

**EMBARGOED** Media Release - Tuesday September 6 2011

## **Top Australian companies pledge to reduce greenhouse emissions by 10%**

### **Business leaders Sign-up To Cut Energy and Fuel Use**

Australian businesses could save \$4 billion a year<sup>1</sup> simply by reducing their fuel and energy usage by 10%. That's the key finding of an energy efficiency campaign being launched today by the advocacy group Do Something!

The organisation has launched '**The 10% Challenge**' to inspire companies to reduce their greenhouse emissions by 10%. The campaign will also show small business and community organisations how to reduce their energy use by 10%.

Some of Australia's top organisations have already taken the challenge to reduce their emissions by 10% in the shortest possible timeframe. These companies include:

News Limited, Unilever, Toyota, Visy, The Australian Securities and Investment Commission (ASIC), Sydney Water, CHOICE, Toshiba, Sensis, Bunnings, Bayer, the University of Canberra, The Intercontinental Hotel Group (Intercontinental, Crowne Plaza and Holiday Inn Hotels), The Australian Newsagents Federation, Beacon Lighting and The Sydney Theatre Company. Councils who have taken the challenge include City of Sydney, Lake Macquarie City Council, Waverley Council and Dubbo City Council.

The House of Representatives and the Senate also recently passed a motion calling on the Federal Parliament to take The 10% Challenge to reduce their energy use by 10%.

### **Emissions reductions can improve company profits**

'**The 10% Challenge**' is the brainchild of **Do Something! Founder Jon Dee**.

"For many companies, becoming more energy efficient doesn't just reduce their greenhouse emissions. It can also improve profits, increase employee satisfaction and motivation as well as foster a culture of innovation," said Mr Dee.

ABS research has shown Australian businesses spent more than \$40 billion on fuel and energy in 2009. According to Mr Dee, reducing that usage by 10% would save Australian businesses \$4 billion a year.

"The maths is pretty straightforward," he said. "And the motivation to take action should be equally straightforward. The opportunity for big and small businesses to take meaningful strides through The 10% Challenge is considerable."

---

<sup>1</sup> \* Source : ABS 4660.0 - Energy, Water and Environment Management, 2008-09 and other ABS data  
<http://www.abs.gov.au/ausstats/abs@.nsf/Products/4660.0~2008-09~Main+Features~Energy?OpenDocument>

**Sebastian Lazell, Chairman of Unilever** in Australia, said, “The 10% Challenge is a great catalyst for change and we hope that it will inspire every Australian business and household to take small actions that can make a big difference. At Unilever doing more with less is becoming the norm as we’ve committed to halving our environmental impact by 2020 under our own Sustainable Living Plan.

“Taking The 10% Challenge is a positive step forward on this journey and it’s something that I would encourage all businesses and households in Australia to get behind.

By reformulating OMO to remove energy-intensive phosphate, for example, Unilever reduced OMO’s overall Greenhouse Gas footprint by approximately 30%. The change didn’t affect the price or the quality of the wash. If all Australian households switched to the new OMO, this would save 85,000 tonnes of CO<sub>2</sub>, the equivalent of taking 33,000 cars off the road.”

**Greg Medcraft, the Chairman of ASIC**, said, “I feel strongly about organisations and individuals making practical changes that work towards creating ecological sustainability. ASIC is committed to building on our past efforts to continue to reduce our carbon footprint and consumption of energy,” he said. “These sustainability projects offer direct costs savings through improved efficiency.”

“ASIC is proud to be part of the 10% challenge and we are confident that the enhancement of our current environmental program and new sustainable ICT initiatives will help us meet future challenges.”

**Anthony Pratt, Executive Chairman of Visy**, said, “At Visy, the push for energy efficiency is part of our culture. It’s embedded in our DNA because it’s common sense. When you do more with less, you use less energy and resources which improves the bottom line,” he said.

“Reducing energy and fuel use by 10% is something that many Australian companies can do. That’s why Visy is taking action to reduce our energy use and why we’re also starting to produce our own clean energy from waste that we can’t recycle.”

“We’re encouraging companies to join us in taking ‘The 10% Challenge’. Executives who take a vigorous approach to energy and resource efficiency protect their bottom line from rising costs and resource scarcity. That’s a strong reason for companies to get involved with this campaign.”

Once it achieves its 10% Challenge target, Visy will have reduced its greenhouse emissions by 150,000 tonnes of CO<sub>2</sub> every year.

**John Hartigan, Chairman and Chief Executive of News Limited**, said “The 10% Challenge is a realistic challenge that all businesses can achieve by making small changes.

“Our One Degree initiative, which cut emissions by 10% over the three years to June 2010, is proof that small changes can add up to a big different impact.

“We started with one idea and a singular commitment, auditing over 85% of operations and identifying 179 carbon reduction projects to change how we approach every aspect of our business.

As a result we have cut almost 30% of vehicle fleet emissions, business travel is down by 22% through the use of video conferencing and we have invested in more energy-efficient equipment to reduce emissions from lighting, cooling and printing.

Staff efforts to recycle more, power-down their computers at the end of the day and turn off the lights have all contributed to reducing our carbon footprint. And then we went further by using renewable energy to reduce our carbon footprint by a further 10%.

“One Degree has become part of the way we do business, and that will continue. We are saving money by using less energy; it’s an issue our employees are interested in; and it’s an issue our readers continue to want debated.”

**Joerg Ellmanns, Chairman and Managing Director of Bayer Australia**, said, “I urge all Australian businesses to join The 10% Challenge. Building a sustainable economy together is good for business – and good for the environment.”

**For more information, please contact:**

Carrie Cousins

Weber Shandwick

T: 02 999 444 32

M: 0420 635 495

E: [ccousins@webershandwick.com](mailto:ccousins@webershandwick.com)

**Editors Notes:**

Limited interviews are available with:

Sebastian Lazell, Executive Chairman of Unilever

Greg Medcraft, Chairman of ASIC and

Jon Dee, Managing Director of Do Something! and Founder of The 10% Challenge

**The 10% Challenge is open to all companies based in Australia.**

**Further information is available at [tenpercentchallenge.com.au](http://tenpercentchallenge.com.au)**

**ENDS**