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FULLY FRANK

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M2 calls for carbon offsets

ENVIRONMENTAL concern is really going mainstream with the launch of an Australian green mobile phone.

Listed junior telco M2 said it believed the time was ripe for a mobile phone that, on average, would offset the emissions of two cars a year.

“These days the environmental community is a very large one,” said M2 managing director Vaughan Bowen.

“With the effects of global warming now largely undeniable, there is a real enthusiasm among people to do their bit to promote change.”

However, Vaughan admits there is also a degree of cynicism about how authentic “green” products really are, which is why he went to pains to develop a transparent system.

While the green mobiles are price comparable to standard capped

plans, a full 10 per cent of every bill will be used to buy carbon offsets on the Australian Climate Exchange.

Once purchased, these offsets will be extinguished and the whole process audited through M2’s accounts.

The credits have been created by companies that reduce their emissions, produce renewable energy or plant forests.

“Our basic proposition is that if people can buy and use a mobile for a comparable price and help to reduce carbon emissions at the same time, why wouldn’t they do it?”

Vaughan admits that the mobile re-selling market is not “rich with margin” at the moment so orders will only be through a website to save paper and keep costs at a minimum.

Marketing will initially be through

established “green” groups with large databases, although many large companies are also interested in providing environmental opportunities for their staff.

To keep the offer simple, customers will get a voucher according to the plan they choose which can go towards the phone of their choice on M2’s mobile phone sales outlet simplymobiles.com.au.

Calls go through the Optus 3G network.

M2’s main business is as a provider of fixed line, mobile and data services to small businesses but it has increasingly been developing a direct retail offer on the internet.

It put through the first trade on the ACE in July to offset its greenhouse emissions as a company.

Net link: www.greenmobiles.com.au