards (Damaging and Useless Materials in Packaging) shine a spotlight on the environmental consequences of excessive and irresponsible packaging. This year's winner - Coles 5 pack lemons, which is a clear example of unnecessary and unsustainable product packaging. Lemons have a natural casing and can be purchased in a lightweight bag or without any packaging at all. Coles have placed 5 lemons in a flexible tray, which is then enclosed in a flexible wrap. Neither of these layers of packaging is labeled as being recyclable. www.youtube.com/watch?v=ZIOxTVsYiB4

FEATURED CLIENT - MOBICITY



MOBICITY has partnered with Coolplanet to offset the greenhouse gas emissions of all mobile phones sold online. Coolplanet estimates that a mobile phone will generate around 30kg of GHG during its lifecycle. The Mobicity Team is passionate about offering the best mobile phones in a simple and affordable format as well as sourcing the latest and greatest mobile devices from around the globe. www.mobicity.com.au