



Atlantic Pacific American Express

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CASE STUDY: Offset of Carbon Footprint

"The decision to go with Climate Friendly was based on two key factors – the first was the quality of the calculations, the second, the quality of the credits. We needed to be confident that our offering actually had a positive environmental impact." ... "It felt right that we purchase the highest standard in carbon credits from a local wind project that provides local jobs and has immediate impacts as a clean alternative to coal-fired electricity generation"

Andrew Dale, CEO, Atlantic Pacific American Express

Introduction

Atlantic Pacific American Express (APX) is one of the most respected and well established Travel Management Companies operating in the Australasian market.

APX is a values based organisation and through this philosophy has people and corporate responsibility at its core. Although not a major greenhouse polluter itself, APX's quality reputation, market presence and company values place it in an ideal position to help facilitate positive climate action to the wider business community.

Why "Go Green"

APX are committed to the view that all business activities should be sustainable and have invested in a dedicated environmental team established across all APX locations in NZ and Australia to 'make it happen'.

The push to "Go Green" came from the APX environmental team who have committed to taking action on climate change by measuring and offsetting emissions associated with:

- Staff Flights
- Electricity
- Staff Transportation i.e. Company Cars, Taxis Etc
- Car Rental
- Paper

The decision was made to partner with internationally respected, Australia-based, carbon reduction and management company Climate Friendly™, to help implement a long-term carbon measurement, reduction and offset strategy.

The Result

APX have measured emissions associated with the operation of their offices and opted to offset the **413.81 tonnes of** unavoidable CO₂ emissions by purchasing premium quality WWF-endorsed Gold Standard carbon credits from the Te Apiti wind farm near the Manawatu Gorge in New Zealand.

As well as offsetting our Carbon Emissions, We have set a goal to reduce our own carbon footprint by 15% by the end of 2010. By reducing our footprint we expect to see real dollar value returns, proving that you can be Ecologic as well as Economic.

Why Climate Friendly

Unlike many other aviation industry calculators, Climate Friendly bases flight calculation methodology on scientific consensus from the Intergovernmental Panel on Climate Change. This means that the additional or 'full' impact of burning aviation fuel at high altitudes is incorporated.

Climate Friendly only sources Voluntary Carbon Standard and Gold Standard renewable energy carbon credits. Unlike other carbon offset projects, these credits ensure that money spent on offsetting goes towards supporting the renewable energy industry as a viable alternative to fossil fuel power stations which generate greenhouse gas emissions.

"As a major player in high-end corporate travel management, APX have taken the opportunity to lead the trans-Tasman region. We are really proud to have been chosen as their climate change partner" says Climate Friendly founding Chairman, Joel Fleming.

