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oOh!media has implemented a whole range of environmental initiatives. The company has reduced the energy consumption of its mobile fleet by 33 percent per vehicle through the creation of mobile schedules that drive to key locations and park in high traffic areas. It is also reviewing the latest advances in emission control and fuel-saving technologies, and planning a future project to plant trees to offset its carbon emissions.

Furthermore, oOh! has entered into a three-year partnership with Landcare Australia, which includes \$3 million worth of outdoor media to help Landcare promote its initiatives to the public, and it has started the manufacture of a newly designed ShopaLite unit that uses LED lighting in place of energy-guzzling fluorescent tubes. When introduced, this change will save around 2,600 tonnes of CO2 every year; the equivalent of taking over 500 cars off the road.



It doesn't end there either. oOh! is in the process of converting all its owned large format signs to green power. It has also introduced greater choice in sign material, so that advertisers can reduce their carbon footprint without thinking about it. In partnership with Cactus Imaging, oOh! has introduced new options that reduce the environmental impact of out-of-home advertising. Last but not least, as part of the outdoor industry body the OMA, oOh! participates in aid relief measures by sending used billboard skins overseas for use as shelters. oOh! has provided relief in Thailand, Burma and North QLD following natural disasters. When oOh! is not re-using the skins this way, it recycles 20-to-25 percent into consumer goods such as bags and tents.

## “OOH!MEDIA HAS ENTERED INTO A THREE YEAR PARTNERSHIP WITH LANDCARE AUSTRALIA TO HELP LANDCARE PROMOTE ITS INITIATIVES TO THE PUBLIC”

### 2. NATURAL CAPITAL FUNDS

Natural Capital Funds is a newly launched green funds management business. It was founded by fund managers Marcus Burns and Angus Forbes, who recently returned home to Australia after working in London for the top banks and broker firms.

While in London, the dream was born when Forbes launched the first environment fund for GLG (the largest hedge fund in Europe) and was project director of The Prince's Rainforest Project. Natural Capital was founded to “create investment products that achieve best in class returns whilst respecting the biophysical limits of the world”.



This month, it's launching a global equity fund with a unique sustainability methodology. You can find out more at [www.naturalcapitalfm.com.au](http://www.naturalcapitalfm.com.au)

### □ THE CASE FOR GREEN IT

Fujitsu CEO Rod Vawdrey says the IT industry has a responsibility to help reduce greenhouse gas emissions and support the implementation of green IT initiatives. Today, IT infrastructure generates two percent of the world's greenhouse gas emissions. During 2007, it contributed 1.52 percent of emissions in Australia. That's a big opportunity to make a big difference.

Vawdrey says: "To me, it's a pretty simple proposition. Our resources are finite and we all have a duty of care to sustain the environment for future generations. Whether you're a climate change convert or sceptic, businesses cannot afford to ignore the risks and opportunities that climate change presents.

"Environmental sustainability can be approached from two different viewpoints; as an opportunity to add value to an organisation, or as a cost-cutting benefit. Either way, it has moved beyond solely a matter of good corporate social responsibility; it's a business issue.

"If you look at it from the standpoint of corporate value, the environment represents an innovative opportunity to be a leader. But if you look at it simply as a cost, you will be stuck reacting to problems and making only gradual improvements.

"The challenges are many and daunting, but organisations that identify and address environmental sustainability risks will gain a competitive edge. With consumer awareness of environmental issues at an all-time high, there is an increasing expectation for businesses to embrace sustainability principles. To do so will typically make economic sense."

According to Alison O'Flynn, Head of Sustainability at Fujitsu Australia, IT can contribute to an organisation's sustainability objectives and be seen as part of the solution. Part of this may involve CIOs being given a KPI for the company's green strategy, which can help achieve targets, as IT is often the second biggest user of power within a business.