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Carbon Down is a climate change partnership  
between VECCI and the Victorian Government



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## A new direction for Victorian business



**Carbon Down** inspires innovation and leadership in businesses as they navigate the carbon economy.

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Victorian industry accounts for more than 40 per cent of the state's total carbon footprint, with nearly 99 per cent of industry made up of small and medium-sized businesses. Carbon Down wants to invest in partnerships that help these businesses improve their environmental performance.

## The destination is clear

### What is a 'carbon footprint'?

When we say 'carbon' we mean all greenhouse gases, not just carbon dioxide. A 'carbon footprint' includes all greenhouse gases produced by the resources we consume, the energy we use and the waste we create. Just about everything we do in business – from buying stationery to running vehicle fleets – adds to our carbon footprint.





## Partnerships for a sustainable future

**Carbon Down** is a partnership between business and government dedicated to reducing Victoria's carbon footprint through innovative, practical solutions.

We partner with like-minded companies and organisations, offering knowledge, funding and support to projects that help small and medium-sized businesses find new ways of thinking and operating in the carbon economy, and make it easier for them to take action on climate change.

We invest in existing programs and products – as well as new ideas – that engage with your small and medium-sized suppliers and business customers, helping generate environmental sustainability across a range of industry sectors.


By working together, we can also gather important information about the needs and concerns of the Victorian business community, collect the data needed to measure our collective carbon footprint, and develop a consistent and accurate message about carbon reduction.



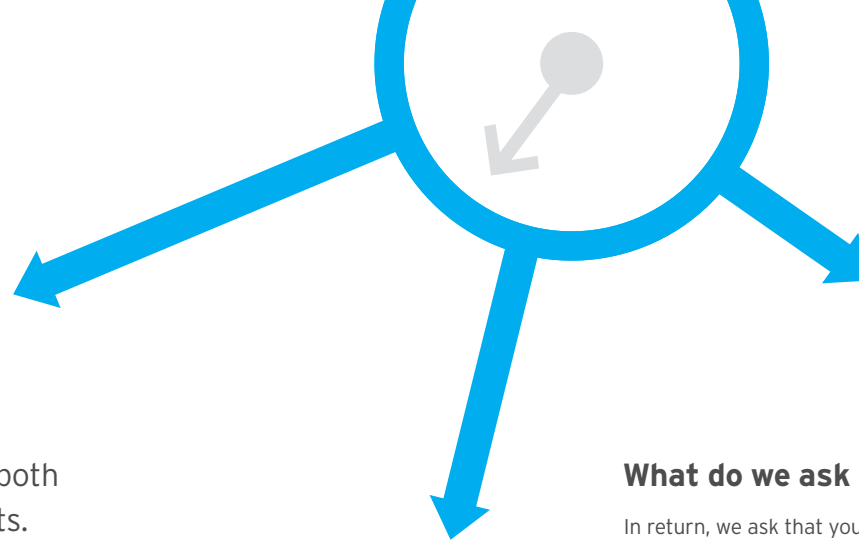
**Carbon Down** is a joint initiative of the Victorian Government and the Victorian Employers' Chamber of Commerce and Industry (VECCI).

A new perspective on the carbon economy

We combine the stability and influence of government with the flexibility and know-how of business to find practical solutions to climate change.



# Why partner with Carbon Down?



**Partnering with Carbon Down** has both environmental and economic benefits. For example, by helping the businesses in your supply chain reduce their carbon footprints, you'll not only improve your own environmental performance, but you may also reduce costs, mitigate environmental risks, encourage new opportunities and build capacity.

Your company or organisation may already have a good idea for reducing carbon, but with the landscape changing every day, you may need support and advice to get it up and running. This is where Carbon Down can help. As your partner, we'll:

- help you understand the issues facing your small and medium-sized business customers and suppliers;
- contribute funding to your projects;
- connect you with other leading minds in business, government and industry;
- accelerate your projects to market;
- help you fulfill your corporate social responsibility goals.

## What do we ask of our partners?

In return, we ask that you share with us the data and knowledge you collect along the way. This includes information about one or all of the following:

- the number of small and medium-sized businesses you've reached;
- how you've changed their attitudes and behaviour;
- the amount of carbon your project has reduced.

This knowledge is vital in measuring Victoria's total carbon footprint and working out the steps we need to take to further reduce it.

If your business or organisation has access to a large number of small and medium-sized businesses, and can see a way to help them reduce their carbon footprints, we want to talk to you.

Please contact Carbon Down on 03 8662 5490 or email us at [info@carbondown.com.au](mailto:info@carbondown.com.au)



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