

Sustainability 28/09/2020

## Offsetting carbon emissions with Porsche Impact now available in Australia

Porsche has launched its Porsche Impact program in Australia, offering owners an emissions calculator that allows them to determine and offset their personal Porsche carbon footprint.



Using an online calculator, owners can estimate the CO<sub>2</sub> footprint of their Porsche sports car and financially support environmentally friendly Australian projects. The contribution is based on consumption, annual mileage and the selected support project. For example, for a Porsche vehicle that has driven 15,000 kilometres with an average fuel consumption of 12 litres per 100 kilometres an owner's financial contribution is approximately AUD \$117 per year.

Importantly, contributions by Australian owners go to Australian projects. As a result of Porsche's partnership with leading project developer and global climate action expert South Pole, Porsche owners can choose between two certified local projects. The available initiatives focus on sustaining the biodiversity of local flora and fauna, revegetation and Indigenous land management. The projects are part of South Pole's award-winning EcoAustralia credits, where an Australian biodiversity project is matched with an international Gold Standard emissions reduction project.

The first project is Mount Sandy, located between the Coorong National Park and Lake Albert in South Australia. It is a pocket of intact native vegetation in a region dominated by farmlands, Mount Sandy brings together Indigenous and non-Indigenous Australians to promote land conservation methods that have been used by the Traditional owners of the land, the Ngarrindjeri people, for thousands of years. The 200 hectare site ensures permanent protection for all biodiversity, which is a unique mix of coastal shrublands and saline swamplands. The site provides habitat for iconic native wildlife, such as the short-beaked echidna, purple-gaped honeyeater and elegant parrot.

The second local initiative is the Myamyn project at Annya State Forest, located in south-western Victoria. The habitat is home to

numerous vulnerable and endangered plant and animal species. The Myamyn project works to protect and rehabilitate the site after clearing and the introduction of an invasive eucalyptus species occurred in 1997. So far 20 hectares of cleared land have been rehabilitated with a total of 200 hectares protected against further clearing.

Porsche Cars Australia is also participating in the program, which was developed by Porsche AG in association with its subsidiary Porsche Digital. The estimated 2020 CO2 emissions of the Porsche Cars Australia fleet of cars have been offset using Porsche Impact. This includes company cars, press cars and vehicles dedicated to the Porsche Track Experience program.

The sports car manufacturer is committed to reducing CO2 emissions. In doing so, Porsche considers the entire value creation chain: from suppliers, to the product, to after sales and recycling. Today, Porsche AG uses 100% green energy for production and rail logistics. In Australia, Porsche also prioritises other sustainability measures like solar power and tyre recycling.

"Sustainability is an essential pillar of our corporate strategy at Porsche," said Sam Curtis, CEO & Managing Director, Porsche Cars Australia.

"The global approach to sustainability at Porsche is holistic, working in all fields of action: ecological, economic and social."

For more information about Porsche Impact please visit:

<https://www.porsche.com/australia/aboutporsche/responsibility/porscheimpact/>

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