Climakind

Cancel Carbon Emissions

Climakind is uniquely positioned to help your business discover the benefits of reducing carbon emissions. As well as being environmentally responsible, there are many opportunities in reducing carbon emissions and competitive advantages that await early movers. Appeal to customers, employees, shareholders, suppliers and the community by positioning your brand as environmentally concerned and visibly active in helping stop damaging climate change.

Commercial Benefits and Competitive Advantages

Today's organisation has a responsibility to all stakeholders to be environmentally concerned and reduce carbon emissions. Acting early offers commercial benefits and competitive advantages, potentially boosting sales, corporate image, and brand equity.

With the assistance of our carbon management plan, EmissionsAware™, you can benefit from energy efficiencies and improved practices, optimising your production and processes, reducing energy consumption – helping save you money and time.

The Climakind Difference

Going the extra step beyond energy efficiencies and offsetting carbon emissions is necessary to show your business is truly concerned about climate change and making deep cuts in global carbon emissions. The Climakind difference is the type of carbon credit that you cancel to neutralise your carbon emissions. Climakind is the next generation of carbon offsetting, because Climakind only uses compliance carbon market credits (Assigned Allocation Units under the Kyoto Protocol) that provide proactive, high quality and secure carbon emissions reduction.

Climakind Snapshot

- EmissionsAware™ –carbon management plan to reduce emissions intensive activities
- Energy efficiency planning that reduces energy costs
- Sustainability corporate culture change leadership
- Tools to manage, monitor and compare your Climakind participation
- The Climakind Boost – boost the exposure and recognition of your sustainability efforts
- Proactive, high quality and secure carbon emission offsetting

Cancel carbon emission credits to:

- Drive investment in low-carbon solutions – the only way to a sustainable future
- Support the implementation of a well designed framework to reduce carbon emissions.

Climakind Gold

Cancelling carbon credits with Climakind is more meaningful than a simple carbon offset. A Climakind Gold membership, like carbon neutral, indicates you have cancelled one year of carbon emissions, but with the added certainty and security of the *quality* of credits used. The **next generation** of carbon emissions reduction, Climakind Gold, identifies the quantity and *quality* of carbon credits cancelled to match your carbon emissions. The Climakind Bronze membership allows you to start by cancelling one month of your carbon footprint, helping you manage your expenses over the year.

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Sustainability Strategy Management

You can help the environment and build a sustainable culture during your efforts to reduce carbon emissions. You can be confident that our integrity, quality, simplicity and transparency, provide a secure platform to develop your sustainable initiatives. Sustainability strategy management is a strategic orientation that builds sustainability into the organisations DNA over the long term.

There are many commercial benefits in reducing carbon emissions that, if acted upon early, can potentially create competitive advantages – improving practices, optimising production and processes, reducing energy consumption. Your organisation can potentially reduce costs and boost sales, corporate image, and brand equity. We call it the Climakind Boost.

You have control to manage, monitor, compare and promote your emission reduction efforts through the Climakind Certificate, Climakind Who's Who tables, Certificate Registry, and Comparison Charts in the member lounge.

In addition your efforts can be promoted through our social media sources – helping make the world aware of your efforts.

The Climakind Boost

a. Boost environmental awareness internally
b. Boost Sales
    i. Open the door to new markets
    ii. Appeal to new customers
    iii. Increase existing customer satisfaction
    iv. Improve brand loyalty and build stronger brand equity
    v. Be a low-carbon leader in your market
c. Boost your reputation, influence and credibility with all stakeholders
    i. Improve corporate responsibility
    ii. Increase employee satisfaction
    iii. Gain Shareholder approval
    iv. Gain suppliers' respect
d. Boost carbon emissions reduction profile
    i. Climakind provides channels through which your efforts to reduce carbon emissions are promoted.

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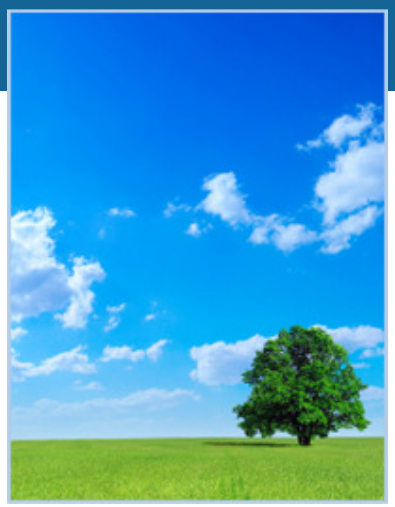
Carbon Footprint Reduction



Calculating Carbon Emissions

Before you reduce your controllable carbon emissions you need to know how much your organisation emits annually. If you have already had an assessment of your annual carbon emissions you can use this to cancel carbon emission credits through Climakind. Otherwise we provide two solutions to calculating carbon emissions, a simple calculation or our EmissionsAware™ program.

Our calculator quickly assesses your organisation's annual carbon emissions using our estimation of the three main energy activities. Our second solution, the EmissionsAware™ program, is our carbon management plan. It is more involved, setting long term targets for organisations to achieve a sustainable (low-carbon) future.

EmissionsAware™ – An Organisation Wide Focus on Reducing Emissions

We encourage a holistic approach to reducing emissions. Optimising business practices and processes can reduce carbon emissions and lead to efficiencies that save on operating costs.

The EmissionsAware™ program identifies the areas where carbon emissions can be reduced and provides a framework to reduce them. The six-steps help set targets to reduce energy consumption. Throughout the EmissionsAware™ program you promote your efforts by cancelling carbon credits with Climakind. This sets your business on the journey to a sustainable future.

Identifying Your Commitment to Emissions Reduction

Once your organisation has chosen a method of calculating total annual carbon emissions there are three levels of participation that allow stakeholders to easily identify and recognise your commitment to emissions reduction through cancelling genuine carbon credits:

Membership Level	
Bronze	is the entry level participation (one twelfth of your annual carbon emissions*),
Silver	shows you are concerned (half of your annual carbon emissions*),
Gold	indicates a significant effort to reduce carbon emissions and help stop damaging climate change (your annual carbon emissions*).

* Indicates the minimum participation for the level.

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Carbon Emission Cancellation

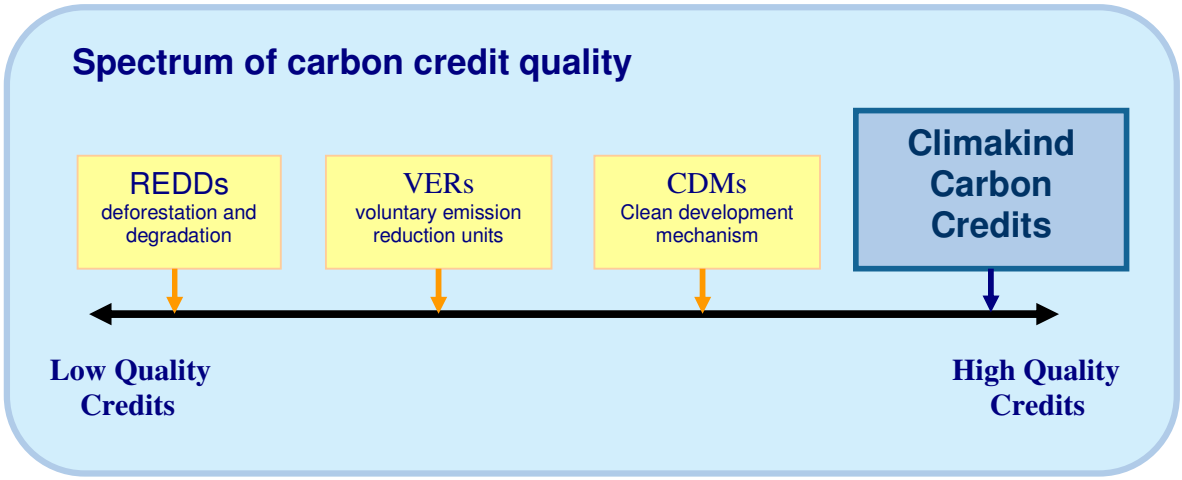
Climakind cancels high quality carbon credits. When it comes to carbon credits, quality can be determined by the ability to demonstrate that the resulting reduction of carbon emissions is genuine, that is, it must be verifiable, measurable and additional.

Climakind only uses Kyoto Protocol Assigned Allocation Units in a compliance-regulated carbon market because they are robust and verifiable. The credits are easily measured and represent additional cuts in emissions beyond the carbon market caps.

Proactive Climate Action

Buying and cancelling credits through Climakind is proactive because the carbon emissions our cancelled credits represent is not released into the atmosphere. This is quite different from offsetting and carbon neutral schemes such as REDDs that intervene after the carbon has already been released to the atmosphere (See Figure 1). In those cases it is too late, the carbon dioxide will remain somewhere in our atmosphere or oceans or land system for many years.

Through Climakind you support a carbon price. Putting a price on carbon shifts the balance away from fossil fuels. A carbon price adds the environmental cost to fossil fuels and that makes low-carbon solutions more economically attractive. That makes your efforts proactive, because it helps drive investment in low-carbon solutions. With fewer credits available emitters will be incentivised to find low carbon alternative means of production.



Compliant with Standards

Through the ETS, Climakind offers carbon credits that are compliant with the credits indicated in the UK Quality Assurance Scheme for Carbon Offsetting.

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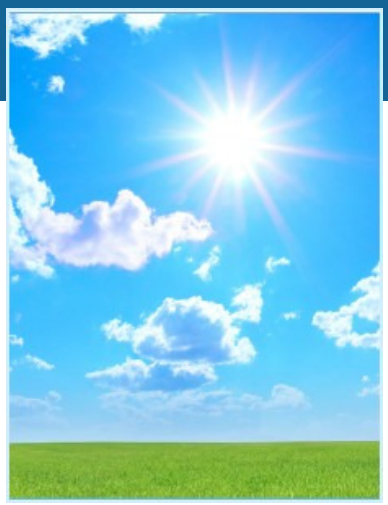
Proactive Climate Action



Think Climate Change - Be Climakind

If you are concerned about climate change and wish to offset carbon emissions or your entire carbon footprint to become carbon neutral, then consider Climakind. The Climakind solution is more meaningful than a simple offset.

Your efforts to reduce carbon emissions through Climakind are proactive, high quality and secure:

- **Proactive:** The goal of cancelling carbon emission credits is to reduce the addition of “new” carbon to the atmosphere by not burning fossil fuels. Instead it is kept in the ground. This is more effective than trying to sequester the carbon after it has been emitted, when it is really too late. We cannot afford to be too late, we must be proactive.
- **High Quality:** Climakind carbon emission credits are high quality because it is easy to distinguish the carbon represented by carbon emission credits as opposed to other emission reduction units. The impact carbon offsetting depends on the quality of emission credits cancelled. Cancelling Climakind carbon emission credits ensures a high quality of credit is used.
- **Secure:** the transaction to buy and cancel carbon credits is secure because it is transparent and withstands the scrutiny of market regulators.

Climakind ensures your efforts are:

- **Publicly Visible**: You can promote your emission reduction efforts in the publicly visible Climakind Who’s Who tables, Climakind Profile and Climakind social media.
- **Easily Recognised:** The three levels of participation (Bronze, Silver and Gold) allow your emission reduction efforts to be easily recognised. You can start with the affordable Bronze level option and build up gradually over 12 months to become a Gold member, or you can begin as a Gold member.
- **Interactive:** The member lounge allows you to manage multiple purchases, monitor the history of cancelled carbon emission credits and compare your emission reduction efforts.
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Climakind Goal

Carbon emissions reduction

The Climakind goal is to make significant reductions in global carbon emissions to avoid the irreversible consequences of damaging climate change.

Empower, enable, educate, and invest

Climakind achieves this in four main ways:

1. It provides the interface to voluntarily cancel carbon emissions credits
2. It enables individuals and organisations to promote themselves as environmentally concerned and visibly active in reducing greenhouse gas emissions
3. It educates and spreads the word on climate change and the urgent need to reduce carbon emissions
4. It invests in low-carbon research and solutions

Healthier world

Climakind has three major impacts:

1. In the short-term Climakind directly removes carbon emissions credits that could otherwise be used for the emission of carbon dioxide.
2. In the long-term Climakind drives investment in low-carbon technologies, and
3. Overall, Climakind sends a strong message to governments of the support to reduce greenhouse gas emissions through a carbon price.

Make a Difference

To achieve the deep cuts in carbon emissions necessary to avoid damaging climate change we need to do more than reduce our personally controllable carbon emissions.

Reducing your carbon footprint is an ideal goal but it does not reduce the world's dependency on fossil fuels. Until we find a way to make low-carbon solutions economically attractive fossil fuels will continue to be used. A carbon price makes a difference.

Interactive Member Lounge

The Climakind member lounge contains interactive features to promote, compare, manage and monitor your ongoing carbon emission reduction efforts.

Promoting your efforts

Social Media Promotion

Climakind is well positioned to promote your efforts to create a sustainable future. We have well established media channels in the environment space such as www.greentimes.com.au. Climakind has a wide presence in internet social media covering Facebook, Twitter and Blogs.

Climakind Certificate

Once your purchase order of carbon emissions credits has been processed you receive a Climakind Certificate representing cancelled carbon emissions. The Climakind Certificate shows the name of your business, the amount of carbon dioxide emissions you purchased and your current member status. It is uniquely numbered. Your member status is based on the total number of tonnes of carbon dioxide you have cancelled in the past 12 months.

Climakind Who's Who Tables

Display your emissions reduction efforts in the Climakind Who's Who tables. Use the **Climakind Profile** to write about your carbon emission reduction efforts and your organisation.

These tables publicly display the tonnes of carbon dioxide emissions credits that you have cancelled and indicate the Climakind membership level that you have obtained. A Gold membership indicates that one year of carbon dioxide emissions credits has been.

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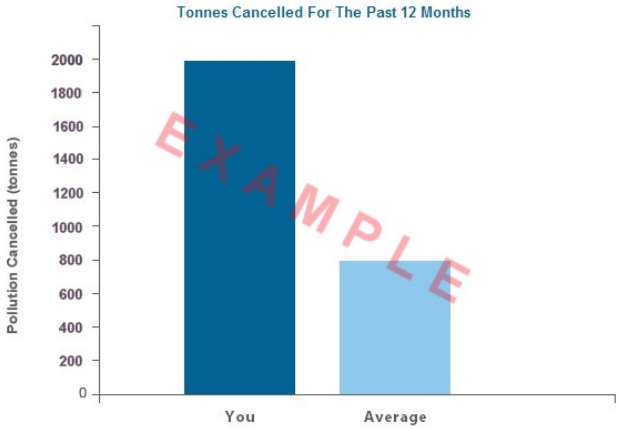
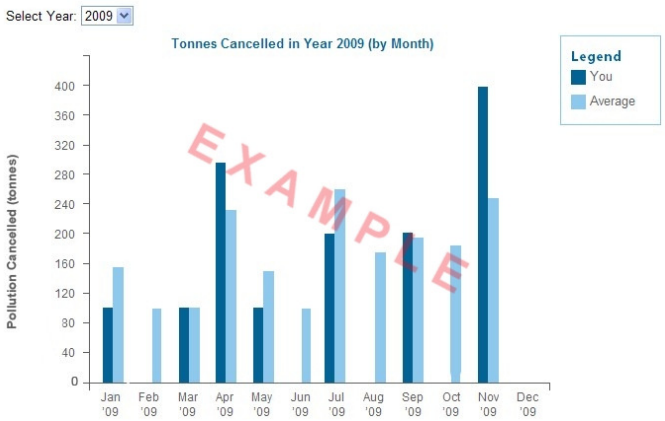
Compare

Your Annual Participation

The charts in the member lounge allow you to compare your carbon emission credit cancellation efforts with Climakind to the global averages.





Your Monthly Participation

This shows the monthly totals of carbon emissions credits that you have cancelled with Climakind compared to the global averages.

Manage & Monitor

Certificate Registry – Detailed Participation History

The member lounge allows you to manage and monitor your purchases of cancelled carbon emissions credits with Climakind. A detailed history of each purchase is available on the 'Certificate Registry' in the member lounge.

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