

*It's time for some*


# insight

*How green is my business?*

Water is set to increase more than 40% in price during the next four years. We won't get the same shock from electricity, but that cost will jump too. And Prime Minister Kevin Rudd is committing Australia to carbon emission targets that will also have to be paid for.

South Australians can do business as usual and absorb these rising costs, but that's unlikely. Competition is tough and more customers are looking for a green commitment – an important marketing consideration. So it makes sense to become more efficient, find ways to consume less, and power the world differently. But how easy is it, being 'green'? How proactive can your business afford to be?

**Insight:** How green is my business shows you how to assess your green status, decide what to do about it, and implement your action plan.

To do this business needs advice, but green consultants have sprung up like weeds. How do you judge their credentials? Insight offers tips for identifying the right ones. With them, **we'll explore how** to cut consumption, minimise waste and determine whether alternatives such as solar panels, or biofuel for vehicles, make sense

Gaining a green marketing edge is advantageous but abuse is becoming a problem. The ACCC is taking interest in corporate 'green' claims and how they comply with the Trade Practices Act. **We'll explore how** to detect spurious claims – and avoid making them.

Looking ahead, the time is coming when businesses will be encouraged, maybe required, to join a carbon trading scheme. Analysts say an emissions trading market in

Australia could reach \$11 billion annually, but no trading framework exists yet.

Since every product or service has a carbon 'footprint', carbon trading is a gorilla in the room; no one can say how a national scheme will work, but its effect will be as pervasive as GST. **We'll help you** get ready for the carbon trading regime to come.

For publicly traded companies, even those seeking private equity, 'green-ness' is becoming an investment prerequisite. Superannuation funds invite members to choose green investment. The clearly targeted, international Investor Group on Climate Change controls more than \$375 billion in funds under management.

We'll present insider advice on how to present your case for green capital.

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