



Are you ready to take action and inspire others? Join Climate Friendly's campaign to **Mainstream Green** among Australian businesses

## How are you Mainstreaming Green?

Join in and let's build on the momentum these business leaders have created:

"Action on climate change = reducing emissions and purchasing offsets. We have taken significant steps towards managing our carbon, and since 2007 have reduced our CO<sub>2</sub>-e emissions by 12%, and have now offset all carbon emissions from electricity, LPG gas, company cars and air travel. We encourage other businesses and our staff and customers to follow the Climate Friendly formula too."

**– The Body Shop**

Mark Kindness  
Chief Executive



"I have always held the philosophy that there is no more important issue than climate change and everyone from business to individuals should do what they can to minimise their impact on the environment. Through Climate Friendly, we are able to offset the restaurant's emissions by purchasing renewable energy credits from a wind farm project in China. It is fantastic that we are able to benefit a local community in China, whilst reducing our carbon footprint, as we have so many cultural and culinary ties with that country."

**– Kylie Kwong**

Award-winning chef,  
restaurateur, author and  
television presenter



Climate Action =  Emissions Reduction +  Carbon Offsetting

It's easy. Find out more today at [www.climatefriendly.com](http://www.climatefriendly.com)

# It's Easy...



You can get started by joining the campaign!

Mainstreaming Green brings together a network of like-minded businesses and can:

- Find ways for you to reduce your costs and manage your footprint
- Increase your business' visibility and competitive advantage
- Help you attract and retain staff
- Provide you with tools to engage with stakeholders
- Build an informed, savvy and green business community!



## Case Study

### Kitcheners Kitchens

*Why is managing your carbon important to you and to your business?*

"I suppose there are a couple of facets there. One facet is the marketing benefits – I suppose that was the big in-road for me. I was thinking 'How can I position my company differently in what is an extremely competitive industry?' The research that I've done tells me Kitcheners Kitchens was the first kitchen company to take an active involvement in offsetting our carbon in Australia."

– **Michael Kitchener**  
*Kitcheners Kitchens CEO*



Get in touch to find out more about greening your business today



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