

“Green Telephony” FAQ’s

Why are we doing this ?

A combination of factors. As well as a great value proposition for customers, at the company we have a genuine desire to reduce our power consumption and carbon footprint for both commercial and ethical reasons. We are also keen to differentiate our core “minutes proposition” from that of other Carriers, and to provide our customers with another reason to work with us rather than less environmentally sensitive competitors.

What exactly are “carbon neutral minutes”?

We mean that all the power consumed in transporting traffic (i.e. minutes worth of telephone calls) across the telecoms network which creates a Carbon footprint is now effectively “offset” by investing the same sum of money in projects, which would not otherwise have happened, to counteract emissions.

It is not our total carbon footprint that we are offsetting, just the carbon footprint created by carrying minutes across our network.



How does our “green telephony” actually work ?

The process is relatively simple, and for credibility reasons we have used outside specialists to ensure integrity and validity.

We measured the carbon footprint for our network minutes, using a Company called Greenstone Carbon Management. They looked at electricity bills, volumes on the network and measured our footprint at 2.7 million kgCO₂. We then looked at who we would use to offset this carbon footprint.

We chose The CarbonNeutral Company because it was well established (in 1994) and an innovator. It was the first company to package carbon offsets for business and consumer audiences, the first to create on-line carbon calculators, the first to create a public standard and quality assurance programme, and the first to sell travel offset packages to international governments and NGOs at the 2002 World Summit in Johannesburg.



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How do you know your investment in carbon offsetting is credible ?

We ensure our partners are independent and credible.

For example, CarbonNeutral are one of eight of the world's leading carbon offset providers who announced the formation of the International Carbon Reduction and Offset Alliance (ICROA). The organisation has been created to build support for voluntary market standards and promote credible carbon management strategies which use a 'reduce-and-offset' approach.

So which projects benefit directly from "carbon neutral minutes" ?

Ask for further details, on the following renewable energy projects that our carbon credits are being used on include ask for further details.

- **The Sichuan Province Hydro Power Project in China.**
- **A Wind Power Project in India.**



Why aren't we investing in renewable energy sources in the UK?

The reason we are not investing our carbon credits in renewable energy projects in the UK is because the UK is signed up to the Kyoto Protocol, which means that any investment in a renewable energy project such as wind, hydro or solar power would go straight into our electricity grid and the Government would then count that as part of the country's reduction under the UK's Kyoto Protocol Target.

If we then sold our credits to the same projects that the Government is using as a reduction, it then would mean that it was being counted twice and so would not constitute a genuine emissions reduction. Instead we have to invest our credits in the Voluntary Market, which tend to be developing countries outside Europe.