



Green Capital's 2010 Carbon Action Survey for Sustainability Professionals & Organisations

April 2010

Executive Summary

Green Capital's *Carbon Action Survey*, conducted in February-March 2010, was targeted at a spread of sustainability practitioners and observers across industry, professional services, government, research and community/NGO sectors. It attracted 330 individual respondents representing hundreds of businesses and other organisations. The results provide an up-to-date snapshot of what sustainability professionals are thinking and doing.

It is apparent that a strong majority is committed to climate and sustainability action, and most are saying that 'doing nothing is not an option', despite feeling wounded by the failures of the Carbon Pollution Reduction Scheme (CPRS) and Copenhagen. The largest bloc of survey respondents are still in favour of either the current version of the CPRS, or a stronger emissions trading scheme (ETS) with higher carbon reduction targets and less compensation for polluters. The survey also found that momentum is growing within the business and sustainability communities for a national energy efficiency target (of 25% by 2015, and 50% by 2020). This is also supported by the widespread belief that individual organisations could achieve energy efficiency savings of 10-20% by 2015 and 20-40% by 2020.

Green Capital's *2010 Carbon Action Survey* has confirmed that consumers of carbon offsets in Australia prefer to source their offsets from domestic projects. This preference for locally sourced offsets emphasises the importance of the Federal Government taking action to make voluntary carbon offsets Kyoto-additional, so that local offsets contribute to emissions reductions above-and-beyond Australia's Kyoto (and any future CPRS) targets. The survey also revealed that energy efficiency is now vying with solar and wind power as the most popular offset project.

Green Capital would like to thank all the participants in the survey and we look forward to keeping you informed of the trends in sustainability and the environment.

Kind Regards,

The Green Capital Team

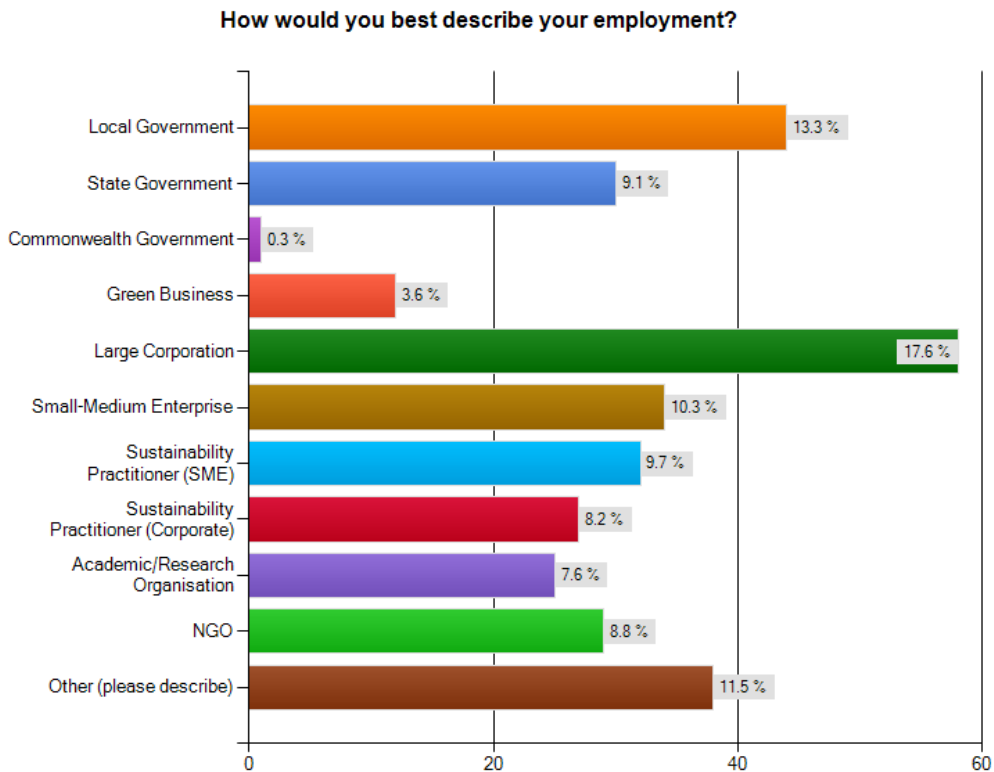


Question 1

How would you best describe your employment?		
Answer Options	Response Percent	Response Count
Local Government	13.3%	44
State Government	9.1%	30
Commonwealth Government	0.3%	1
Green Business	3.6%	12
Large Corporation	17.6%	58
Small-Medium Enterprise	10.3%	34
Sustainability Practitioner (SME)	9.7%	32
Sustainability Practitioner (Corporate)	8.2%	27
Academic/Research Organisation	7.6%	25
NGO	8.8%	29
Other (please describe)	11.5%	38
answered question		330

Responses under *Other* included:

- Journalist
- Consultant
- Self-employed
- Industry Association
- State-Owned Enterprise





Question 2

Choose which of the following best describes the climate action position of the main organisation you work* with? (*Consultants please answer reflecting your assessment of your most important client's position.)

Answer Options	Response Percent	Response Count
a) Taking decisive action on climate change is accepted as a business necessity and doing nothing is not an option	72.7%	240
b) The case for action is not clear and activity is being delayed pending greater clarity in terms of national and international government policy	17.9%	59
c) Climate action is not seen as appropriate and/or relevant and is neither occurring nor contemplated	1.8%	6
d) Other (describe)	7.6%	25
answered question		330

Responses under *Other* included:

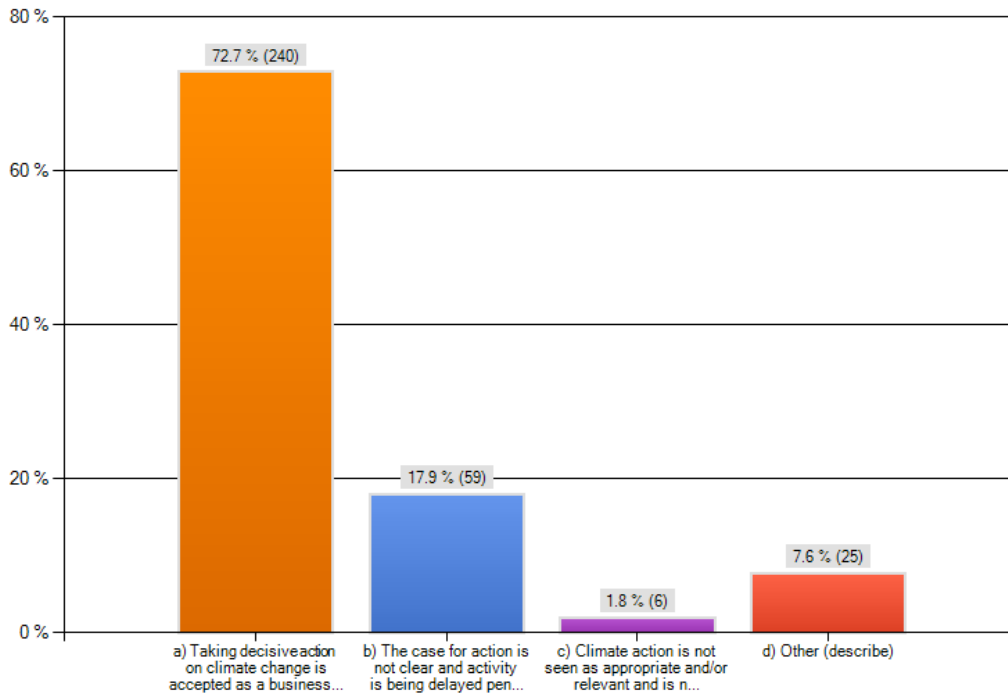
"We have a strong policy on climate action but have been slower to act on it"

"Climate action is relevant but the action required is unclear and limited by existing resources"

"Organisation struggling financially and climate action not high priority at this stage"

"State level climate policy is currently hamstrung by uncertainty as to whether the CPRS will happen"

Choose which of the following best describes the climate action position of the main organisation you work with?





Question 3

How do you rank the failure of the Australian Government to enact its Carbon Pollution Reduction Scheme (CPRS) in 2009-10? Choose the statement that best reflects your position and/or describe alternatives

Answer Options	Response Percent	Response Count
a) A serious loss for meaningful action on climate change	44.8%	148
b) A short-term set-back	26.1%	86
c) Not a problem at all	1.5%	5
d) An opportunity to develop a better approach (describe in Other comment field below)	13.0%	43
e) Other (describe)	14.5%	48
answered question		330

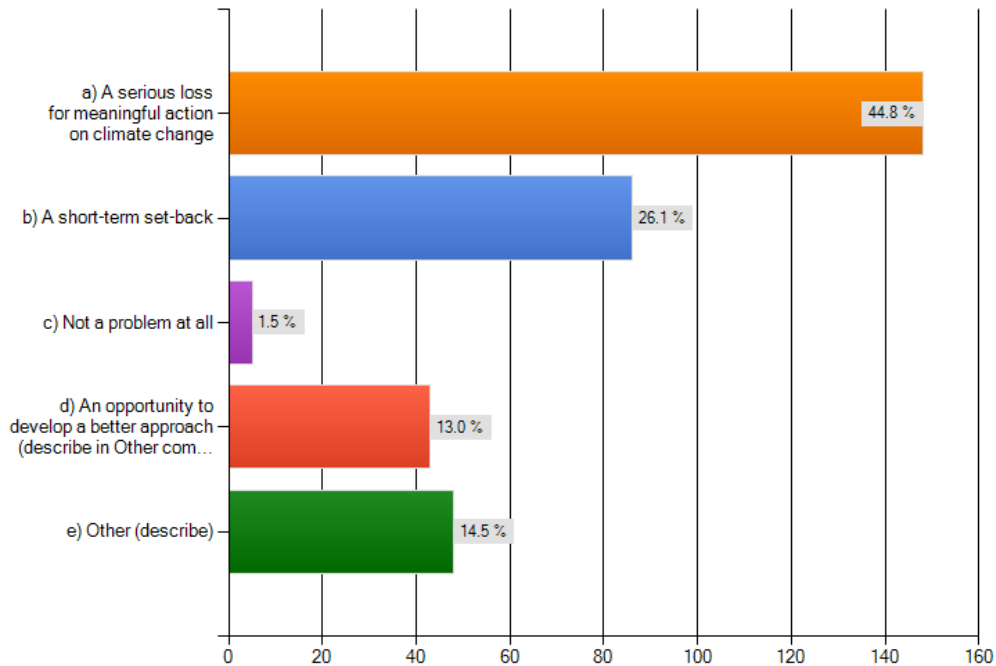
Responses under *Other* included:

“Both a serious set-back and an opportunity to develop a better approach”

“requires a tax and regulation to change behaviours not a trading scheme”

“I think the CPRS was fatally flawed in that it (1) set too low a reduction target and (2) compensated polluters at the expense of tax payers [including those of us paying extra for 100% green energy!]. I think the failure of the CPRS presents an opportunity to enact an ETS with teeth”

How do you rank the failure of the Australian Government to enact its Carbon Pollution Reduction Scheme (CPRS) in 2009-10? Choose the statement that best reflects your position and/or describe alternatives



Question 4

2010 CARBON ACTION SURVEY

How do you rank the failure of the UN climate summit in Copenhagen last December to produce a legally binding post-2012 agreement to replace the Kyoto Protocol? Choose the statement that best reflects your position or describe OTHER.

Answer Options	Response Percent	Response Count
a) A serious loss for meaningful action on climate change	53.9%	178
b) A significant but short-term set-back	29.4%	97
c) Not a problem at all	1.5%	5
d) An opportunity to develop a better approach (describe in Other comment field below)	6.7%	22
e) Other (describe)	8.5%	28
answered question		330

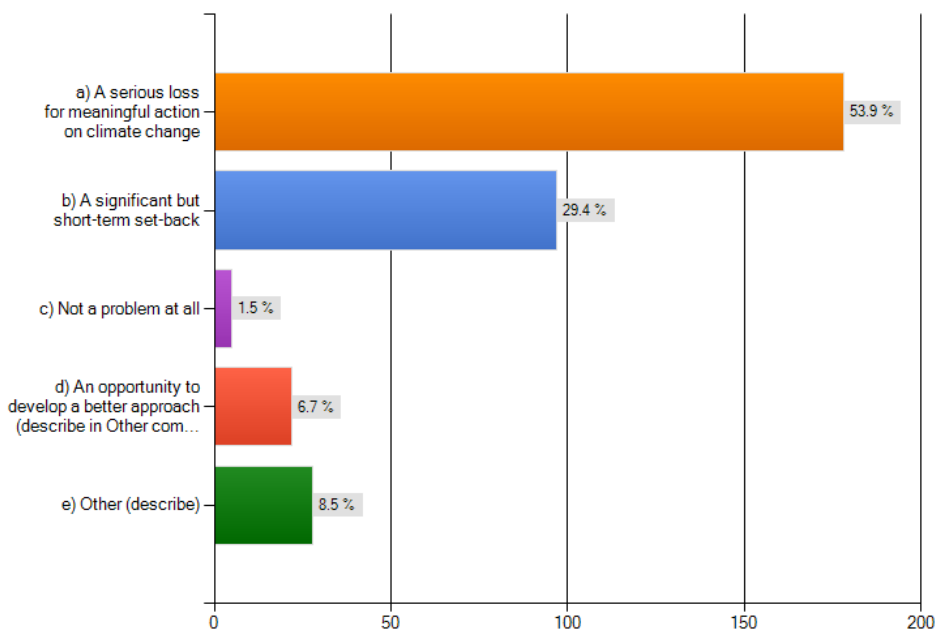
Responses under *Other* included:

"Every country has to find their own level of commitment - unreasonable to expect agreement - at least they all agreed that something should be done by attending - each country WILL find their own ways to move forward"

"Copenhagen was a great move forward for dealing with reality in this space. Results poor, but an essential first step that's been missing for too long"

"I don't agree it was a failure. While there is no binding agreement, signatories for the accord have agreed to limit warming to 2 degrees and assist developing countries for adaptation. While there is a long way to go, I wouldn't see this as a complete failure."

How do you rank the failure of the UN climate summit in Copenhagen last December to produce a legally binding post-2012 agreement to replace the Kyoto Protocol? Choose the statement that best reflects your position or describe OTHER.





Question 5

2010 CARBON ACTION SURVEY

What national strategy do you think would have the best chance of being approved and implemented to drive significant carbon emission reduction action in Australia in the 10-year period 2011-2020? Please choose 1 of these indicative examples only or describe an alternative.

Answer Options	Response Percent	Response Count
a) An emissions trading scheme, with a reduction range of 5-25% of the 2000 baseline by 2020	22.1%	73
b) An emissions trading scheme with a higher target than the CPRS offered, in the range 25-40% by 2020	16.7%	55
c) Less compensation for polluters and more for renewables and offsets	15.8%	52
d) A carbon tax of \$15-\$20 a tonne or higher	13.0%	43
e) A national target to increase energy efficiency by 25% by 2015 and 50% by 2020	18.5%	61
f) Other (describe)	13.9%	46
answered question		330

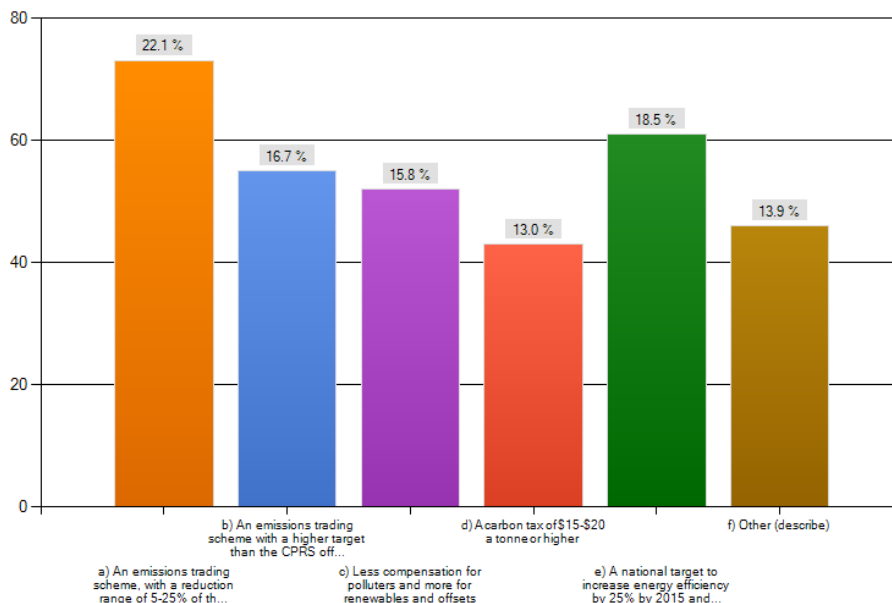
Responses under *Other* included:

“combination of initiatives involving all three arms - emissions trading, renewables and energy efficiency”

“An emissions trading scheme that has a higher target, offers less compensation for polluters and puts a greater emphasis on renewables and offsets – i.e. one that in a second term Rudd Government will have required negotiation with the Greens to get it through. By taking the position they have, the Coalition have actually made it so that business will end up being hit harder.”

“An integrated strategy not one silver bullet of option b , c, d and e.”

What national strategy do you think would have the best chance of being approved and implemented to drive significant carbon emission reduction action in Australia in the 10-year period 2011-2020? Please choose 1 of these indicative examples only or describe an alternative.



Question 6

2010 CARBON ACTION SURVEY

What target for electricity saving do you think the organisation you work with as an employee or adviser could meet in five years and also 10 years? Please choose 1 of these indicative examples only or describe an alternative.

Answer Options	Response Percent	Response Count
a) 5% by 2015 and 10% by 2020	15.8%	52
b) 10% by 2015 and 20% by 2020	35.8%	118
c) 20% by 2015 and 40% by 2020	24.8%	82
d) 30% by 2015 and 60% by 2020	13.3%	44
e) Other (describe)	10.3%	34
answered question		330

Responses under *Other* included:

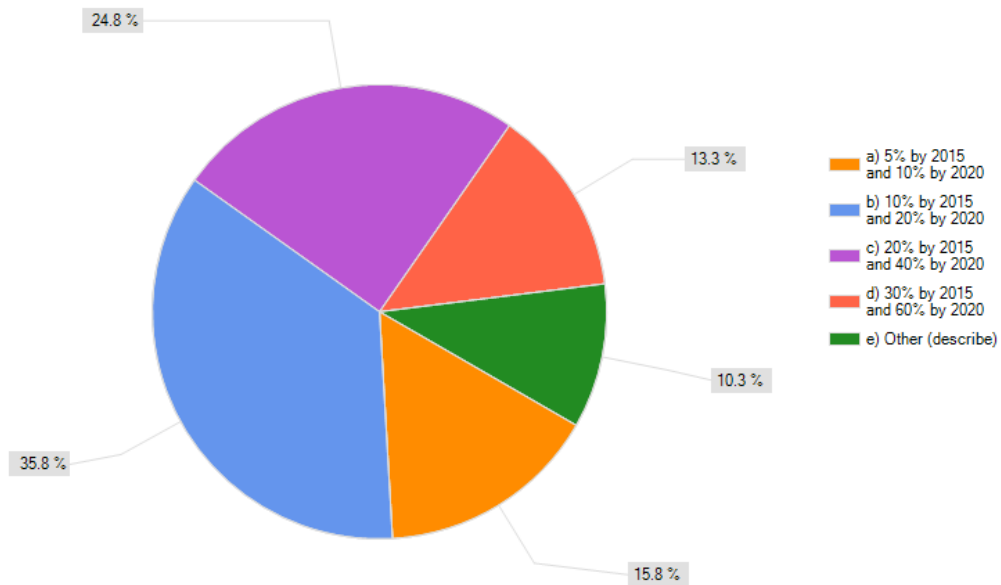
"We have already reduced energy consumption by 20% over the past three years. We will achieve a further 20% by FY14. It is difficult to speculate beyond this timeframe (our target is underpinned by considerable modelling)."

"50% or better by 2015"

"60% plus by 2015 80% by 2020"

"Our electricity usage is minimal due to the building's sustainable features"

What target for electricity saving do you think the organisation you work with as an employee or adviser could meet in five years and also 10 years? Please choose 1 of these indicative examples only or describe an alternative.



Question 7

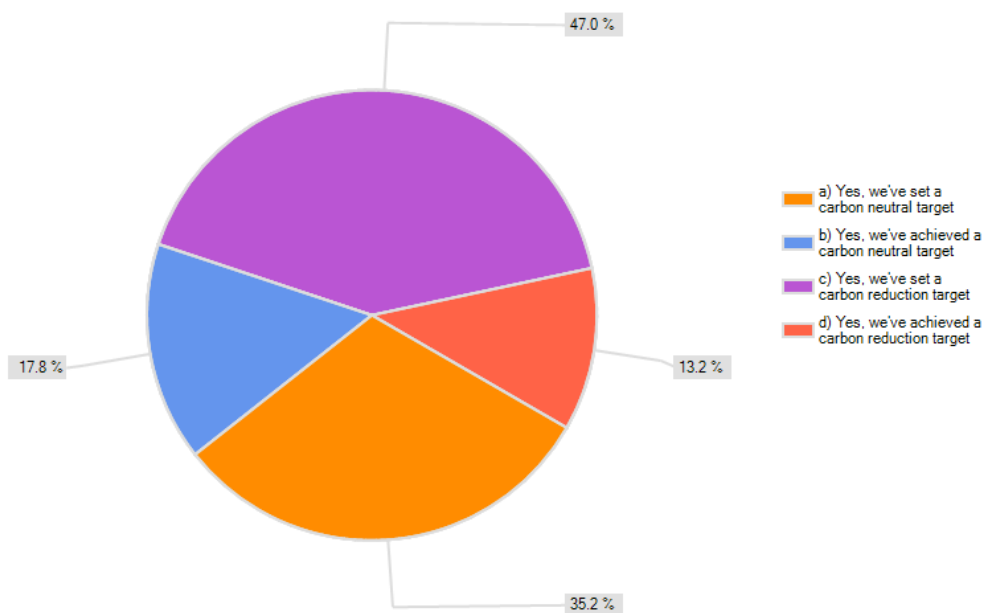
Has the organisation you work with as an employee or adviser set or already achieved a carbon neutral or carbon reduction target? (please tick all applicable responses)

Answer Options	Response Percent	Response Count
a) Yes, we've set a carbon neutral target	35.2%	77
b) Yes, we've achieved a carbon neutral target	17.8%	39
c) Yes, we've set a carbon reduction target	47.0%	103
d) Yes, we've achieved a carbon reduction target	13.2%	29
If you answered yes to 'c' or 'd', what is the target? (i.e. what percentage reduction by when?)		81
answered question		219
skipped question		111

Targets Set and Achieved Include:

- "10% reduction by 2010" "20% by 2020"
- "30% from the 1998 baseline by 2020"
- "30% by 2013 (from 2008 levels). Have reduced by 40% prior to this period"
- "Council target 50% reduction on 1996 levels by 2020. Community target 25%." "70% by 2030"
- "As per State Govt policy - aim to be carbon neutral by 2020"
- "Carbon neutral for energy and electricity by 2020"
- "C Neutral by 2026 and 45% of 1990 baseline by 2010"
- "achieved CN for 3 years now, plus 20% reduction target by 2012 based on 2006"
- "We don't use the term "carbon neutral" as there is too much debate about what this means. Our targets are for zero net emissions (S1 and S2) and 100 % renewable energy by 2018."

Has the organisation you work with as an employee or adviser set or already achieved a carbon neutral or carbon reduction target? (please tick all applicable responses)





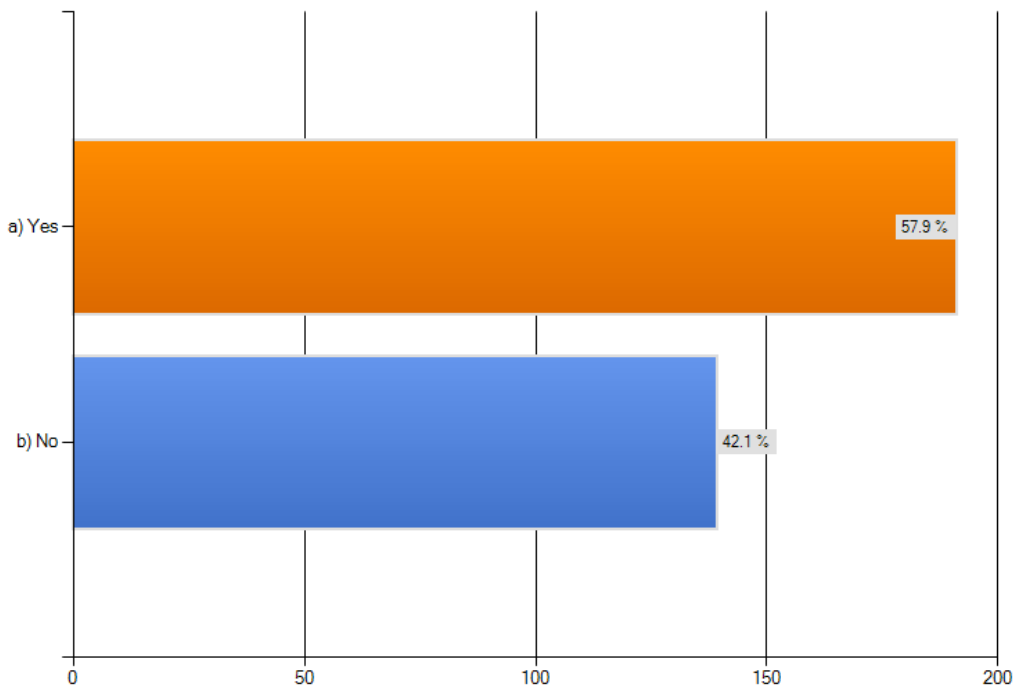
Question 8

From a personal perspective, have you purchased carbon offsets for some/all of your own emissions?

Answer Options	Response Percent	Response Count
a) Yes	57.9%	191
b) No	42.1%	139
If 'yes', then what percentage?		139
answered question		330

- Approximately 15% of respondents who answered yes to this question specified that they have offset 100% of their carbon emissions.
- Approximately 6% of respondents who answered yes to this question specified that they have purchased 100% GreenPower.

From a personal perspective, have you purchased carbon offsets for some/all of your own emissions?





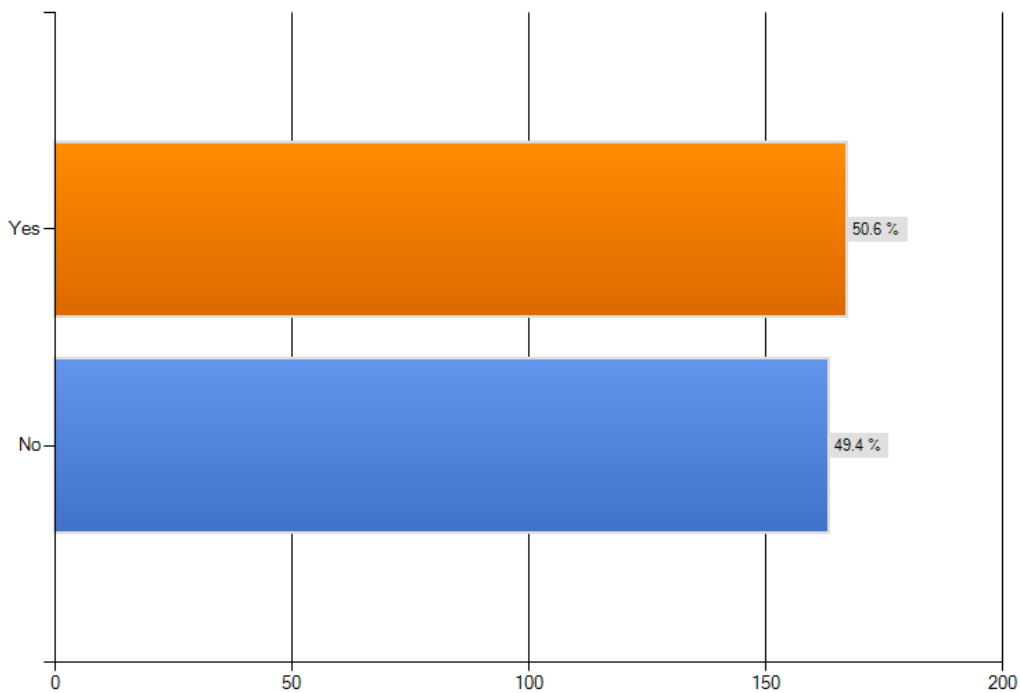
Question 9

From a professional perspective, has an organisation you are involved with purchased carbon offsets for some/all of its emissions?

Answer Options	Response Percent	Response Count
Yes	50.6%	167
No	49.4%	163
If 'yes', then what percentage?		125
answered question		330

- Approximately 17% of respondents who answered yes to this question specified that their organisation has offset 100% of their carbon emissions.
- A small number of respondents who answered yes to this question specified that their organisation has offset in excess of 100% of their carbon emissions.

From a professional perspective, has an organisation you are involved with purchased carbon offsets for some/all of its emissions?



Question 10

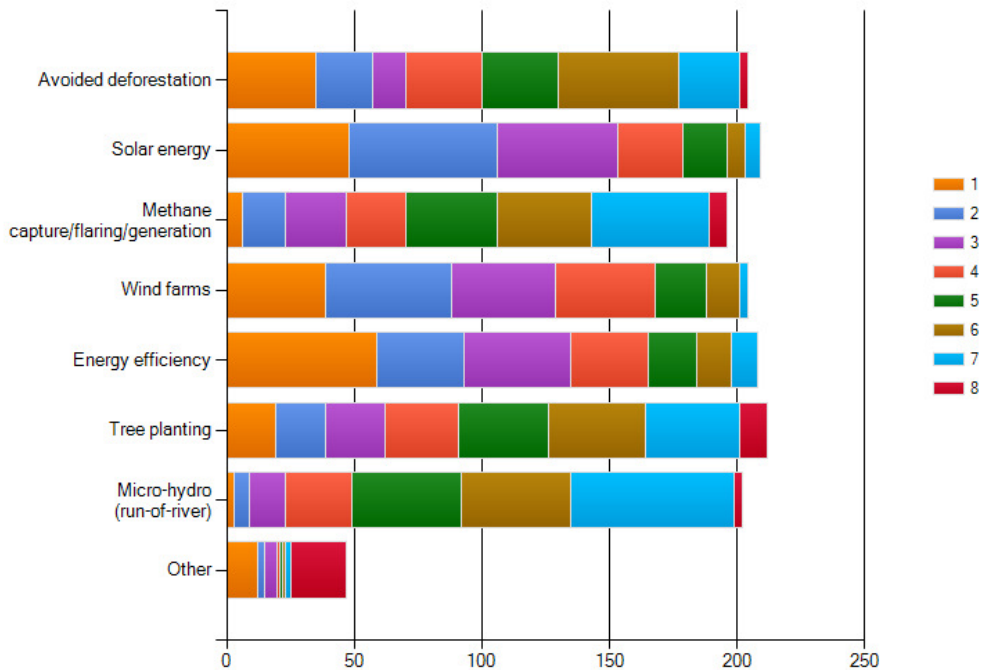
If you answered YES to Question 8 or 9, then please rank the choices in regard to preferences for types of offsets. Number the choices 1 to 7 - or 1 to 8 if you choose 'Other'- and also write in a description if you choose 'Other'.

Answer Options	1	2	3	4	5	6	7	8	Response Count
Avoided deforestation	35	22	13	30	30	47	24	3	204
Solar energy	48	58	47	26	17	7	6	0	209
Methane capture/flaring/generation	6	17	24	23	36	37	46	7	196
Wind farms	39	49	41	39	20	13	3	0	204
Energy efficiency	59	34	42	30	19	14	10	0	208
Tree planting	19	20	23	29	35	38	37	11	212
Micro-hydro (run-of-river)	3	6	14	26	43	43	64	3	202
Other	12	3	5	1	1	1	2	22	47
Description of "other"									37
answered question									227
skipped question									103

Responses under *Other* included:

- "Geothermal"
- "Biomass"
- "fuel-switch with co benefits"
- "Carbon sequestration in soil"

If you answered YES to Question 8 or 9, then please rank the choices in regard to preferences for types of offsets. Number the choices 1 to 7 - or 1 to 8 if you choose 'Other'- and also write in a description if you choose 'Other'.



Question 11

If you answered YES to Question 8 or 9, please rank your personal or organisational preferences in regards to the offset project 'place of origin' when purchasing offsets. Number the choices 1 to 6 - or 1 to 7 if you choose 'Other'- and also write in a description if you choose 'Other'.

Answer Options	1	2	3	4	5	6	7	Response Count
Our local area	96	19	42	23	4	4	1	189
Our home state/territory	18	123	34	7	6	1	2	191
Australia	65	25	95	17	1	1	4	208
Developing world nations	29	22	10	120	6	12	0	199
Europe	1	3	5	10	120	34	2	175
North America	1	2	7	8	34	115	5	172
Other (identify)	11	1	0	2	4	2	16	36
Description of "other"								21
answered question								226
skipped question								104

Responses under *Other* included:

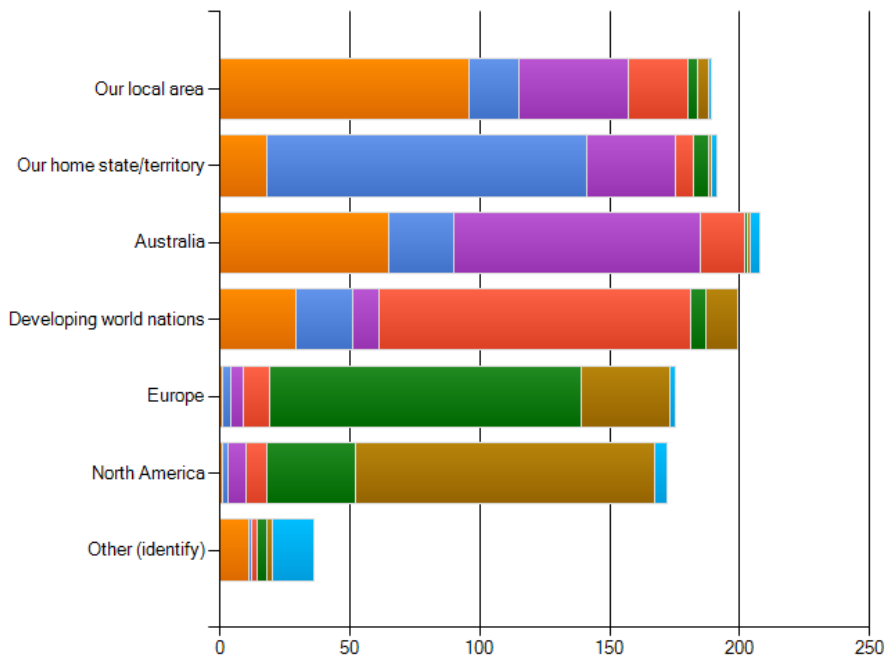
"Asia Pacific"

"South America"

"Africa"

"irrelevant as it is a global problem - as long as it's credible"

If you answered YES to Question 8 or 9, please rank your personal or organisational preferences in regards to the offset project 'place of origin' when purchasing offsets. Number the choices 1 to 6 - or 1 to 7 if you choose 'Other'- and also write in a description if you choose 'Other'.





Question 12

Do you have any other comments about carbon action opportunities for 2010 and beyond? Please limit responses to 50 words or less.	
Answer Options	Response Count
	111
<i>answered question</i>	111
<i>skipped question</i>	219

Please find selected responses below:

"The need for regulatory certainty continues"

"We need to look beyond the CPRS- it is not the only solution, nor will it be the whole solution"

"Energy conservation and efficiency is the no-brainer"

"Commit to sourcing energy from non-coal generators"

"The focus needs to change from consumption (home/office) to production emissions"

"Buying offsets is unlikely to tackle to real causes of the problem"

"Clear direction from National and State governments is essential"

"More needs to be done with soil carbon"

"Action can wait until science has sorted out climate sensitivity to a higher degree of confidence"

"Requires a holistic approach, with measures including a CPRS, energy efficiency, support for renewables and offsets."

"The world needs one leading country as a role model to the others"