



Age
Friday 7/9/2007
Page: 2
Section: Business News
Region: Melbourne Circulation: 202,500
Type: Capital City Daily
Size: 68.42 sq.cms.
Published: MTWTFSS-

Brief: SOON_1



Phones for greenies

WHEN the **Australian Climate Exchange** opened in July, the first buyer was Melbourne-based telco **M2**.

It snared \$5000 of carbon credits at \$8.50 a tonne. Now M2 has revealed the next stage of its green plan — it will offer a “green” mobile phone service. Customers on its cap plans, which range from \$49 a month to \$149 a month and use the **Optus** 3G spectrum, M2 will use 10c from every dollar to buy more carbon credits on the ACE. These will be permanently “retired”.

“If you are environmentally conscious, it’s a no-brainer,” said M2 managing director **Vaughan Bowen**.

An average mobile user will end up buying eight tonnes of carbon credits a year, which Vaughan says is enough to offset two family cars, or run a family home for a year.

Read about M2’s plans at www.greenmobiles.com.au.



Seen to be green