



Sustainability
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Summer 2011 Highlights

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2011 has started with a bang! A Carbon Tax has been announced by the Federal Government, the National Carbon Offset Standard applies broadly to previous Greenhouse Friendly products and services, and MJC Sustainability has been invited to take a key role in this year's Australian Sustainable Business Conference. We continue to expand our team and services.

Most of Australia has experienced the effects of severe weather in the first quarter of 2011 - whether it be the devastating floods and cyclones across Queensland, New South Wales and Victoria, or the bushfires in Western Australia. We are cautiously optimistic about seeing more sensible planning guidelines emerge that seriously respond to the increased frequency of severe weather that we can expect in the future.

As part of MJC's corporate social responsibility commitment, we are an active proponent of the great work undertaken by Opportunity International to provide micro-loans that enable women in developing economies to become successful entrepreneurs. This year we'd like to challenge you and/or your business to get involved in the MJC Investor Challenge to transform lives in a very tangible way.

We look forward to contributing to your sustainability success in 2011.

Speak to you soon!

Monique Cheelin

Director - MJC Sustainability

Carbon Tax 101

Since 24 February 2011, when Prime Minister Julia Gillard announced the implementation of a carbon price mechanism it is hard to turn our heads away from such an important topic for all of us.

What is a carbon tax? What are the benefits? What is Emissions Trading Scheme (ETS)? What is the carbon price? MJC is here to give an overview for a better understanding on the proposed 'carbon tax'.

In 2007, Australia ratified the Kyoto Protocol committing to limit its greenhouse gas emissions to an average of 108% of 1990 levels during the 2008 - 2012 period. A year later, the Australian Government set a medium-term target of reducing 5% to 15% below 2000 levels by 2020 - 15% that Australia is willing to take if all major economies agree to do something similar, and a 5% even if no international agreement is reached. It also set a long-term target of reducing emissions by 60% below 2000 levels by 2050.

The Government has announced the implementation of a carbon tax, a carbon price mechanism, as one of the solutions to reach these targets, tackle climate change and reduce pollution in general. This is an overview of the proposed carbon tax:

- It could commence as early as 1 July 2012.
- It would start with a fixed price before converting to a cap-and-trade emissions trading scheme.
- The fixed price could last three to five years, with the price increasing each year at a pre-determined rate.
- After this period, there will be a smooth transition into a flexible cap-and-trade emissions trading scheme.
- It will cover all 6 greenhouse gases under the Kyoto Protocol and emission sources such as: fugitive emissions; emissions from non-legacy waste; and the transport, stationary energy and industrial processes sectors. Emissions from agricultural sources for example, would be excluded under this mechanism.
- During the fixed price phase, international emissions units cannot be used for compliance, unlike during the flexible price phase where they will be used as long as they meet the appropriate criteria.

Carbon Tax

- **A price on the burning of fuels (coal, petroleum & natural gas) in proportion to their carbon content.**
- **It is a set price per tonne of emissions.**

Emission Trading Scheme

- **A market based mechanism that allows buying and selling emissions permits or credits for emissions reductions.**
- **The environmental regulator determines the total of acceptable emissions and divides them into credits or permits that are then allocated to scheme participants.**
- **Participants have the option to obtain sufficient credits to compensate for their emissions, and if they have credits in excess they can sell them to other participants.**

Carbon Tax 101

Specific details of the carbon tax are yet to be determined and will all consider the Multi Party Climate Change Committee (MPCCC) principles to guide development of a carbon price mechanism. For example, there is no set price on carbon pollution yet. Analysts suggest a starting price as low as \$15, or up to around \$30 a tonne. At the same time, the Climate Institute is using models that show cutting greenhouse gas emissions by 15% by 2020 would need a price on carbon of \$36 a tonne. Other matters include the ways to support technological innovation, promote the effectiveness of the scheme, and how to manage the impacts on households, business and communities.

There are many benefits of having a carbon tax in Australia, some of them include:

- Helps to protect the environment
- Raises revenues
- Encourages use of fuels with less carbon content
- Reduces greenhouse gas emissions
- Creates new jobs in new industries
- Makes clean technology cheaper by putting a price on carbon.
- Investment in clean energy resources such as geothermal, solar, bioenergy, hydro, wind and natural gas.

MJC supports all sustainable efforts to reduce greenhouse gas emissions and tackle climate change - and hope you do to.

Wondering what the implications are for your business? We are here to help you!

Research by the Climate Institute found that about 31,000 jobs could be created in regional Australia by 2030 if a price is put on carbon and if clean energy policies are put in place.

The Future of Sustainability

With 2011 bringing numerous natural disasters and world conflicts, coupled with political stalemate around climate change and the appropriate actions, where does the future of sustainability lie? Will the distraction of politics and the waiting for direction cause the push for world sustainability to stall and fall? Or will a strong collective world and corporate community take community action and change the face of sustainability as it is today?

It is impossible to predict, but one thing is for certain, how we view sustainability within our homes, communities and corporate workplaces needs to change if we are to truly move towards sustainability.

As a worldwide business community, part of the responsibility to ensure the future of our operating environments is through a refreshed attempt at sustainability. What could this refreshed attempt look like? Dr. Matthew Tueth from Aquinas College, Michigan has put one alternative to the future of sustainable business. MJC Sustainability reviews this fresh, innovative approach, and provides some food for thought for our readers.

Find the article on our News page @ <http://www.mjcsustainability.com/News/>



MJC Investor Challenge

Giving Back



At MJC Sustainability, we're passionate about the work of Opportunity International - creating opportunities for personal development, gender equality and wealth creation through the provision of micro-loans to women in developing countries.

In 2011 we're taking this one step further and launching the MJC Investor Challenge. Wouldn't you and your business be proud to invest in the creation of 175 new businesses led by women in the developing economies? What's even more exciting is that this results in positive impacts to 875 individuals in the first year. That's the power of leverage.

Just \$10K will achieve exactly that and we're determined to make it happen!

We will soon have our online Opportunity International investment page up and running and will invite you to be a part of this initiative.

Opportunity International (OI) provides small business loans, savings, insurance and training to more than two million people working their way out of poverty in the developing world. Clients in over 20 countries use these financial services to start or expand a business, provide for their families, create jobs for their neighbors and build a safety net for the future.

OI works with fundraising operations in the United States, Australia, Canada, Germany and the United Kingdom to help create a sustainable approach to help fight global poverty.

Director of MJC Sustainability, Monique Chelin is an Opportunity International Ambassador. An Ambassador acts as a champion of the Opportunity International cause and encourages others to get involved through donations or participation.

Events

MJC Sustainability has been invited to play a key role in this year's Association for Sustainable Business' Conference. The Association's 2011 conference will be held on the Gold Coast in September at Radisson Resort, you will find full details on the web links below. The theme this year is "**Taking Care of Business: Sustainable Transformation**"

Key note and invited speakers include:

- **Hon Tony Burke MP**, Federal Minister for Sustainability, Environment, Water, Population and Communities
- **Hon Kate Jones MP**, Minister for Environment and Resource Management, Queensland Government
- **Karlson 'Charlie' Hargroves** B.E, Co-Founder and Director, The Natural Edge Project
- **Professor John Cole**, Director, Australian Centre for Sustainable Business and Development, USQ
- **Monique Chilen** - Director of MJC Sustainability
- **Janette O'Neill** - Head of Sustainability - N.A.B.
- **Emeritus Professor Graeme Halford** - School of Psychology, UQ
- **Tim Eldridge** – Founder, Eldridge Marketing. Former Senior Partner, Executive Marketing Director, IBM Brand Services for Ogilvy& Mather N.Y. Former Executive Vice-President, World-wide Account Director for Saatchi and Saatchi N.Y.
- **Associate Professor Retha Wiesner** -Australian Centre for Sustainable Business and Development U.S.Q.
- **Bruce Mitchell** – Founder, The Mitchell Enviro Industrial Estate; Finalist for the 2011 QLD Senior of the Year Award and Winner for the 2010 Premier's Climate Smart Award.



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Until next time, we look forward to sharing our latest news with you throughout 2011!

“Let’s put the ‘eco’ back into economics and make sure that economics considers the ecological implications of the way we live”

David Suzuki

Join our online community and keep up to date on all things related to business sustainability!



About Us:

MJC Sustainability partners with clients to create sustainable business solutions. We do this by developing a unique business case for sustainability in your organisation and then bring the right skills, systems and technologies to achieve your desired outcomes.

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