

## White Paper: Why the need to go green

The world is moving into a new era, the Green revolution. This means that everyone, not only environmental activists, have to be environmentally conscious because of the earth's current global warming, rising seas and systemic natural disasters. These environmental changes are not only damaging to our economy, but threaten human life itself. It is no longer acceptable to ignore the warnings and start saving our planet

Many countries now realise there is a problem, just how they go about implementing and formalising change is challenging to say the least. The Kyoto Protocol, negotiated by more than 160 nations in December 1997, aims to reduce net emissions of certain greenhouse gases (primarily carbon dioxide (CO<sub>2</sub>)). Note: at the time, Australia's Liberal Government had not signed on principal with regards to the targets set by the Kyoto Protocol's Emissions targets. One of the concerns for stakeholders regarding the Kyoto Protocol has been that it exempts developing nations from targets to reduce greenhouse gas emissions, which included China and India, the world's largest contributors to greenhouse emissions.

The Australian Government's much anticipated *Garnaut's Report on Climate Change* is currently before parliament. The current government backs Australia's 25-40 per cent cut on 1990 emission levels by 2020. Other countries such as Germany, France, Italy, New Zealand have already placed a cap on their CO<sub>2</sub> emissions to reduce their greenhouse gas contribution.

Another way of reducing carbon pollution on the environment is by purchasing Energy Trading Scheme (ETS) credits, which once legislated in policy, will make mandatory the requirement for big business to participate in the environmental change upon us.

Under an ETS, industries that cannot meet greenhouse gas reduction targets will be forced to buy carbon permits, with the costs likely to be passed on to customers in the form of higher bills for services such as petrol and electricity. For every industry that is made exempt and/or is given free carbon credits to continue polluting, the burden for cutting emissions is likely to fall more heavily on other industries.

Prime Minister Kevin Rudd, Climate Change Minister Penny Wong and his government are determined to setting up the ETS in 2010 before the next election. Senator Wong reiterates the government's position, that is, "*Taking early and responsible action will be more cost effective in the long run for Australia.*"

How does this global change affect us? It's very clear that our future has to change in order to have a future for those before us. With this in mind, our government's are leading the charge and adopting and implementing environmental policies addressing the needs of the environment. All businesses large or small need to prepare their business for change within their business' framework.

The future competitiveness of a nation depends on its ability to drive the change, and as **a way of life**, start to develop green strategies, which would elevate their business to becoming a responsible and competitive within a sustainable framework.

A new era means new opportunities for all industrialised nations. It can be solar, wind, water, bio-fuels, or any type of renewable energy source for all different reasons; whatever the change, the primary motive and outcome is the same, a cleaner earth for all future generations.

We at autoSPA mobile adopt this message in the heart, mind and soul of the business and see the Green revolution is an opportunity for a transition to sustainability practices to be implemented for an environmentally friendly industry. For autoSPA mobile, it is mandatory and it is our reality; promoting and implementing sustainable practices within our small business, hence the motto *gogreenstayclean* underpinned by our ethos.



This White Paper was prepared by Greenstalk Management on behalf of autoSPA mobile