

New initiative to help cut greenhouse gas emissions

New Zealand's Contact Energy has unveiled plans to help its 580,000 customers cut their own greenhouse gas emissions by a million tones over the next seven years. "This target can be achieved through practical, affordable action on energy efficiency and carbon abatement," says Contact chief executive David Baldwin. Contact has launched a web-based carbon calculator and will be offering its customers special incentives over winter to take action more easily, including home insulation deals. Contact has also become a certified member of the Landcare Research carboNZero program and has undertaken to reduce emissions from all of its non-generation activities as far as possible, and then pay to offset the remainder through Landcare Research's greenhouse gas emission abatement schemes.

[Source esaa news]