



## **Emagine Adopts Green Business Policy To Reduce CO2 Emissions By A Car A Week**

Emagine International signs up to Carbon Reduction Institute NoCO2 program to become a carbon neutral organisation.

**Sydney, Australia:** Australian owned [Emagine International](#) has opted for a greener business approach and signed up to the Carbon Reduction Institute program to achieve a NoCO2 certification to offset or reduce its carbon emissions. The program will see Emagine's carbon emissions offset or reduced to an equivalent level of 52 cars a year, or one car a week less on Australia's roads.

Under the program, a business certified as [NoCO2](#) is carbon neutral and has accounted for, reduced and offset its total operational emissions as well as the carbon emissions embodied in the products it sells and uses. Emagine is required to monitor its major emission sources and report these to the Carbon Reduction Institute every quarter. This will enable Emagine International to participate in the Carbon Reduction Institute '[low-carbon economy](#)' and supply carbon neutral or '[Pre Green](#)' products.

A business can offset its emissions through the purchase of carbon credits which are put into environmental initiatives via a number of [energy efficiency](#) and [renewable energy](#) projects run by Carbon Reduction Institute.

David Peters CEO, Emagine commented: "To be in a position to effectively remove 52 large cars off Australia's roads per year demonstrates our commitment to becoming a more environmentally conscious organisation. It's imperative that as part of the burgeoning SMB sector in Australia, we lead the initiative in taking responsibility for our carbon emissions and start to make real environmental change."

Undergoing the NoCO2 audit process highlights how much everyday business operations impact the environment. To know that as an SMB, Emagine produces the equivalent of 292 tonnes of CO2 each year was frankly shocking to me. If each of the 840,000 SMBs in Australia were in the

same boat as Emagine, we could reduce CO2 emissions by 245M tonnes pa, or remove the equivalent of 43,680,000 cars from the roads each year!” continued Peters.

Commending Emagine’s approach, Andrew Barson Environmental Manager, Carbon Reduction Institute said: “Becoming a certified NoCO2 ‘carbon neutral’ business by reducing, then offsetting all the emissions from its business will place Emagine International as a climate policy leader within its industry. It shows Emagine is committed to sustainable practices and will help raise awareness about climate change within its various stakeholder groups.”

Further information about the NoCO2 scheme is available from the website [www.noco2.com.au](http://www.noco2.com.au)

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About Emagine:

- ii Emagine enables telecommunications companies globally, such as Vodacom South Africa, and Telstra Australia, to automate their marketing processes to reduce churn and increase customer revenues.
- ii The Emagine Campaign Management system is deployed within 9 weeks
- ii Emagine processes large volumes of customer data, to intelligently trigger customers into the most relevant marketing and loyalty campaigns.
- ii Our methodology is called Marketing to One™.
- ii Our people have practical marketing experience in the telecommunications industry, and our technology solutions have been developed from this perspective.

For further information on Emagine International visit [www.emagineinternational.com](http://www.emagineinternational.com)

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