



'Green' mobiles service launched

Telecommunications

TELCO service provider M2 Telecommunications Group has launched what it says is Australia's first environmentally friendly mobile telecommunications service: Green Mobiles.

M2 said yesterday Green Mobiles was specifically targeting climate change caused by global warming.

Green Mobiles will contribute 10c in every dollar spent by customers into Australian Greenhouse Office-accredited carbon abatement programs, via the Australian Climate Exchange (ACX).

"Customers can make a significant contribution towards offsetting the greenhouse gas emissions caused by their day-to-day activities," M2 said.

M2 said that in one year, a \$49 GreenCap plan would offset

nearly seven tonnes of carbon dioxide, based upon the prevailing CO2 price of about \$8.50 a tonne.

"This is equal to offsetting the greenhouse gas emissions of around two average Australian cars per year, or electricity usage of an average household for an entire year, or a return flight from Australia to Los Angeles," M2 said.

Green Mobiles' entire operation had been structured to minimise its carbon footprint.

M2 chief executive Vaughan Bowen said M2 expected the average Green Mobiles customer would be able to contribute \$60 per year to carbon abatement, which was about 10 per cent of a customer's typical annual spend.

He said Green Mobiles "mirrored" the cost of other mobile plans and was not an

initiative where customers would pay more for their service to compensate for the money going towards carbon abatement.

Green Mobiles would be able to contribute 10c out of every dollar spent by customers because the business was built from scratch to have all transactions with customers online, thereby saving costs, Mr Bowen said.

Green Mobiles would not be spending money on a traditional marketing campaign of "rampant" advertising on TV and sales people banging on doors.

"The thing with Green Mobiles is to push it entirely through green-friendly organisations such as the Australian Conservation Foundation or major corporates like the Westpac Bank, which has taken a very environmentally friendly

stance at the moment," Mr Bowen said.

He said Green Mobiles would have about six months to secure alliances with environmental groups or environmentally friendly corporations.

"We're planning the expressions-of-interest campaign. We're going to be selecting a partner bank, a partner energy company, a partner insurance company, a partner accounting firm," he said.

The telecommunications industry accounted for more than 5 per cent of Australian gross domestic product, he said.

"As such, it is important that, as an industry, we demonstrate real initiative towards the issues presently confronting our natural environment," he said.

AAP