

Embargoed until Monday February 5th, 9am AEST

South Pole's new EcoAustralia credit supports local biodiversity and tackles global carbon emissions

Sydney Australia, 5 February 2018 - South Pole has launched a new product to support the regeneration and preservation of Australia's biodiversity. **EcoAustralia** combines Australian government-endorsed biodiversity credits with international carbon credits, giving organisations the opportunity to compensate their carbon emissions *and* contribute to the regeneration and preservation of Australia's most vulnerable ecosystems.

This new offering is the result of a partnership with [Cassina Environmental](#), an organisation whose mission is to protect, restore and regenerate native areas and ecosystems in Australia, more specifically in Victoria. EcoAustralia will support a selection of biodiversity projects under Cassinia, offering a new globally relevant offset option that has a tangible local impact.

EcoAustralia currently supports two project areas in central and southern Victoria: [The Lavers Hill project](#), situated in the Otway Rainforest, is one of the wettest and most biodiverse areas in Victoria. The project guarantees the protection of this unique area, managing threats from encroaching properties. [The Myamyn project](#) encompasses sections of the Annya State forest. The land was illegally cleared a decade ago and then replanted with non-native species. The project replants the area with natural vegetation, helping to preserve the habitat of endangered native species such as the Scented Spider-orchid, the Powerful Owl, and the Long-nosed Potoroo.

"EcoAustralia allows us to connect companies with projects delivering real impacts here in Australia," says Jay van Rijn, Senior Key Account Manager for South Pole. "This product is tailored to the needs of Australian business and delivers measurable conservation outcomes for Australia's unique biodiversity. We are looking forward to providing this solution to the Australian carbon market."

Already EcoAustralia credits have been purchased by several businesses including Melbourne Airport to support their sustainability initiatives. **Melbourne Airport Executive General Manager Corporate Services, Lisa Evans**, says the airport was pleased to implement EcoAustralia's carbon offset package: *"The EcoAustralia offset package provides Melbourne Airport with the opportunity to support Victorian biodiversity assets, and contribute to the global*

effort to reduce carbon emissions. We proudly offset our staff travel and vehicle fleet every year and look forward to continuing that with South Pole."

Paul Dettmann, Founder and Director of Cassinia Environmental says that EcoAustralia protects areas of significant biodiversity in Australia. *"By developing this product we can now identify and protect really high-value sites with native vegetation, and by combining the biodiversity value that we have in these sites with the carbon offsets that South Pole brings, we can actually deliver a real, tangible on-the-ground benefit to Australia's biodiversity. It is fantastic to see that South Pole has taken the initiative to bring a really tangible carbon product to market that delivers real benefits to the Australian landscape."*

The EcoAustralia credits are international and can be used across the compliance and voluntary market including the Australian government's [National Carbon Offset Standard](#) (NCOS). For more information about the product, visit the [South Pole Australia website](#).

ENDS

Note to the editors

EcoAustralia credits guarantee the protection of areas of Australia's remaining high quality native vegetation and generate a carbon offset by using accredited carbon credits from international projects. It combines a Australian Biodiversity Unit (ABU) with a 1 tonne carbon credit where each ABU represents 1.5m² of government-accredited habitat protection, with a covenant being placed on the land title to ensure the vegetation is managed for conservation in perpetuity. Carbon credits come from projects using either the [GoldStandard](#) or [Verified Carbon Standard](#). Currently, EcoAustralia protects Victorian native vegetation projects, however South Pole is developing solutions for New South Wales and Queensland biodiversity conservation. EcoAustralia credits are available for purchase by any organisation in Australia. For more information, see the [EcoAustralia factsheet](#) or visit our website: <https://www.southpole.com/sp-australia>

Product Enquiries

Jay van Rijn
Senior Key Account Manager, Australia
j.vanrijn@southpole.com
+61 419 117 474

Media Enquiries

Lily Keenan
Junior Communications Specialist
l.keenan@southpole.com

South Pole

South Pole is a leading provider of global sustainability financing solutions and services. The company has 200 experts in 16 global offices and works with a wide range of public, private and civil society organisations for over a decade. The company's expertise covers project and technology finance, data and advisory on sustainability risks and opportunities, as well as the development of environmental commodities such as carbon credits or renewable energy credits. South Pole has developed and provided climate finance to over 500 projects in emission reduction, renewable energy, energy efficiency and sustainable land-use. For more information, visit southpole.com or follow the company @southpoleglobal.

Cassina Environmental

Cassina Environmental was founded in 2000 to discover new ways of funding conservation reserves through the marketing of environmental services. A pioneer in carbon farming in Australia, our focus has always been on ensuring that biodiversity and other ecological value is enhanced, not compromised, by our carbon projects. For more information, visit www.cassinia.com