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all I want for Christmas.....

Traditionally Christmas is a time of celebration, giving of gifts and thinking about those less fortunate than you.

In recent times there has been a rise in popularity of buying the gift that gives twice. Instead of buying something for the person who has everything, Aid & Development organisations offer you the opportunity to buy a gift for the person who has nothing (on behalf of the person who has everything).

As you write your Christmas shopping lists and wander around in stores, Carbon Counters is asking you to think about the life cycle of the gifts you buy.

- Where was it made?
- Who was it made by?
- What is it made from?

- What are the impacts on the environment of the acquisition of raw materials, the manufacture, distribution and sale of the gifts you choose?
- Was the person(s) who made the gifts you buy paid a fair wage?
- What will your gift be used for?
- At the end of its useful life, how will your gift be disposed?

Carbon Counters would like to provoke a little bit of thought about the ecological footprint of your Christmas gift giving.

We suggest a perfect gift might be a Bokashi Bucket, made in Australia from recycled materials (or perhaps a decorated toilet).



Bokashi Buckets assist individuals and families to reduce carbon emissions by composting food wastes including meat, citrus, egg shells and bread. The Bokashi EM (Effective Micro-organism) powder composts the food waste, without odours and much less greenhouse gas emissions.

World toilet day

Carbon Counters supported Engineers Without Borders and a consortia of people in a celebration of World Toilet Day on 19 Nov 2008:

Artists, designers, architects, engineers & students decorated toilets which were donated by Caroma. On the 19 November, we celebrated the humble, yet vitally important toilet. Can you imagine life without access to a

toilet? 2.6 billion people do not have to imagine. Many women cannot continue their education once they reach puberty because they lack an appropriate place to attend to their personal needs during menses. The main objective of World Toilet Day was to celebrate the health and liberty a toilet provides. We aimed to break a few taboos and encourage the discussion of poo, toilets, sanitation and menstruation in everyday conversations. We also wanted people to consider the sustainability issues associated

with toilet paper, pads, nappies and excessive use of water. Bob McMullan MP discussed how Australia is addressing the crisis.



www.insanitation.org

Counting the beat....

On 1 July 2008, Carbon Counters opened the doors for business, selling products and services from business to consumer.

Products include:

- Energy efficient lighting;
- Solar Hotwater systems;
- Composting technologies
- "Green is good" books

On 20 Nov, 2008 Carbon Counters expanded its operations into business to business & consulting services including:

- Green Building Council Australia—design, as-built, office interiors consulting;
- Energy and water audits;
- Energy and water retrofits;
- Water Efficiency Management Plans;

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Katie Patrick

CEO/
Environmental Engineer/
Publisher

"Most Australians care about the environment. They just want green living to be progressive, intelligent and ultimately very cool. We have positioned Green Pages as a leading example in the market that will enable Australians to feel this way about sustainability."

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KATIE PATRICK—GREEN ENTREPRENEUR

Katie Patrick's million dollar Green Pages environmental publishing company is living proof of an Australian dream turned into reality. The 27 year old began her career as an Environmental Engineer and Project Manager for commercial Green Star construction and refurbishment projects.

She left the property industry after observing that environmental protection would occur faster and more effectively backed by large investment. And so, on pushbike and touting a detailed business plan and mock-up of the Green Pages, she targeted the corporate world in her quest to influence a shift towards ecological citizenship starting at the grass roots, by promoting the concept of green as a landmark brand.

'I have a fundamental objective to grow the commercial market share of products that are good for the environment. I believe this is the most powerful means of turning sustainability into a reality that leaves something for future generations more worthwhile than the degradation we are currently heading towards'.

Featured as the first environmental CEO on the front cover of Business Review Weekly, Katie has been involved in environmental advocacy and policy development through her role as Vice Chair of the Property Council Sustainability Committee and her position on the board of Good Environmental Choice Australia. She is regularly quoted as an environmental expert and has recently been interviewed by The Age, The Australian, The Sydney Morning Herald, The Courier Mail, and popular magazines such as Vogue, Vive and Madison. She has done radio interviews for the ABC with Robyn Williams, with Triple J and 2SER amongst others and has been featured on Channel Ten's Mornings with David and Kim, and on Channel Seven's Today Tonight. Green Pages has also been promoted by Sunrise.

Katie has just completed two segments for SKY TV, one a Business – the other an environmental program.

As the nation's largest sustainable media organization, which is entirely focused on supporting growing green businesses, Green Pages is Australia's leading voice in sustainable business practice. Green Pages now produces an Annual Magazine/ Eco Directory, Quarterly Lifestyle Magazines and a Website driving the international growth and demand for sustainable business in the wider market and the company has an agenda to develop a global on-line village through the USA, the UK and Europe.

Katie's gift lies in mobilizing the corporate world into committing to sustainable practice and in interpreting and highlighting environmental issues for the public. In 2007, she staged Australia's first Eco Fashion Show to highlight the necessity for the fashion industry to adopt sustainable practice and standards. Her current focus is the business world, addressing such issues as carbon trading, green washing, bio diversity and eco systems versus business growth, recycling, socially responsible investment and sustainability in running businesses. She is intelligent, well-spoken and engaging. Sustainability needs a face people can identify with—Katie Patrick is that person. Sustainability is the answer to both climate change and depletion of resources. Katie interprets strategies to go green in accessible, fun and inspiring ways that support consumers' shift to green. She was recently a finalist in the Green Globe awards and can be found in the NSW edition of WHO's WHO.

Katie is an inspiration to Carbon Counters.

A SHORT HISTORY OF CARBON COUNTERS

In early 2008, James Tilbury approached Rowan Barber with the following request:

"I'm going to try to get a job in the environment/sustainability department of an engineering firm or similar. I was wondering if you have any good contacts within Engineers Without Borders or anyone you could introduce me to?"

Rowan responded with his top three prospective employers at the time: Arup, SKM and Hatch. Option four was: *"or you can help me write my business plan and we will start our own firm....."* to which James responded:

"Thanks a lot for that - I take option 4! Would love to be a part of a start up."

Rowan enrolled in a short course at the Southbank Institute of Technology and began an "Entrepreneurial Strategic Action Plan" with the assistance of Peter Baskerville.

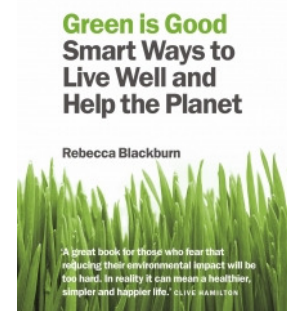
As CEO & CFO, James took the reigns of Carbon Counters strategic direction & is looking at a quadruple bottom line.

Carbon Counters began from humble beginnings in a cupboard under the stairs at Rowan's house selling

Bokashi buckets & "Green is Good" books.

Rowan & James began preaching the gospel according to Carbon Counters at Project Services, Southbank Institute of technology, Oxfam, QUT & the Society of Sustainability & Environmental Engineering with a presentation called: *"The hitchhikers Guide to Carbon Accounting"*

Carbon Counters are moving into a new phase of the business. Rowan is going full time as an Environmental Consultant to the Industrial and Commercial sectors, while continuing to expand services for domestic consumers.



CORPORATE PARTNERS WITH EWB & AWA

Carbon Counter's corporate partnerships with Engineers Without Borders (EWB) and the Australian Water Association (AWA) provides the opportunity to align with an international development organisation dedicated directly to the engineering community & an industry body.

Carbon Counters became an EWB Corporate Partner to support humanitarian aid to some of the world's poorest and most disadvantaged communities within Australia and overseas.

Carbon Counters partnership with EWB builds on and expands our expertise in GHG accounting and water efficiency. It challenges our staff technically by exposing us to new work environments and project

constraints. At the same time it deepens our understanding of capacity building and community involvement in projects, and encourages a customer focus for delivery of services.

Involvement in EWB programs is a way of integrating the concept of sustainable development into the culture of our company through active participation.

It provides an opportunity for us to connect to on-the-ground work through mentoring, participating in, or even leading a project.

EWB programs are a vehicle to increase knowledge transfer from experienced to less experienced engineers.

Carbon Counters has the potential to improve and expand international business relationships & opportunities.

Our partnership demonstrates our company's commitment and social responsibility. Our partnership with EWB influences the culture of our company. It encourages employees to volunteer their time and expertise to help others, and simultaneously drives staff to reach their full potential.

Rowan has been involved with the AWA for over 20 years as an advocate for women, youth and developing communities. Carbon Counters are also passionate advocates for the (ecologically) sustainable management of water.

For more information check out :

www.ewb.org.au
www.awa.asn/watsan



AS INDIVIDUALS
& AS A
COMPANY JAMES
& ROWAN
SUPPORT THE
WORK OF
ENGINEERS
WITHOUT
BORDERS..



carbon-counters.com

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*helping you put your lifestyle
on the scales*

Carbon Counters has been established to help individuals and families reduce their greenhouse gas emissions, in the same way that the weight loss industry helps people change their diet, exercise and lifestyle habits.

Mission Statement

Carbon Counters works with individuals and families to reduce their green house gas emissions, while improving their quality of life through access to information, support and advice on products and services.

Through the process of reducing greenhouse gas emissions, "Carbon Counters" also seeks to help disadvantaged communities who are impacted by Climate Change by supporting the work of Engineers Without Borders.

The purpose: to reduce the green house emissions due to the products we eat, the places and ways that we travel, the homes we live in and the consumer choices we make every day.

The business: providing advice, information and support on how to reduce green house gas emissions as well as the financial, health and lifestyle benefits that result.

The values: protecting the environment and disadvantaged communities who are vulnerable to and affected by climate change.

BRISBANE CITY COUNCIL'S SOLAR REBATE

Brisbane City Council is now offering a \$400 rebate - but residents need to be quick as only the first 1,500 homes will qualify. For information on the rebate visit www.GreenHeartCitySmart.com and follow the links.

Installing a solar water heater can decrease household energy consumption by up to 30% and help you manage increasing energy costs.

Residents who install solar hot water will also achieve Council's 2012 target: reducing household energy use by 3 tonnes.

Rowan went to see the Lord Mayor launch the \$400 Solar Water Heater rebate for replacing or converting electric hot water systems to solar energy.

The Fair was held at the Southbank Cultural Forecourt on Sunday 31 August

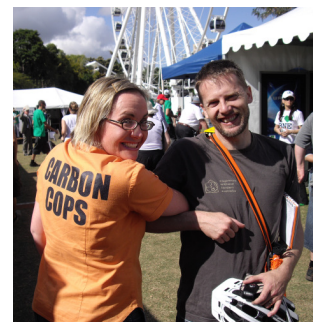
2008, as part of Riverfestival.

On the day Rowan Barber was arrested by the Carbon Cop: Lish Fejer and other sustainability experts as he attempted to find out new sustainable living ideas. The Carbon Cops inspire Carbon Counters to assist Australians reduce their GHG's.

www.abc.net.au/tv/carboncops



The Lord Mayor



Lish Fejer: Carbon Cop arresting Rowan Barber: Carbon Counter