

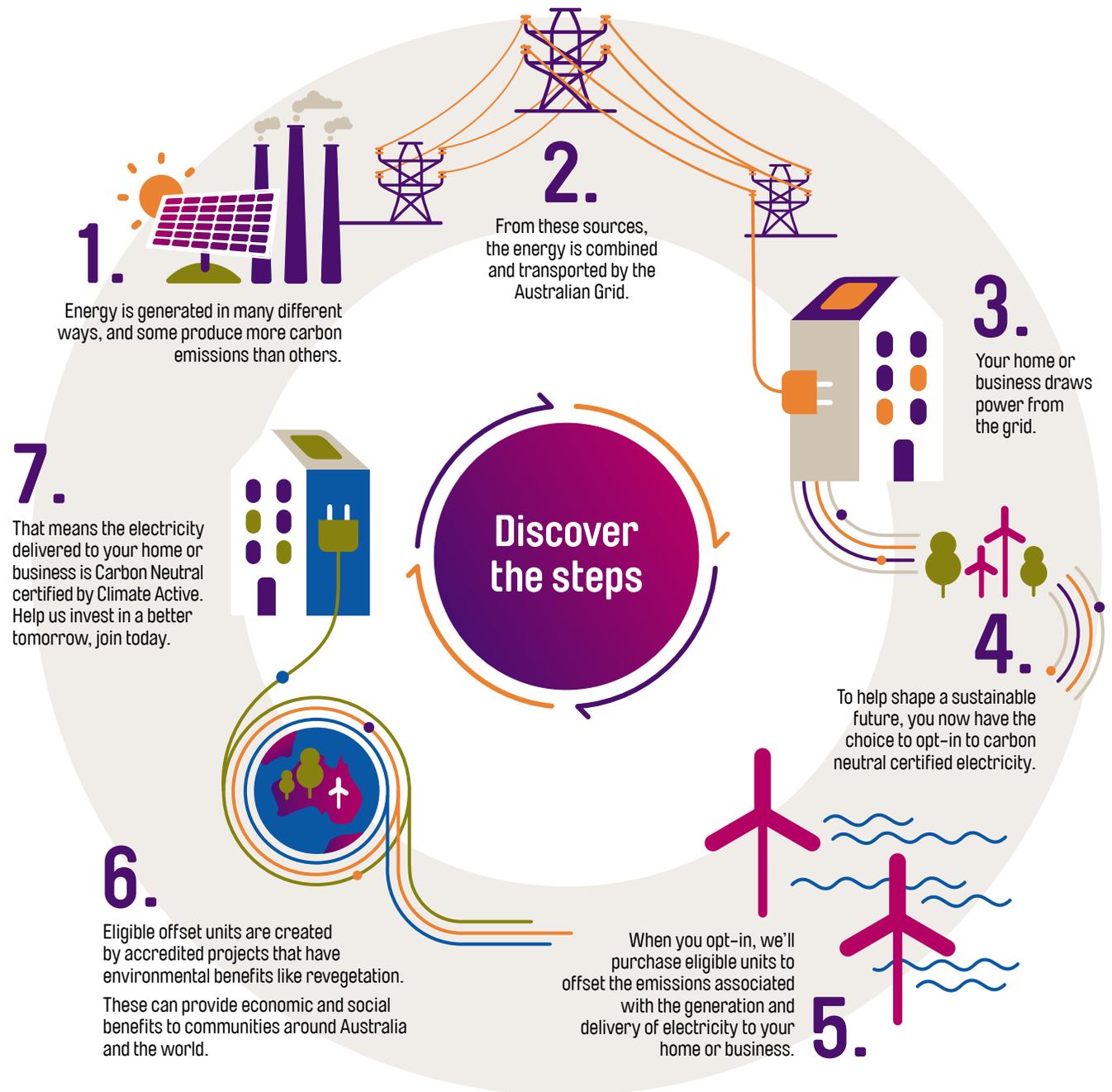
# What it means to offset carbon emissions

## How do we offset carbon emissions?

For us to offer an electricity product that is carbon neutral certified by Climate Active, we must take action to reduce and remove from the environment the volume of greenhouse gas emissions created by the generation and delivery of that electricity.

In other words, if x amount of carbon emissions are produced in generating and delivering electricity, we must reduce or remove x amount of carbon emissions from the environment.

We offer the opportunity for customers to opt-in to carbon neutral electricity certified by Climate Active. For customers who opt-in, we'll take action, including purchasing eligible offset units, to offset greenhouse gas emissions associated with the generation and delivery of electricity to their premises. These eligible offset units represent reductions or removals of greenhouse gas emissions through certain projects, like native forest regeneration and cleaner energy generation in developing countries.



## Carbon offsets... and carbon offsets

Not all carbon offset units are created equal. There's a wide range of carbon offsets that differ in source, methodology, and price. We employ a rigorous selection process when it comes to the carbon offsets we purchase. The eligible carbon offsets we buy meet the Carbon Neutral Standard integrity requirements set by Climate Active, which ensure they represent genuine abatement or sequestration.



There are many different offset methodologies. Some include reforestation, renewable energy, or energy efficiency projects that generate eligible carbon offsets; projects that involve the destruction of certain industrial gases; and projects that involve the capture and destruction of methane from landfills and certain agricultural activities. Many of these projects also provide other positive environmental and social benefits.

We only purchase eligible carbon offsets in Australia and overseas that meet the integrity requirements under the Climate Active Carbon Neutral Standard, which is backed by the Australian Government.

**Are you ready to opt-in and help  
reduce your carbon footprint?**

Call us today to sign up to Carbon Neutral  
on 1300 307 966

