

## Media Release

6 July 2010

### **Business wants to take the lead on climate change adaptation and the environment**

As part of today's release of the TCCI quarterly Tasmanian Survey of Business Expectations, Greening Australia issued the results of the associated survey of businesses' attitude towards climate change and the environment.

The Tasmanian CEO of Greening Australia, Jonathan Duddles said the results are very important and show how far the question of climate change has come in recent years.

Mr Duddles said that over 67% of businesses report a deep understanding of climate change and environmental issues.

"Most significantly, over 87% of businesses report that they want the business community to take the lead role in the response to the environment and climate change challenge.

"This points to an understanding that climate change and green issues are fast becoming mainstream business, and that businesses can now see real opportunities in them.

"The responses are saying that when it comes to achieving results, it is businesses that actually make the difference on the ground. Business people can now see profitable opportunities in carbon emissions reduction programs for instance." Mr Duddles said.

Also over 70% of business people have said that they would make significant investments in environmental and climate change solutions.

"Interestingly over 30% said they would be willing to buy carbon offsets only if they were used to plant mixed species trees to restore Tasmanian landscapes. This has major implications for policy makers, as business people do not want money spent on carbon offsets to go elsewhere, never to be seen again at the local level." Mr Duddles said.

The respondents said they are also keen to invest in staff training and education, the development of environmental policies and strategies, and carbon emissions reduction measures.

When sponsorships or philanthropic gifts were considered, respondents had strong preferences for community based environmental education, improved water quality and river health. This again points to a local focus.

"Our experience is that Tasmanian businesses are already being proactive and implementing carbon emissions reductions strategies, illustrating that it will be businesses who will ultimately solve the climate change problem." Mr Duddles said.

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## **Questions and Answers:**

### **What is Greening Australia?**

With over 28 years of experience in creating sustainable environmental outcomes, Greening Australia is a solutions-driven organisation that is committed to doing something practical about Australia's environmental problems. We do much more than simply plant trees.

Greening Australia tackles critical issues like salinity, declining water quality, soil degradation, climate change and biodiversity loss through an innovative blend of practical experience, science and community engagement. We are dedicated to protecting our heritage, its biodiversity and natural resources, putting back in a way that allows all Australians to be part of the climate change solution.

With a network of over 350 staff in locations across the continent, Greening Australia lives and works with people from remote, regional and metropolitan communities.

### **Why is Greening Australia part of the TCCI quarterly survey?**

The TCCI and Greening Australia have entered into a strategic alliance to help develop business leadership on environmental matters.

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