

## Origin Launches New Carbon Reduction Scheme

Origin Energy has launched a new Carbon Reduction Scheme offering Australian businesses an effective, efficient and flexible approach to reduce their carbon footprint.

Origin, one of the founding members of the Business Roundtable on Climate Change, sees this scheme as a proactive way of helping companies to focus on and effectively manage the reduction and offset of greenhouse gas emissions.

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Origin’s Managing Director, Grant King, said there is a heightened awareness that companies need to take action now to universally reduce our greenhouse gas impact. “Origin has the expertise, experience and products to enable us to advise companies on improving energy efficiency, the effective use of lower emission energy and the management of offsets”, King said.

King said Origin’s Carbon Reduction Scheme can recognise a range of carbon reduction activities such as energy efficiency projects, renewable energy or low-emission generation, carbon sequestration and industrial abatement like fuel substitution.

“The Carbon Reduction Scheme design is based on five key principles; credibility, transparency, affordability, flexibility and effectiveness. It draws on and extends existing mandatory and voluntary frameworks to ensure that

participants can use one framework and apply it to national and international operations. Importantly, the scheme is cost effective, transparent and externally verified.

“This scheme also allows business to purchase carbon offsets that are sourced from abatement activities overseas. This is particularly attractive to companies with international operations.”

The Carbon Reduction Scheme specifically allows for:

- Verification of voluntary carbon offset products and credits, allowing businesses to participate on both sides of the carbon market.
- The offset of emissions from electricity, natural gas and LPG consumption, fleet emissions and air travel.
- Businesses to monetise their carbon reductions.
- Businesses to create innovative products and services by developing and delivering a wide range of ‘carbon offset’ products for their customers.
- Extending the reach and impact of reduction opportunities by providing products and services for participating businesses’ staff.

In developing the Carbon Reduction Scheme, Origin sought advice from the Australian Conservation Foundation, St James Ethics Centre and Energetics Pty Ltd. ■